

CONSUMPTION LEVEL AND CONSUMER BEHAVIOUR OF MEAT IN DHAKA CITY

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Abstract

The study was to investigate the consumption level, income elasticities and buying behaviour of meat. A purposive sampling method was used for this study. Seventy-five respondents were selected on the basis of monthly income from the study area. Monthly per capita consumption of different types of meats increased and expenditure on meat decreased with the increase of monthly income. Beef, broiler and indigenous poultry were found as a luxury item for relatively lower income groups. But for all households beef, indigenous poultry and broiler were found as a normal item. Half of the households preferred to buy meat in early morning. They preferred to buy broiler and other birds in the late morning because there was no chance to perish these products. When the price of meat rose, income group I, II and III reduced their consumption of meat. Fall of different types of meat price except beef they reduced their consumption of these meats. Normally households preferred to buy live broiler. Freshness was found the most important factor for purchasing meat. Fifty five percent households reduced their consumption of broiler by the effect of bird flu rumour. Beef and broiler were preferable to male person and female person respectively.

Key words: Consumption level, Consumer behaviour, Bird flu rumour