

Decision Making Steps in Consumers Preference and Perceptual Map About Goat Meat (Chevon) in Gujarat State

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ABSTRACT

This paper was attempted to study the consumers preference, decision making and perception of consumers in the study area. The preference toward goat meat differs from consumers to consumer which depends on taste, quality, price, and availability of goat meat like factors. Simple random sampling method was used to select the sample consumers. Sample of 1000 consumers was selected from different regions of Gujarat state. Descriptive statistics and weighted average mean were used to analyze the consumers preference. The results revealed that consumers prefer goat meat on the basis of its availability, convenience to prepare and health benefit of it. Mostly consumer prefer goat meat for its availability and health benefits. Perceptual map shows that goat meat falls under high price and good for health, good in taste and less convenient to prepare, higher price and not easily available and good in taste and high price category.

Keywords- Consumers, Goat meat, Decision making process, perceptual map, perception

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Data Availability Statement: I Dilip R Vahoniya Assure that, on the request of the reviewers the data of the corresponding paper will be made available. I also testify that the data has been collected through the primary survey in Gujarat State.

INTRODUCTION

The consumption pattern of consumers revealed their preference towards food and non-food items and buying behavior. Consumption pattern also shows the household-level decisions made by family, those who have different preferences and different purchasing power having a significant impact on their consumption of food and non-food items (Alem *et al.* 2023). Consumption pattern also shows which of the items is of more important to family or consumer and which is less which ultimately the preference among different food items. Consumers preference to different commodities depends upon the importance of that particular food item in the daily life of an individual, while preference for a particular commodity also depends on their test, price, availability, health benefits *etc.* The food choice of consumers relates to nutritional concerns consumption between the varieties of factors which involve social, individual, economic and cultural (Arun & Bhuvanewari, 2019). The three major preferences in selecting processed meat products were based on taste, quality, and price (Muzayyanah *et al.*, 2021). The study is based on the preference of consumers towards goat meat consumption and consumers' role in the buying decision-making process. Goat meat is the alternative source of non-veg protein for non-vegetarian consumers and it is healthy in terms of consumption also. Arun & Bhuvanewari (2019) revealed that among different non-veg food items, consumers mostly prefer chicken followed by mutton, fish, and beef in the north and south part of Coimbatore city.

Perceptual Positioning Map or Product Positioning Map

A product's position, or where it stands in the minds of consumers in comparison to rival products, refers to how a product is described by consumers based on key features (Kotler *et al.*, 2017).

Positioning Maps: Marketers frequently create perceptual positioning maps as part of the planning process for their differentiation and positioning strategies to compare how

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consumers perceive their brands and competitor items on crucial buying criteria. The positioning of a brand must cater to the demands and tastes of well-defined target consumers (Kotler *et al.*, 2017).

Consumers perceptions and consumer preferences have all changed as a result of the situation, availability, taste, health benefits, and price of the particular commodity. The approach is not novel, but it is difficult for those without specialized understanding to utilize and understand. In order to develop a successful positioning strategy, consumer perception of any commodity must be investigated and visualized using graphical perceptual maps (Gigauri, 2019). A products position, or where it stands in the minds of consumer in comparison to rival products, refers to how a products are described by consumers based on key features (Vahoniya *et al.* 2022).

OBJECTIVES

- To investigate consumers' preference
- To study the decision making process

➤ To understand perceptual map

MATERIALS AND METHODS

A simple random survey method was used, through which 250 consumers from the central, 250 consumers from the south, 250 consumers from the north, and 250 consumers from Saurashtra & Kutch so a total 1000 consumers from all the Gujarat were selected for the present study. The data was collected using a pre-tested schedule by self-interviewing method. All the questions from the schedule were carefully asked to consumers. Descriptive statistics and weighted average mean were used to analyze the consumers' preference. For studying consumers' preferences different parameters *like*, health, taste, price, availability of fresh meat, and convenient to prepare were taken into consideration. Consumers gave their preference to the above parameters *like*, fully satisfied, satisfied, indifferent, dissatisfied, and fully dissatisfied, and then based on their weightage to each parameter, consumers preference was calculated.

