

Consumer Preference for Japanese quail Meat Consumption in Chennai City

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Received: 26.04.2018 | Revised: 30.05.2018 | Accepted: 8.06.2018

ABSTRACT

The present study was conducted to evaluate the consumer preference towards Japanese quail meat, reason for preference and preference over source, location and package. For the present study, Chennai metro city, the capital of Tamil Nadu state was purposively selected as it is heterogeneous in the meat consumption behavior of people. A total of 90 respondents were selected from Chennai city by using simple random sampling techniques. The data for the present study was collected through filed survey approach by interviewing the respondents with the help of well-structured interview schedule. The results revealed that 78.89 per cent of the respondents were preferred towards Japanese quail meat and 21.11 per cent of the household consumers were not preferred towards quail meat. Taste and satisfaction was considered as the most important reason for Japanese quail meat preference by household consumers. Majority of the consumers (59.15 per cent) were purchasing Japanese quail meat from local retail shops followed by hotels (32.39 per cent) and farm outlets (8.45 per cent). Majority of the consumers (57.75 per cent) felt that the available Japanese quail meat price was nominal whereas 18.31 per cent of the consumers felt it was too high. This study will be useful for the better marketing approach based on consumer preference in Chennai city.

Key words: Consumer preference, Japanese quail meat, Reasons

INTRODUCTION

Owing to increasing urbanization, changing food habits and higher level of disposable income, population is increasingly moving towards non-vegetarian diet. Compared to all other meat, alternative poultry meat consumption is increasing in recent years as it is much tastier and also available at lesser¹. Because of these factors, alternative poultry meat consumption is increasing in recent years. In addition to existing poultry and

livestock meat, the alternative poultry meat would help to meet out the protein recommendation of ICMR with cheaper price and best availability of meat. Japanese quail farming is considered a very promising micro poultry farming species for rural and urban development because it provides an inexpensive, readily available and high quality meat and eggs². The meat has good nutritive value, gamy flavor, amazing taste, tender meat, low caloric value and high dry matter.

Cite this article: Vignesh, K., Pandian, A.S.S., Prabu, M., Veeramani, P. and Shree, J.S., Consumer Preference for Japanese quail Meat Consumption in Chennai city, *Int. J. Pure App. Biosci.* 7(2): 127-130 (2019). doi: <http://dx.doi.org/10.18782/2320-7051.6439>

It is also rich in protein, vitamins, essential amino acids, phospholipids, saturated and unsaturated fatty acids¹. In this context, this study was undertaken to analyze the preference in consumption of Japanese quail meat in Chennai city.

MATERIAL AND METHODS

For the present study, Chennai metro city, the capital of Tamil Nadu state was purposively selected as it is heterogeneous in the meat consumption behavior of people. A total of 90 respondents were selected from Chennai city by using simple random sampling techniques. The data for the present study was collected through filed survey approach by interviewing the respondents with the help of well-structured interview schedule. Based on the income distribution, households grouped into three categories as low, medium, high income group. The data collected from household consumers were tabulated and analysed. Tabular and percentage analysis were used to analyse the consumer preference for Japanese quail meat, source of purchase, purchasing source preference, stall location opinion about

Japanese quail meat price and package preference. Consumer preference towards Japanese quail meat was accessed by five point rating scale. Preference of Japanese quail meat and reasons towards preference of Japanese quail meat by the consumers were analyzed by Garret's ranking technique.

RESULTS AND DISCUSSION

Consumer preference for Japanese quail meat:

Consumer preference for Japanese quail meat presented in table no 1. The results revealed that 71 (78.89 per cent) respondents were preferred towards Japanese quail meat and 19 (21.11 per cent) household consumers were not preferred towards quail meat. The results revealed that 33.33 per cent of the respondents were moderately preferred towards Japanese quail meat followed by 16.67 per cent were highly preferred, 15.56 per cent were preferred and 13.33 per cent were less preferred. And finally out of 90 respondents 21.11 per cent of the household consumers were not preferred towards quail meat.

Table 1: Consumer preference for quail meat

S. No	Preference	Consumers (number)	Percentage
1	Highly	15	16.67
2	Preferred	14	15.56
3	Moderate	30	33.33
4	Less	12	13.33
5	Not	19	21.11
	Total	90	100.00

Similar survey was done by Chitrambigai *et.al.*,³ at Chennai. In this study 27.80 per cent consumers had high preference, 33.40 per cent consumers had preference, 14.4 per cent consumers had moderate preference, 10 per cent consumers had less preference and not preferred by 14.44 per cent of the consumers.

