

Attitudes and Preferences of Kosovar Consumer towards Quality and Origin of Meat

Rungsaran Wongprawmas

Maurizio Canavari, Drini Imami, Muje Gjonbalaj, Ekrem Gjokaj

Paper to be presented at 2015 IFAMA World Conference

June 14-17, 2015

St. Paul, Minnesota (USA)

Introduction

- ▶ Livestock is the most important agri-food industry in Kosovo
- ▶ Meat production plays a major role in rural development
- ▶ On the consumer side, meat is one of the main food items, representing 19% of the average Kosovo household consumption basket
- ▶ Major products are beef and chicken meat

However...

- ▶ Kosovo is not self-sufficient in meat production and relies heavily on imports
- ▶ Domestic production covers only 19% of total annual demand

Therefore ...

- ▶ The government is introducing supportive policies and incentives to promote business opportunities which are aimed at increasing self-sufficiency in meat production

One concern remains ...

- ▶ Kosovar consumer preferences and demand for domestic meat

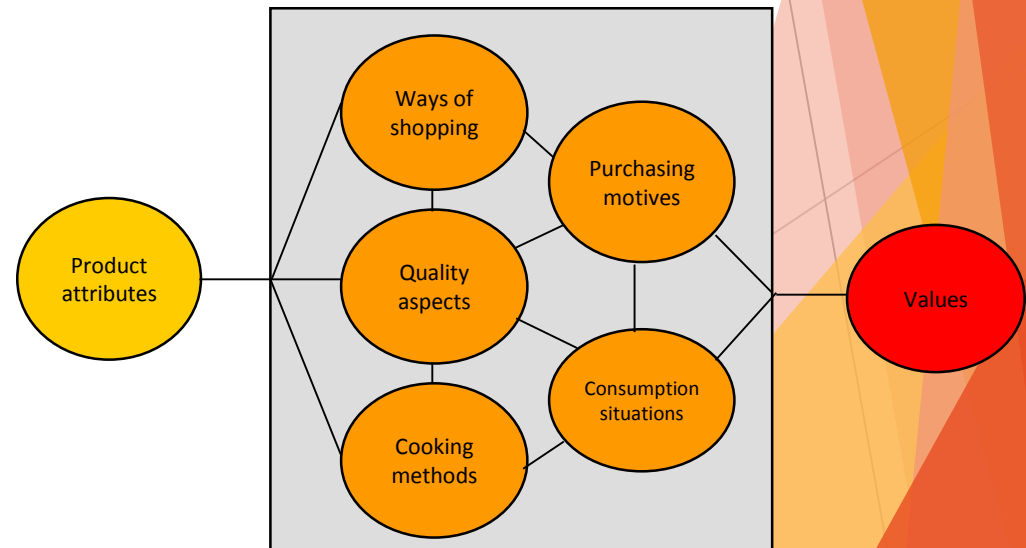
Objective

- ▶ Describing Kosovar consumers' characteristics and segmenting them according to their food-related lifestyles (FRL)
- ▶ Providing information about Kosovar consumers' attitudes and preferences for meat and discuss implications for policy makers, practitioners and marketers



Food-Related Lifestyle (FRL)

- ▶ Developed by Grunert & Brunso (1993)
- ▶ A measuring tool for collecting consumers' information related to **attitudes** and **behavior** in the **purchase**, **preparation** and **consumption** of food products
- ▶ Consistency in terms of results when segmenting and profiling consumer across cultures and countries
- ▶ A reduced version proposed by Dimech et al. (2011):
 - ▶ subjectivity of quality
 - ▶ consumer difference
 - ▶ intangible dimensions
 - ▶ information environment
 - ▶ price