RESULTS AND DISCUSSION

CONSUMERS PREFERENCE

Consumers prefer its consumption based on several different parameters *like*, health, taste, price, availability, *etc.* Here in this paper preference of consumers regarding goat meat consumption was studied in different zones of Gujarat. The study has incorporated only major parameters, based on which consumers prefer goat meat consumption.

The weighted average mean was used to calculate the preference of consumers for goat meat consumption. Table 1 revealed that the majority of the consumers prefer goat meat based on the availability of fresh meat (3.46) in the central Gujarat region followed by convenience to prepare (3.46), taste of meat (3.32), health benefit of meat (3.24) and price of meat (2.94). The study found that consumer has given last preference to price implies that price was not the limiting factor for goat meat consumption.

Table 1: Consumers Preference for Goat Meat Consumption in central Gujarat

Sr. No.	Particulars	Fully satisfied	Satisfied	Indifferent	Dissatisfied	Fully Dissatisfied	Total	WAM
1	Health (Protein)	60 (24.00)	59 (23.60)	48 (19.20)	48 (19.20)	35 (14.00)	250 (100)	3.24
2	Taste	82 (32.80)	44 (17.60)	43 (17.20)	35 (14.00)	46 (18.40)	250 (100)	3.32
3	Price	52 (20.80)	41 (16.40)	53 (21.20)	49 (19.60)	55 (22.00)	250 (100)	2.94
4	Availability of fresh meat	85 (34.00)	64 (25.60)	19 (7.60)	46 (18.40)	36 (14.40)	250 (100)	3.46
5	Convenient to Prepare	86 (34.40)	50 (20.00)	42 (16.80)	36 (14.40)	36 (14.40)	250 (100)	3.46

Table 2 exhibits that the majority of the consumers in the south Gujarat region prefer goat meat based on the availability of fresh meat (3.58) followed by taste of meat (3.32), convenience to prepare (3.28), price of meat (3.18) and health benefit of meat (3.15). The study found that consumer has given last preference to price and first preference to availability of fresh meat implies that if the fresh meat is available consumers prefers to buy it without taking care of its price in south Gujarat region.

Table 2: Consumers Preference for Goat Meat Consumption in south Gujarat

Sr. No.	Particulars	Fully satisfied	Satisfied	Indifferent	Dissatisfied	Fully Dissatisfied	Total	WAM
1	Health (Protein)	52 (20.80)	56 (22.40)	51 (20.40)	60 (24.00)	31 (12.40)	250 (100)	3.15
2	Taste	85 (34.00)	38 (15.20)	43 (17.20)	41 (16.40)	43 (16.80)	250 (100)	3.32
3	Price	50 (20.00)	66 (26.40)	55 (22.00)	36 (14.40)	43 (17.20)	250 (100)	3.18
4	Availability of fresh meat	79 (31.60)	73 (29.20)	40 (16.00)	30 (12.00)	28 (11.20)	250 (100)	3.58
5	Convenient to Prepare	74 (29.60)	45 (18.00)	51 (20.40)	38 (15.20)	42 (16.80)	250 (100)	3.28

Table 3 shows that majority of the consumers prefer goat meat based on convenient to prepare (3.35) in the north Gujarat region followed by the availability of fresh meat (3.33), health benefit of meat (3.28), taste of meat (3.08) and price of meat (3.06). The study revealed that consumer has given their last preference to taste and first preference to convenience to prepare implying that consumers of north Gujarat prefers to consume goat meat based on its convenience to prepare it not on its price and taste.

