

## PURCHASING PATTERN OF CHICKEN AT UISHOPWEL UNIVERSITY OF IBADAN

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### ABSTRACT

The study was carried out at University of Ibadan UishopweL and meat shop. Data from sales of chicken (frozen and barbecue) over a period of 6 months were collated and used to assess the trend of purchase of chicken in the study area. Seventy well-structured questionnaires were also administered to the customers to access the demographic information of the respondents and factors that influence their preferences for chicken. Data collected were analyzed using descriptive statistics. The result revealed that Wednesdays had the highest patronage for both frozen and barbecue with 21.7kg (frozen) and 37.3kg (barbecue), while the least patronage for frozen and barbecue was Mondays (20kg) and Saturdays (0kg) respectively. Majority of the respondent 58.6% are male, while 41.4% are female, the age of the respondents that patronized UishopweL varied between 15 and 25, constituting 41.4% of the respondents while 26 to 40 age range, representing 30.0% and 28.8% aged between 41 and above. However, taste (30%) is regarded as the most important factor influencing the consumers purchase as majority of the respondents also agreed that price (28%) of the chicken affects their purchase. It was concluded that chicken (frozen and barbecue) was mostly purchased on Wednesday while taste and price influence the purchasing pattern.

**Keywords:** Chicken, Frozen, Barbeque, Purchase

### INTRODUCTION

Protein deficiency is associated with poor human capital which resulted into malnutrition, susceptibility to endemic and infectious diseases, poor cognitive development and lowered performance in education. Protein malnutrition is prevalent in Nigeria as a result of the decline in protein intake owing to scarcity and unaffordable price of animal protein food sources (De Vries-ten Have *et al.*, 2020). Nigeria's per capita daily protein intake (45.4 g) as at 2019 was lower than the Food and Agriculture Organization (FAO) recommended minimum per capita daily protein intake (53.8 g) and the global daily intake (64 g), indicating that the country is faced with protein deficiency (Metu *et al.*, 2016; Akerele *et al.*, 2017; Protein Challenge, 2020). Protein plays so many vital roles in the body; as enzymes, structural proteins, transport proteins, hormones, immune function, and also in regulating gene expression.

Proteins are obtained from various dietary sources, Animal Sources (Meat, poultry, fish, eggs, and dairy products) and plant sources (Legumes, nuts, seeds, and grains). Nutritionists have posited that animal proteins have superiority over plant proteins because animal proteins contained all the essential amino acids, as opposed to plant proteins which are deficient in one or more of these essential amino acids (Britton, 2003; Oloyede, 2005). Out of animal protein, chicken meat is widely consumed and is the most common and popular poultry species in the world (Jayaraman *et al.*, 2013). Chicken meat remains the most available and cheapest source of animal protein as compared to beef, pork and mutton (Guerrero-Legarreta and Hui, 2010). Chicken meat has certain advantages over some other sources of animal protein. English *et al.* (2004) noted that consuming chicken can lower the risk of several diseases and premature death than red meats and help in weight loss. It is one of the safest, high quality protein meat available because of its positive effects on human health (Adetunji and Rauf, 2012). Information on the purchasing pattern of chicken and accessing several factors influencing the purchases can be used to study the trend of consumption of chicken which is regarded as one of the fastest growing protein sources in Nigeria. Thus, there is need to undertake an assessment study of purchasing pattern of chicken using University of Ibadan community as a case study.

### METHODOLOGY

The study was carried out at University of Ibadan UishopweL and meat shop was located at Sankore Avenue on latitude 7.450615° and longitude 3.892418° Ibadan. Data from sales of chicken (frozen and barbecue) over a period of 6 months were collated and used to assess the trend of purchase of chicken in the study area. Seventy well-structured questionnaires were also administered to the customers to access the demographic information of the respondents and factors that influence their preferences for chicken. Data collected were analyzed using descriptive statistics.

### RESULTS AND DISCUSSION

Presented in table 1 is the purchase of chicken (frozen and barbecue) at UishopweL. Wednesdays had the highest patronage for both frozen and barbecue with 21.7kg (frozen) and 37.3kg (barbecue). While the least patronage for frozen and barbecue was Monday (20kg) and Saturday (0kg) respectively. These results could be attributed to the fact that Wednesdays and Fridays are the main slaughtering days at UishopweL triggering consumers to purchase more of the animal proteins being very fresh. These slaughtering days have become a tradition at UishopweL in which there is high level of awareness about the slaughtering days among the consumers within the University

community. There is also an online platform in which consumers get notified for these slaughtering days which also serve as means of advertisement. Advertisement creates awareness and needs in consumers and propel them to demand for commodities and subsequently influence their purchasing pattern (Ezinwa, 2016).

