

Consumption patterns of chicken, beef and mutton: a study among consumers in Kota Kinabalu, Sabah, Malaysia

ABSTRACT

Sabah is a unique state in Malaysia as the population is heterogeneous and culturally diverse, with more than 30 different ethnic races and over 80 local dialects spoken. The current statistics show that per capita consumptions of beef, mutton and poultry meat in Sabah have increased over the last few years. Many past studies have found that demographic and socioeconomic status of consumers had significant impact on their consumption patterns of livestock products. Therefore, the objective of this study was to identify the current consumption patterns of beef, mutton and chicken among multicultural consumers in Kota Kinabalu, Sabah. A cross-sectional survey method through self-completion questionnaire was used to elicit all the information required in order to achieve the objective of the study. A total of 110 consumers were selected randomly as the consumers during the study. The survey was conducted at supermarkets' areas such as Giant Supermarket and Survey Supermarket located in Kota Kinabalu, Sabah. Descriptive statistics, chi-square test and cluster analysis were used to analyze all the data collected from the consumers. Chi-square tests showed that there were significant relationship between frequency of consuming beef among the consumers and their age, race and religion. Chi-square tests also showed that gender, race, religion, monthly income, and education level had significant relationship with the frequency of consuming mutton among the consumers. But chi-square tests showed that there were no significant relationships between frequency of consuming chicken by the consumers and their demographic and socioeconomic characteristics. This shows that chicken meat is the most popular type of meat among the consumers regardless of their background. A hierarchical cluster analysis using Ward's method produced 4 clusters. But chi-square tests showed that there were no significant relationships between the cluster and the gender, age, race, religion, marital status, household size, monthly income and also education level of the consumers.