Table 3: Consumers Preference for Goat Meat Consumption in north Gujarat

Sr. No.	Particulars	Fully satisfied	Satisfied	Indifferent	Dissatisfied	Fully Dissatisfied	Total	WAM
1	Health (Protein)	61 (24.50)	68 (27.31)	38 (15.26)	43 (17.27)	40 (15.66)	250 (100)	3.28
2	Taste	63 (25.30)	51 (20.48)	33 (13.25)	49 (19.68)	54 (21.69)	250 (100)	3.08
3	Price	57 (22.89)	49 (19.68)	46 (18.47)	49 (19.68)	49 (19.68)	250 (100)	3.06
4	Availability of fresh meat	69 (27.71)	72 (28.92)	21 (8.43)	49 (19.68)	39 (15.66)	250 (100)	3.33
5	Convenient to Prepare	65 (26.10)	65 (26.10)	46 (18.47)	40 (18.47)	34 (13.65)	250 (100)	3.35

Table 4 revealed that the majority of the consumers prefer goat meat based on the health benefits of goat meat (3.36) in Saurashtra and Kutch region followed by convenience to prepare (3.34), availability of fresh meat (3.22), taste of meat (3.14) and price of meat (3.04). It can be concluded from the study that consumers prefer goat meat for its health benefit in Saurashtra and Kutch region not on its availability, and convenience to prepare was given as the second major preference.

Table 4: Consumers Preference for Goat Meat Consumption in Saurashtra and Kutch

Sr. No.	Particulars	Fully satisfied	Satisfied	Indifferent	Dissatisfied	Fully Dissatisfied	Total	WAM
1	Health (Protein)	64 (25.60)	73 (29.20)	35 (14.00)	46 (18.40)	32 (12.80)	250 (100)	3.36
2	Taste	50 (20.00)	64 (25.60)	48 (19.20)	48 (19.20)	40 (16.00)	250 (100)	3.14
3	Price	51 (20.40)	53 (21.20)	48 (19.20)	51 (20.40)	47 (18.80)	250 (100)	3.04
4	Availability of fresh meat	57 (22.80)	67 (26.80)	42 (16.80)	42 (16.80)	42 (16.80)	250 (100)	3.22
5	Convenient to Prepare	69 (27.60)	69 (27.60)	30 (12.00)	43 (17.20)	39 (15.60)	250 (100)	3.34

Table 5 found that the majority of the consumers prefer goat meat based on the availability of fresh of goat meat (3.40) in all Gujarat region followed by convenient to prepare (3.36), health benefit of goat meat (3.26), taste of meat (3.22) and price of meat (3.06). The study revealed that consumer has given last preference to the price of goat meat in the study area indicating that price was not a limiting factor for consumption.

Table 5: Consumers Preference for Goat Meat Consumption in overall Gujarat

Sr. No.	Particulars	Fully satisfied	Satisfied	Indifferent	Dissatisfied	Fully Dissatisfied	Total	WAM
1	Health (Protein)	238 (23.80)	280 (28.20)	210 (21.00)	290 (29.00)	294 (29.40)	1000 (100)	3.26
2	Taste	256 (25.60)	198 (19.80)	209 (20.90)	276 (27.60)	229 (22.90)	1000 (100)	3.22
3	Price	172 (17.20)	167 (16.70)	202 (20.20)	122 (12.20)	169 (16.90)	1000 (100)	3.06
4	Availability of fresh meat	197 (19.70)	173 (17.30)	185 (18.50)	167 (16.70)	157 (15.70)	1000 (100)	3.40
5	Convenient to Prepare	137 (13.70)	182 (18.20)	194 (19.40)	145 (14.50)	151 (15.10)	1000 (100)	3.36

DECISION-MAKING PROCESS

Decision-making process involves all the aspects from where the need of particular commodity emerges and its final consumption and consumption experience of a consumer. Charts shows the whole decision-making process of an individual consumer regarding particular commodity, which are the alternatives available in the market, attitudes of others and final decision. Need reorganization is the first step involved in the decision-making process. Need recognition depends on festival days, holidays, guests' arrival or due to health benefits due to all these reasons need of a particular commodity emerge. After need recognition consumers search information regarding particular commodity, here in this paper goat meat is the commodity for which need is being recognized. But there are a numbers of sets (alternatives) available in the market. In other sense substitutes of goat meat is available in the market like., eggs, fish, chicken, shrimp, beef and pork. So total seven commodities are available in the market. Figure 1 shows the steps involved in the decision-making process.

