

## Analysing Seasonal Influences on Meat Consumption Behaviour among Rural and Urban Households

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**Abstract:** Human diet and nutritional status have undergone a sequence of major shifts, stated as nutrition transition. Studies showed that urbanization has been carrying a rise in demand for meat products. In India, cultural and seasonal differences are also accountable for variation in meat consumption. A study was performed to understand the seasonal influences among the rural, semi-urban and urban meat eating consumer behavior with sample size of 90 meat eating respondents and 30 non-meat eating respondents. The results should that majority of the respondents preferred to eat meat during festivals and holidays than other seasons.

### I. Introduction

The Indian context, culture, traditions, customs and taboos influence meat consumption to a great extent. However, studies showed that urbanization has been causing a rise in demand for meat products. India is the world's second largest exporter of beef (Tepper, 2012). In India, 95 per cent of the goat meat produced is consumed locally (Anonymous, 2009). Meat consumption, in particular is determined by the religious factors where pork is forbidden to Muslims and beef is prohibited to majority of Hindus. The preference and consumption of chicken meat can be considered as a universal phenomenon and chicken meat is greatly accepted by the consumers in India as compared to the other meat consumption. There has been a great rise in the production of livestock products and this is expected to continue in future. The consumer in any production system plays a vital role around whom the system revolves and meat products are no exception to this. With the rising levels of the consumers and their changing tastes and preferences, the demand for meat is undergoing a change both in quantitative and qualitative terms (Haun and Fu, 1993). The study was therefore taken to assess the seasonal influences towards meat consumption behavior among rural, semi-urban and urban households.

### II. Methodology

A study was performed to ascertain the seasonal influences towards meat consumption among rural, semi-urban and urban households of Karnataka. A total of 90 meat consuming respondents were selected randomly from Belgaum district, Bangalore rural district and Bangalore city representing the rural, semi-urban and urban locations respectively.

Preference of seasonality in this study referred to a particular season in which the respondents consumed meat. Each respondent was asked to give their consumption pattern of different meat species in various seasons viz., summer, winter, rainy, holidays and festivals. The frequency was tabulated, per cent worked out and presented.

### III. Result And Discussion

In order to understand the influence of season on meat eating behaviour the respondents of rural, semi-urban and urban were asked to classify their preferences towards consumption for different seasons like summer, winter, rainy, holidays and festivals. The location wise seasonal influences on meat consumption are presented in the table below:

**Table Preference of seasonality of consumption by the respondents**

Study areas	Season	Meat Type					Total
		Chicken	Mutton	Chevon	Beef	Pork	
Rural house holds (n=30)	Summer	1 (3.33)	1 (3.33)	1 (3.33)	1 (3.33)	--	4 (13.33)
	Winter	1 (3.33)	1 (3.33)	1 (3.33)	1 (3.33)	1 (3.33)	5 (16.66)
	Rainy	1 (3.33)	1 (3.33)	1 (3.33)	1 (3.33)	1 (3.33)	5 (16.66)
	Holidays	2 (6.67)	2 (6.67)	1 (3.33)	1 (3.33)	1 (3.33)	7 (23.33)
	Festival	3(10.00)	2 (6.67)	1 (3.33)	2 (6.67)	1 (3.33)	9 (30.00)
Semi-urban house holds (n=30)	Summer	1 (3.33)	-	1 (3.33)	1 (3.33)	-	3 (10.00)
	Winter	1 (3.33)	1 (3.33)	1 (3.33)	2 (6.67)	-	5 (16.66)
	Rainy	2 (6.67)	1 (3.33)	--	1 (3.33)	1 (3.33)	5 (16.66)
	Holidays	1 (3.33)	2 (6.67)	1 (3.33)	2 (6.67)	1 (3.33)	7 (23.33)
	Festival	3(10.00)	2 (6.67)	1 (3.33)	2 (6.67)	2 (6.67)	10 (33.33)
Urban	Summer	2 (6.67)	1 (3.33)	1 (3.33)	2 (6.67)	--	6 (20.00)

Study areas	Season	Meat Type					Total
		Chicken	Mutton	Chevon	Beef	Pork	
house holds (n=30)	Winter	1 (3.33)	1 (3.33)	1 (3.33)	2 (6.67)	--	5 (16.66)
	Rainy	1 (3.33)	1 (3.33)	1 (3.33)	2 (6.67)	1 (3.33)	6 (20.00)
	Holidays	1 (3.33)	1 (3.33)	1 (3.33)	2 (6.67)	2 (6.67)	7 (23.33)
	Festival	1 (3.33)	--	1 (3.33)	2 (6.67)	2 (6.67)	6 (20.00)
Overall (N=90)	Summer	4 (4.44)	2 (2.22)	3 (3.33)	4 (4.44)	--	13 (11.70)
	Winter	3 (3.33)	3 (3.33)	3 (3.33)	5 (5.66)	1 (1.11)	15 (13.50)
	Rainy	4 (4.44)	3 (3.33)	2 (2.22)	4 (4.44)	3 (3.33)	16 (14.40)
	Holidays	4 (4.44)	5 (5.56)	3 (3.33)	5 (5.56)	4 (4.44)	21 (18.90)
	Festival	7 (7.78)	4 (4.44)	3 (3.33)	6 (6.67)	5 (5.56)	25 (22.50)

The table revealed that, in rural area, nearly one-third (30 %) of the respondents preferred to consume meat during festivals and nearly one-fourth (23.33 %) had preferred to consume meat during holidays followed by winter and rainy season with equal number (16.66 %) of respondents and rest (13.33 %) of the respondents consumed meat during summer.

In semi-urban area, nearly one-third (33.33 %) of the respondents preferred to consume meat during festivals and nearly one-fourth (23.33 %) of the respondents preferred to consume meat during holidays followed by winter and rainy season with equal number (16.66 %) of respondents of 16.66 per cent and rest (10 per cent) of the respondents to consumed meat during summer.

In urban area, nearly one-fourth (23.33 %) of respondents preferred to consume meat during holidays followed by equal number of respondents (20 %) during festivals, summer and rainy seasons and the rest (16.66 %) of respondents consumed meat during winter season.

In over all, nearly one-fourth (22.50 %) of the respondents consumed meat during festivals and nearly one-fifth (19.90 %) consumed meat during holidays followed by rainy season (14.40 %), winter season (13.50 %) and summer season (11.70 %).

#### IV. Conclusion

The study revealed that the respondents irrespective of locations mostly preferred to eat meat during festivals and holidays than other seasons. The reason might be that during festivals and holidays the family get together wherein they spend time to prepare and eat meat to make it a joyous occasion which is common among South Indians.

#### References

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