



## CONSUMER PURCHASE BEHAVIOR FOR CHICKEN MEAT PRODUCTS IN ISLAND GARDEN CITY OF SAMAL

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### Research Paper

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### ABSTRACT

Yellow rust is a destructive disease that adversely impact the growth and production of wheat. Previous studies shown that the parts of Rupnagar district, the foothill district of Punjab, is the most severely affected area for yellow rust of wheat because climate conditions in this area are favourable for its growth. Therefore, a study was planned to demonstrate the potential of Sentinel-2 images in detecting the yellow rust of wheat at village level (Nangal Nikku and Dukli villages of Rupnagar District of Punjab). The time series Normalized Difference Vegetation Index (NDVI) values from 27 January, 2024 to 08 February, 2024 were extracted from Sentinel-2 images to distinguish the diseased from healthy crop in the two villages. Compared with the NDVI values of healthy wheat, a decrease in NDVI by 17.9 -19.4% was observed in the disease stressed crop during this period. The rule-based classification effectively identified the yellow rust areas of wheat in the two villages. These results showed that Sentinel-2 may be used for detection of diseased crop at village level and this may assist in taking the contributing to improved crop health and yield sustainability.

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**References: 24**

**Keywords:** Consumer, Chicken, Meat, Products, Purchase Behaviour, Broilers, Native.

### THE PROBLEM AND ITS SETTING

#### Background of the Study

The chicken industry in the Philippines has various components. The commercial sector is characterized by large-scale, industrial production systems of broilers and layers of exotic breeds. On the other hand, the backyard sector is made up of many small holders who keep a few native or crossbreed chickens mainly for their own consumption. Chicken meat was regarded as one of the Filipinos' favorite foods. Recent food industry trends have given consumers the opportunity to expect more from the products they

buy. However, their purchase behavior is influenced by a variety of factors. This means that in the food market, consumers can buy products that do more than just meet their basic nutritional needs. Instead, they can look for differentiated products that meet a variety of safety and quality requirements.

The main problem is that consumers' selection of food is governed by many factors, including culture, religion, lifestyle, diet, knowledge, health concerns and food trends, often influenced in the advertisement, news and personal take by the media (Popa et al., 2011). This usually entails adhering to

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ethical guidelines during the product's breeding, growth, and processing.

The country's total chicken population as of 01 October 2021 was estimated at 190.74 million birds or 2.4 percent more than the previous year's same period count of 186.33 million birds. Of the total chicken inventory, native/improved chicken contributed 45.2 percent, followed by broiler chicken with 31.1 percent share and layer chicken with 23.7 percent share. (PSA, 2021). Population and income are factors other than prices that affects the country's chicken meat demand. Hence, as the Philippines population continue to increase, total chicken consumption also increases. It is important that the consumers consumed chicken meat products since it is one of the most nutritious animal products because of proteins, vitamins and fats content which gives nutrient for human health. Native chicken is normally raised in many rural areas of the country and takes considerable time to mature and usually they are rarely provided with feed and water on a daily basis but they hunt for their survival. Whereas broiler is characterized by a rapid growth within a short period of time of approximately 6 weeks under commercial breeding farms who use the advanced intensive fattening systems. Apparently, inefficiency and competition with imported meat products are some of the problems faced by the local meat industry according to (Balogbog, 2018). Hence, it is on the point that this study was conceptualized in order to know the consumer purchase behavior for chicken meat products in Island Garden City of Samal. This study will help the suppliers and retailers of chicken meat products to improve their strategy by understanding the purchasing behavior of the consumers.

Broiler and native chicken meat has a significant contribution in the chicken industry. In spite of its critical role in household economics and food security, there is no any published research yet in Samal Island that can assess chicken meat producers as well as the retailers on the consumers purchase behavior. Therefore, it is imperative to conduct comprehensive studies that can cover the entire chicken meat products on consumer purchase behavior for chicken meat.

### Statement of the Problem

The study aims to look into the purchase behavior of consumers in terms of chicken meat products in Island Garden City of Samal. Specifically, it seeks to answer the following questions;

1. What is the level of socio-demographic profile of chicken meat buyers in Island Garden City of Samal in terms of:
  - a. age;
  - b. gender;
  - c. civil status; and
  - d. ethnicity?
2. What is the level of socio-economic profile of the chicken meat buyers in Island Garden City of Samal?
  - a. education;
  - b. working status;
  - c. no. of employed members; and
  - d. household income?
3. What are the practices of consumer in buying chicken meat products in Island Garden City of Samal?
4. Which chicken meat product is most preferred by the consumers from different income classes in Island Garden City of Samal.