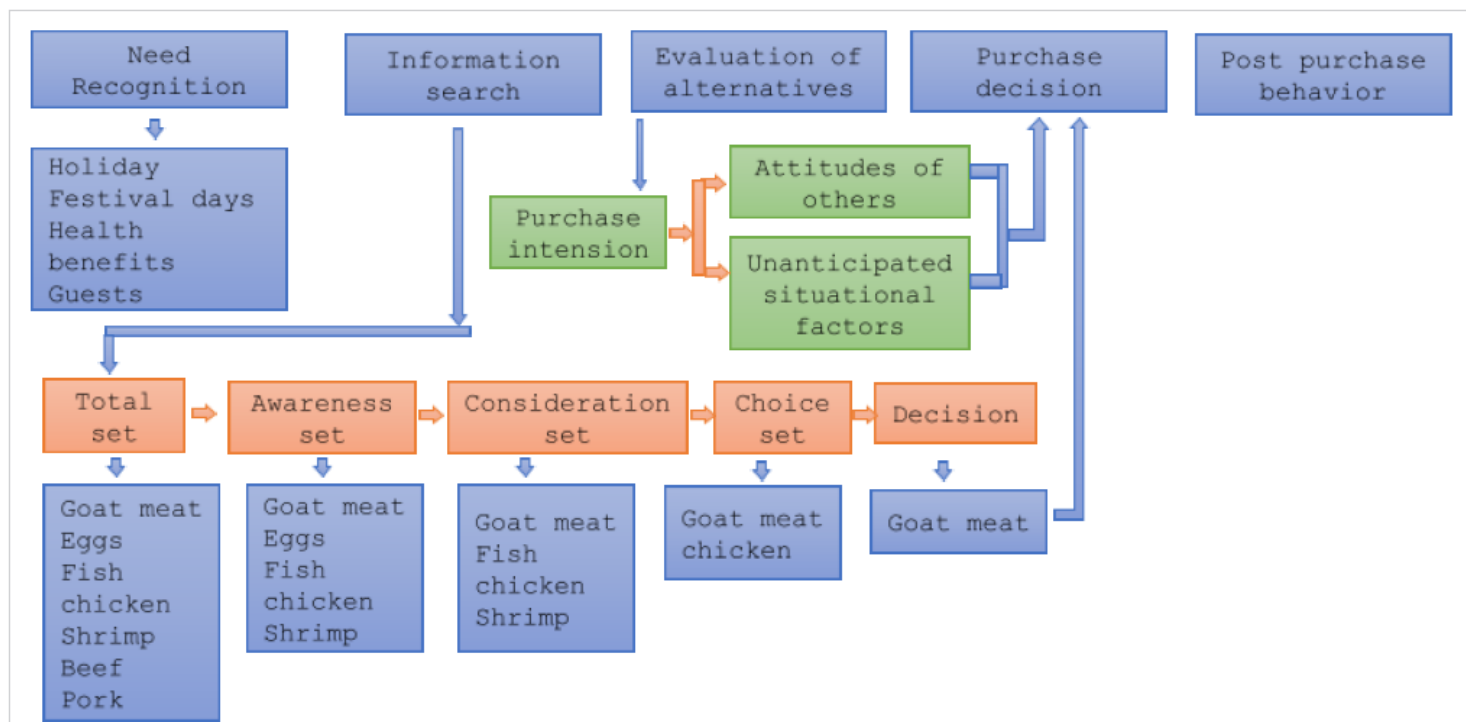


Fig. 1: Steps Involved in decision making

The total sets available is seven but awareness of consumers regarding these alternatives is limited they are having awareness regarding goat meat, eggs, fish, chicken, and shrimp. Among them, consumers consider goat meat, fish, chicken, and shrimp. Later in the choice set consumer choose only goat meat and chicken, and finally decide goat meat for their consumption. This set is between the information search and purchase decision stages in the decision-making process. Here, two factors can intervene between the purchase intention and purchase decision. First is the attitudes of others which affects the decision-making process. This means some of the family members may not want to consume that particular product at that point in time, which affect the decision-making of the consumer. Second is unanticipated situational factors means some unavoidable situation that affects the decision-making process. Lastly consumers make decision regarding consumption of goat meat and then give their post-consumption preference.