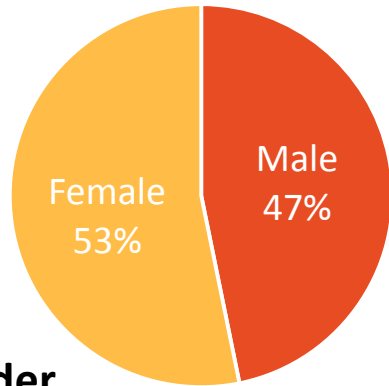


Materials and Method

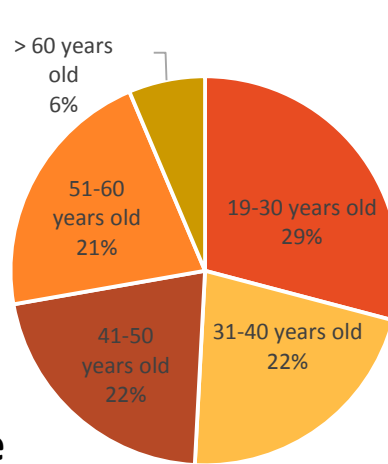
- ▶ Consumer survey in Prishtina (capital city), Prizren and Gjilan in Dec 2013 – Jan 2014
- ▶ Non-stochastic Quota sampling (probability proportional to size)
- ▶ 300 consumers were interviewed using a structured questionnaire
- ▶ Screening questions
 - ▶ being the main household food shoppers
 - ▶ being the responsible for preparing/cooking food in household
 - ▶ being the person who decides what food to buy
 - ▶ consuming meat
- ▶ Analysis
 - ▶ Descriptive analysis to describe Kosovar consumer characteristics
 - ▶ Factor analysis of FRL questions to provide inputs for cluster analysis
 - ▶ Cluster analysis to segment consumers according to FRL



