

Sausage marketing in Sri Lanka: The household perception

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Sausage is one of the oldest forms of processed meat. Processed meat industry, like any other has to keep pace with consumer demand. The aim of marketing is to meet and satisfy target consumer needs and wants. Household buying behaviour is the decision process, which leads to the household buying and using products. Hence it is very important to study how households behave in the market to enable the supplier to develop and maintain an effective marketing management system for sausages, which precisely match the utility of consumers in the target market. The objectives of the study were: to examine knowledge, attitudes, and behaviour of households and to identify the factors affecting their purchase of sausages. The study was conducted in Colombo, Gampaha, Chilaw, Rathnapura, Kurunagela, Kandy, Anuradhapura, Kalutara, and Galle through a field survey. Three hundred selected housewives of sausage consuming households were interviewed using a pre-tested structured questionnaire.

According to the consumption status of sausages many of the households (43%) are rare users. Consumption status (user, lag user, rare user) of sausages is significantly related to the income level of the household ($\chi^2 = 17.76$, P value = 0.0068), presence of different age group of children in the family ($\chi^2 = 15.40$, P value = 0.0174) and employment category of the housewives ($\chi^2 = 26.15$, P value = 0.0002). But consumption status was not related with the religious background of the household ($\chi^2 = 5.45$, P value = 0.0657). Housewives have a good perception of sausages as a type of processed meat considering preference of children, attractiveness and effectiveness of the promotional programme, convenience, hygienic condition of the product, availability of different packet sizes, and availability in the market. However, they are not aware of the nutritive value of the product and impact on the health condition of the family. Housewives have knowledge of the quality certificates of the product but they are lacking knowledge on the nutritive value of the product and price difference among brands. Although the buying decisions are mostly (64%) made by the husbands in the families, 73% of the households consider their children when buying sausages. Majority (60%) of households bought 250 g size packet of sausages for their normal consumption. Selecting a particular brand depends on brand loyalty and the image that brand has. Moreover, quality, taste, and availability in the market also influence their selection. Price also influences the purchasing decision. However, personal, psychological, social and cultural factors have only little impact on the purchasing decision of the households.

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