Reason for preference of Japanese quail meat:

The rank for the reasons for preference of Japanese quail meat consumption were collected from sample household consumers and analyzed by Garret's ranking technique and the results obtained were presented in the

Table no 2. The results revealed that taste was considered as the most important reason for Japanese quail meat preference by household consumers followed by satisfaction, available quality, availability, nutritional value, market price and recent trend. Kyarisiima *et al.*, stated that preference for local chicken meat was based on the perceived taste, toughness and chemical free. Vinoth raj⁶ reported that taste was considered as the important reason for preference of meat of all species by households' consumers in Chennai and adherent districts.

Table 2: Reason for preference

Reasons	Garret score	Rank
Taste	49.13	I
Satisfaction	37.82	II
Available quality	24.69	III
Availability	22.2	IV
Recent trend	14.17	VII
Nutritional value	16.44	V
Market price	14.83	VI

Out of 75 Japanese quail meat consumers, majority of them like to have a Japanese quail meat in the form of Japanese quail fry followed by quail 65, quail tandoori, ginger quail and quail biryani. Very less consumers like to have in the form of quail biryani. It might be due to the breakage of the bones in the preparation of Japanese quail biryani.

Source of purchase of Japanese quail meat:

Source of purchase of Japanese quail meat presented in table no 3. Out of 71 Japanese quail meat consumers, 59.15 per cent of the consumers were purchasing Japanese quail meat from local retail shops followed by hotels (32.39 per cent) and farm outlet (8.45 per cent). This is because of availability of Japanese quail meat in most of the meat retail shops of Chennai city.

Table 3: Source of purchase of Japanese quail meat

S. No	Buying source	Consumers (number)	Total Percentage	Consumers percentage(63)
1	Retail shop	42	46.67	59.15
2	Slaughter house	0	0.00	0.00
3	Super market	0	0.00	0.00
4	Farm outlet	6	6.67	8.45
5	Hotel	23	25.56	32.39
	Total	71	78.89	100.00

Preference on source of purchase:

Preference on source of purchase was analyzed by garret ranking technique and presented in table no 4. The result reveals that most of the consumers prefer to purchase Japanese quail meat in retail shops and second choice of purchasing preference was from hotels followed by farm outlet, slaughter house and

super market. Similar kind of study performed in purchasing place of poultry meat by Sismanoglou and Kalogiannis⁵, which revealed that consumers usually buy poultry from butchers (45.4 per cent), super market (30 per cent), and specialized poultry markets (25.8 per cent), from producer (12.9 per cent) and on street market (10 per cent).

Table 4: Preference on source of purchase

Source	Total	Percent	Rank
Retail shop	3628	36.28	I
Slaughter house	2797	27.97	IV
Super market	2170	21.70	V
Company outlet	1895	18.95	VI
Farm outlet	3036	30.36	III
Hotel	3200	32.00	II

Among the 71 Japanese quail meat consumers, 69.01 per cent of the consumers were purchasing the Japanese quail meat by themselves, 21.13 per cent of the consumers were purchasing Japanese quail meat by servant and 9.86 per cent of the consumers were purchasing by using family members.

Opinion of quail meat price:

Opinion of quail meat price was analyzed by garret ranking technique and presented in table no 5. Most of the consumers (57.75 per cent)

felt that the available Japanese quail meat price was nominal and 7.04 per cent of the consumers felt it was fluctuating one, whereas 18.31 per cent of the consumers felt it was too high and the same while 16.90 per cent of the consumers felts it was very cheap. Majority of the consumers (59.15 per cent) prefer to purchase Japanese quail meat in loose sales followed by packets (39.44 per cent) and others (1.35 per cent).

Table 5: Opinion of Japanese quail meat price

S. No	Opinions	Consumers (number)	Total Percentage	Consumers percentage (71)
1	Nominal	41	45.56	57.75
2	Low	12	13.33	16.90
3	High	13	14.44	18.31
4	Fluctuating	5	5.56	7.04
	Total	71	78.88	100.00

CONCLUSION

Majority of the household consumers preferred Japanese quail meat over other alternate poultry meat because of its taste, satisfaction, availability and lesser price. Majority of the household consumers purchased Japanese quail meat from local retail shops and hotels because of its availability. Consumers opined that the price of Japanese quail meat was nominal and preferred to purchase in loose sales. This study will be useful for the better marketing approach based on consumer preference in Chennai. The results of the study could be useful to the Japanese quail meat producers for making better decisions on ways to reach out the direct market outlets. It will aid in producing marketable amount of Japanese quail meat by the producers in order to maximize the profit.

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