**Table 1: Purchasing pattern of frozen and barbecue chicken**

Days	Frozen (kg)	Barbecue (kg)
Monday	20.0	11.1
Tuesday	21	23.9
Wednesday	21.7	37.3
Thursday	20.3	9.8
Friday	21	3.7
Saturday	20.2	0.0

Field survey, 2024

Presented in table 2 is the demographic characteristics of the respondents. It was observed that 58.6% are male, while 41.4% are female, the age of the respondents that patronized UishopweL varied between 15 and 25, constituting 41.4% of the respondents while 26 to 40 age range represents 30.0% and 28.8% aged between 41 and above. The marital status of the respondents reveals 58.6% being single, while 41.4% are married. However, 40.0% of the respondents were civil servant while 30.0% were students and self-employed. Majority of the respondents were Christian (62.9%), while 37.1% were Muslim. Most respondents, 72.9%, report a household size of 1 to 5 members, while 24.3% have 6 to 10 members in their households. 1.4% each, report larger household sizes of 11 to 15 members and 16 members and above. The results revealed that majority of the respondent patronizing UishopweL were male and civil servant. This could be as a result of the location of the study area which comprises of Lecturers which were dominated by male and also as a result of the level of education workers at the University environs.

**Table 2: Demographic Characteristics of the Respondents**

Demographic	Categories	Frequency	Percentage (%)
<b>Gender</b>	Male	41	58.6
	Female	29	41.4
	<b>Total</b>	<b>70</b>	<b>100.0</b>
<b>Age</b>	15 – 25	29	41.4
	26 – 40	21	30.0
	41 – Above	20	28.8
	<b>Total</b>	<b>70</b>	<b>100.0</b>
<b>Marital Status</b>	Single	41	58.6
	Married	29	41.4
	<b>Total</b>	<b>70</b>	<b>100.0</b>
<b>Occupation</b>	Student	21	30.0
	Business	21	30.0
	Civic servant	28	40.0
	<b>Total</b>	<b>70</b>	<b>100.0</b>
<b>Religion</b>	Christianity	44	62.9
	Islam	26	37.1
	<b>Total</b>	<b>70</b>	<b>100.0</b>
<b>Household size</b>	1-5	51	72.9
	6-10	17	24.3
	11 – 15	1	1.4
	16 and above	1	1.4
	<b>Total</b>	<b>70</b>	<b>100.0</b>

Table 3 presents the factors influencing the consumers' preference for chicken. Taste (30%) is regarded as the most important factor influencing the consumers' preference while price (28%) of the chicken affects the preference of the respondents. Other factors like elegance when served (25%), seasonal factors (25%), ease of preparation (23%), Level of spoilage (23%), appearance of the meat (22%), health condition (21%) and fat content (15%) also contributes to the consumers preference for chicken. However, Religion belief is the only factor majority of the respondents disagreed to influence their preference. The results shows that taste is the major factor influencing the consumers' preference for chicken purchase and this could be attributed to the availability of high-quality chicken at UishopweL due to the good hygiene level and processing techniques involved. Price also had high influence on the purchase of the chicken and this is due to high price of animal proteins generally in the

country which corroborates the findings of Aromolaran and Igharo, (1998) who reported that the major reason for low level of meat consumption was found to be related to the high cost of the meat products.

**Table 3: Factors that influence consumers' preference of the chicken (frozen chicken and barbecue).**

Variables	1	2	3	4	5
Price	0	4	0	38	28
Taste	0	2	0	38	30
Health condition	17	9	0	23	21
Fat content	21	0	9	25	15
Ease of preparation	7	9	1	30	23
Appearance of meat	2	0	1	45	22
Level of spoilage	8	9	6	24	23
Elegance when served to guests	5	3	4	33	25
Seasonal factor	5	3	4	33	25
Religious belief	25	17	12	13	0

Field survey, 2024

NOTE: 5- Strongly Agreed, 4- Agreed, 3- Neutral, 2- Disagreed, 1- Strongly Disagreed

### CONCLUSION

The study revealed that chicken (frozen and barbecue) was mostly purchased on Wednesday while taste and price influence the purchasing pattern.

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