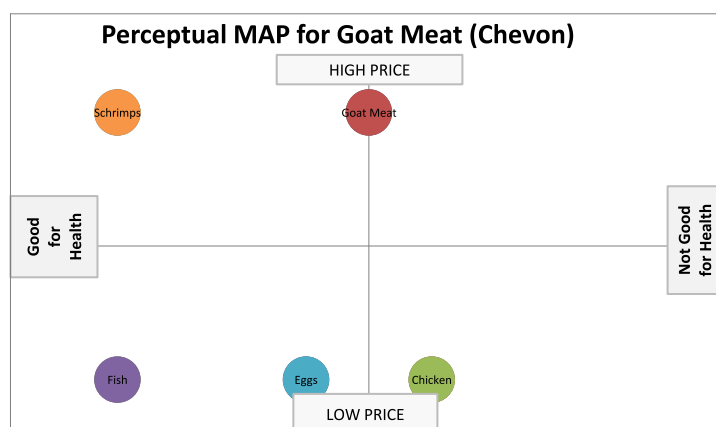


Fig. 2: Perceptual map for goat meat (health and price)

Above figure 2 shows the perceptual map of different 5 non-veg items in the study area on the basis of two parameters i.e., health and price. It can be observed from the graph that none of the products is a close competitor to each other in terms of health

and price both. Shrimp came under good for health and higher price category. Goat meat fall under the high price category and is not good for health but as compared to shrimp. Fish fall under good for health and low-price category in the study area means for low-income group it was best for consumption. In low price and not good for health category only one commodity was available which was chicken.

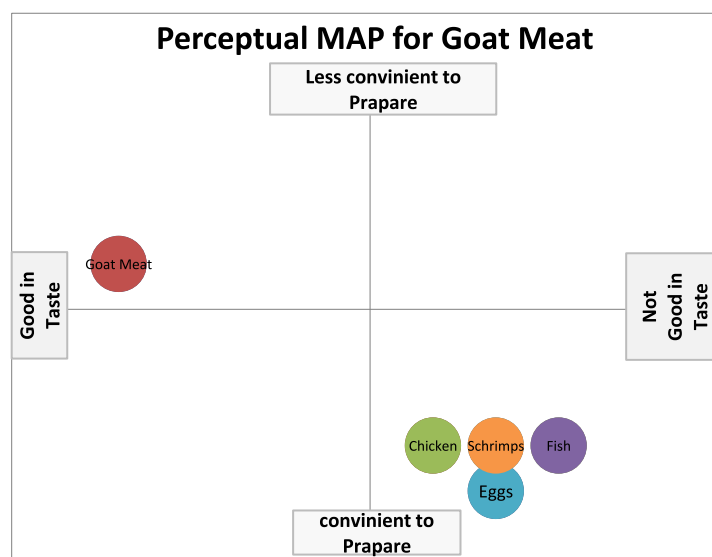


Fig. 3: Perceptual map for goat meat (taste and convenient to prepare)

Figure 3 shows the perceptual map regarding to consumers' perception of the different non-veg food items in the study area on the basis of taste and convenience to prepare. It can be observed from the table that chicken, shrimp, fish and eggs were in the same category and close substitutes of each other in convenience to prepare and not good in taste parameters. While goat meat falls under good in taste and less convenient to prepare category. This implies that goat meat is less convenient to prepare and good in taste as compared to chicken, shrimp, fish and eggs in the study area.

It can be indicated from the figure 4 that goat meat and shrimp were in same category and close substitutes of each other in high price and not easily available category in the study area. Here the perceptual map of consumer perception has been prepared for the price and availability parameters in the study area. As per the perceptual map fish was the only food commodity that falls under low price and not easily available category in the study area. Eggs and chicken were in the same category of easily available and low in price in the study area.