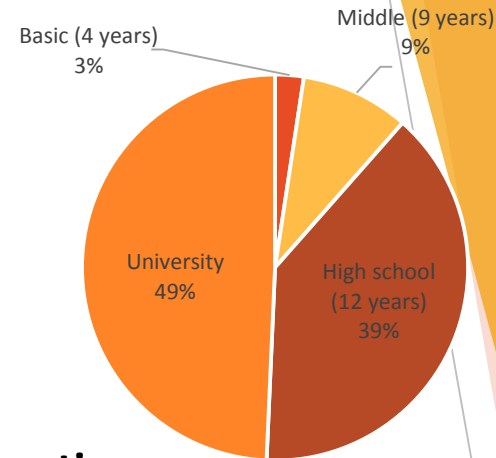
Sample characteristics



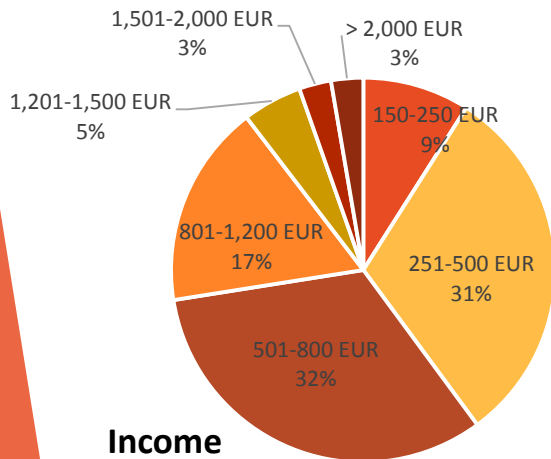
Gender



Age



Education

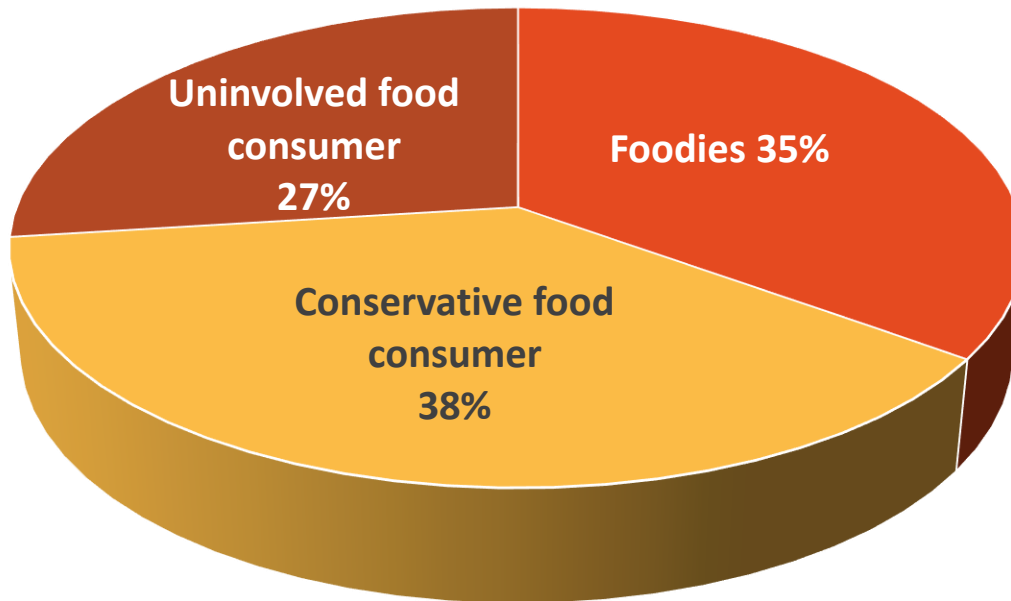


Income
EUR/month

Habits and attitudes

- ▶ prefer to buy meat products at specialized butcheries, supermarkets and farms, respectively
- ▶ perceive domestic beef and chicken to be safer and of higher quality than imported ones
- ▶ expiration dates, food safety certificates, origins and trust on retailers, are important factors that they considered when buying beef and chicken

FRL segments in the sample



Conservative food consumers

Characteristics

- ▶ committed housekeepers
- ▶ traditionalistic
- ▶ food is essential for family and social gatherings
- ▶ price sensitive
- ▶ average education

Foodies

Characteristics

- ▶ seek new food experiences
- ▶ eating experiences involve all human senses i.e. seeing, tasting, smelling...
- ▶ social togetherness over a meal is important
- ▶ passionate about cooking and welcome innovation together with any other challenges
- ▶ food shopping is a delightful activity
- ▶ product information is deemed to be very important
- ▶ well educated
(average level of education is higher than uninvolved food consumers)

Uninvolved food consumer

Characteristics

- ▶ food might be seen as fuel - they are not interested in food more than just nutritional fulfilment
- ▶ food is not for social gathering, and eating out is of little importance
- ▶ food shopping is not interesting
- ▶ they are neither interested nor uninterested in cooking
- ▶ they are not price conscious
- ▶ lower education (average level of education is lower than foodies)

Preferences toward COO of meat and shopping outlet...

Items	Conservative consumers	Foodies	Uninvolved food consumers
Local meat	Prefer (average)	Highly prefer	Prefer (average)
Imported meat	Less prefer (average)	Least prefer	Less prefer but more tolerate in comparison to the others
Preferred shopping outlet for meat	<ol style="list-style-type: none"> 1. Specialized butcheries 2. Supermarket 3. On farm 	<ol style="list-style-type: none"> 1. Specialized butcheries 2. On farm 3. Supermarket 	<ol style="list-style-type: none"> 1. Specialized butcheries 2. Supermarket 3. On farm

Discussion and Conclusions

- ▶ Consumers surveyed prefer domestic meat to EU origins and the one from Non-EU countries
- ▶ A good chance of domestic or local meat to get a premium price from the consumers
- ▶ Price and information provision could be envisioned as a part of strategy of Kosovar meat
- ▶ A potential market for meat products bearing food safety and origin labels may exist
- ▶ Conservative food consumer is the largest consumer segment and it represents the average consumer for all the attributes
- ▶ Foodies express their strong preference towards domestic meat
- ▶ Foodies could be a target for the value-enhancement of Kosovar meat
- ▶ Uninvolved food consumer is less averse to imported meat



Limitations and Future research

- ▶ This study used a reduced version of the FRL, its comparability with other studies that used the complete FRL is limited
- ▶ The sample is relatively small and non-stochastic
- ▶ Future research should analyze the FRL using the full version and compare the results with the current study
- ▶ Future quantitative research on consumer demand and the issues of food safety along with origin labelling

Thank you for your attention!