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

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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-sufficient in meat product

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 & Brunsø (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
- Female: 53%
- Male: 47%

Age
- 19-30 years old: 29%
- 31-40 years old: 22%
- 41-50 years old: 22%
- 51-60 years old: 21%
- > 60 years old: 6%

Education
- Basic (4 years): 3%
- Middle (9 years): 9%
- High school (12 years): 39%
- University: 49%

Income EUR/month
- 501-800 EUR: 32%
- 801-1,200 EUR: 17%
- 1,201-1,500 EUR: 5%
- 1,501-2,000 EUR: 3%
- > 2,000 EUR: 3%

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

- Foodies 35%
- Conservative food consumer 38%
- Uninvolved food consumer 27%
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...

<table>
<thead>
<tr>
<th>Items</th>
<th>Conservative consumers</th>
<th>Foodies</th>
<th>Uninvolved food consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local meat</td>
<td>Prefer (average)</td>
<td>Highly prefer</td>
<td>Prefer (average)</td>
</tr>
<tr>
<td>Imported meat</td>
<td>Less prefer (average)</td>
<td>Least prefer</td>
<td>Less prefer but more tolerate in comparison to the others</td>
</tr>
</tbody>
</table>
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!