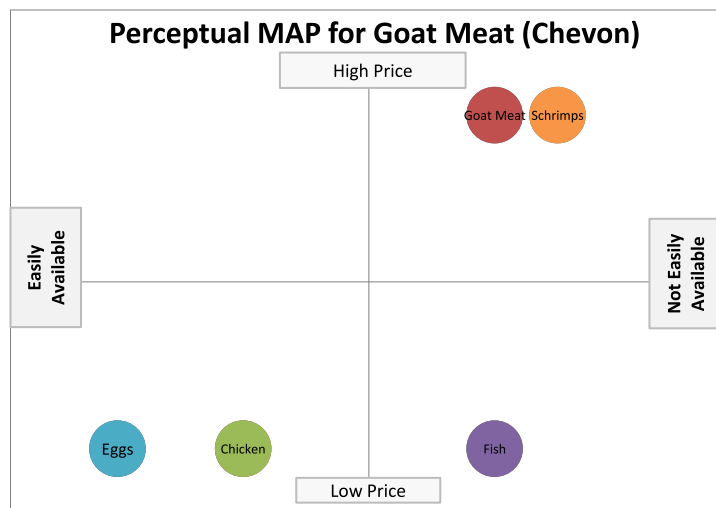


Fig. 4: Perceptual map for goat meat (availability and price)

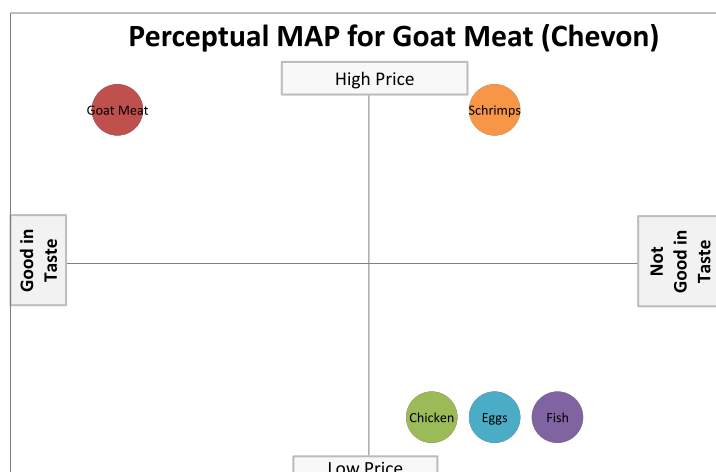


Fig. 5: Perceptual map for goat meat (taste and price)

Figure 5 presents the perceptual map regarding to consumers' perception of the different non-veg food items in the study area based on taste and price. It can be observed from the table that chicken, fish and eggs were in same category and close substitutes of each other is not good in taste parameters and low-price category. While goat meat falls under good in taste and higher price category. Shrimps was in high price and not good in taste category in the study area. This implies that goat meat is good in taste and higher price category as compared to chicken, shrimp, fish, and eggs in the study area.

CONCLUSIONS

Consumers prefers goat meat in the study area as it was beneficial for health and source of non-veg protein to the consumers in the study area. In central, south, and north Gujarat consumer prefer goat meat because of easily availability of fresh meat and convenience to prepare. Consumers prefer goat meat due to its availability of fresh meat and the convenience of preparing goat meat in the Saurashtra & Kutch region.

A perceptual map of consumers' perception shows that Prices and health benefit of goat meat also plays an important role in consumers' preference toward goat meat. While it's not easily available and less convenient to prepare also play important role in consumers preference towards goat meat in the study area.

SUGGESTIONS

It is suggested that in the study area majority of the consumers prefer goat meat although it was higher in price as compared to its alternatives. So there is need to make it easily available to the consumers and encourage its marketing.

Among different non-veg products, goat meat is in high demand and there is scope for companies or individuals to enter in market and make it available in time and fresh to the consumers.

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