### Theoretical Framework

This research study is anchored on the theory of Consumer behavior theory developed by Kassarian in 1982. This theory aims to understand how consumers make decisions and behave when purchasing and using products and services. It uses a variety of disciplines, including sociology, psychology, economics, and marketing, to investigate the factors that affect consumer behavior. The decision-making process, consumer attitudes, perception, motivation, learning and memory, social and cultural effects, and marketing and advertising are some important concepts and theories in consumer behavior. Businesses and marketers may create efficient marketing strategies and products that satisfy the wants and preferences of customers by knowing these aspects. Customer behavior theory's ultimate objective is to assist businesses and marketers in better comprehending and anticipating customer behavior in order to produce goods that satisfy the demands and preferences of their target market and effective marketing campaigns (Piacentini and Szmigin, 2018). Thus, this theory is suitable for this research since it investigates the consumers purchase behavior for chicken meat in Samal Island by identifying the consumer's socio-demographic profile, socio-economic profile, practices of consumer in buying, and most preferred chicken meat product in different income class in the Island.

Moreover, as this study assess the consumers purchase behavior, this study is also supported by the theory of reasoned action (TRA) is a general theory of behavior that was first introduced in 1967 by Martin Fishbein, and was extended by Fishbein and Icek Ajzen in 1980. According to this theory, customers' intentions to buy a product are influenced by their perceptions of the product and arbitrary standards (Montano and Kasprzyk, 2015). In the context of chicken meat products, the perspectives of consumers may be impacted by elements including flavor, cost, health advantages, and food safety. The cultural and societal expectations around meat intake may have an impact on subjective norms.

### Conceptual Framework

As perceived in figure 1, this paper utilizes the IPO model or the Input, Process and Output model in conceptualizing the idea of this study. The IPO model refers to the specific potential to examine the moderating effect of context-related constructs to explain how inputs are transformed into outputs through a process. (Dulebohn, James H., and Julia E. Hoch, 2017). In this study, the input stage involves identifying the socio-demographic profile of chicken meat buyers in Samal Island, their socio-economic profile, practices used in buying chicken meat products, and their preferred chicken meat products form different income class. Meanwhile, in the process stage, this study will utilize a specific approach in collecting the data, analyzing the data, interpreting the data and presenting the data. And, lastly in output process, the researchers present the result or output generated by the process in response to the input factors. This stage also includes the researcher's recommendation of the study based on the findings.

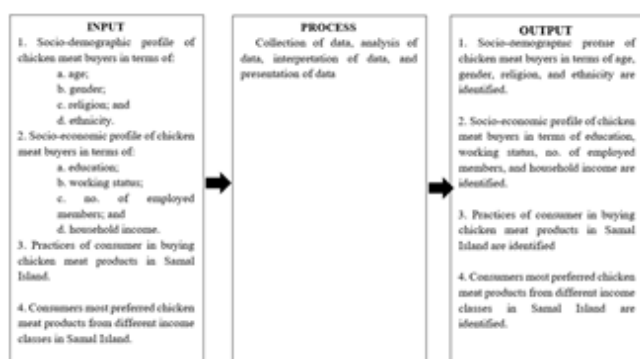


Fig. 1: Conceptual Framework.

### Significance of the Study

The study will provide baseline information to businessmen, firms and organizations as far as the

chicken industry and its various stakeholders based on the consumer's purchase behavior.

### For the Producer

This research will give them an idea as to what type of chicken meat are mostly being consumed by the consumers. They will be able to consider also the different demands of the consumer towards chicken meat products. This would allow them to better satisfy consumer expectations, demands and needs.

### Retailers

For the retailers of chicken meat products, they will understand their different consumers since it will identify the different factors which significantly affecting consumer purchase behavior for chicken meat products and evaluate the effects of those factors on the decision of consumer to purchase chicken meat products. Further, the seller will have an idea as to what chicken meat product is most preferred by consumers from different income classes in Island Garden City of Samal.

Consumers Through this study we will be able to understand how the consumers respond with the chicken meat products since this study will lay down the why, where, when, and how in terms of consumer purchase behavior for chicken meat products.

### Suppliers

For chicken meat suppliers, this research will give them the idea as to the different attributes that the consumer usually considers in the purchase products. This will help them to fulfill the consumer's expectation on chicken meat products.

### Students and Future Researchers

For students and academic researchers, this study will serve as a guide to those who will be conducting similar studies and further studies on consumer purchase behavior for chicken meat.

### Definition of Terms

For a better and clearer understanding of this study, the following terms are conceptually and operationally defined.

### Consumer Behavior

It refers to the buying behavior of the ultimate consumer and the process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants.

### Chicken Meat

Any chicken grown specifically for consumption as meat after processing.

### Socio - Demographic Factors

Refer to age, sex, place of residence, religion, educational level and marital status.

### Socio – Economic Factors

An individual's or group's position within a hierarchical social structure. Socio – economic status depends on a combination of variables, including occupation, education, income and wealth.

## METHODOLOGY

### Research Design

This study used quantitative research design to obtain the research questions. The study used descriptive method of research. According to (McCombes and Shona, 2020) descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables. Unlike in experimental research, the researcher does not control or manipulate any of the variables, but only observes and measures them. Descriptive research is usually defined as a type of quantitative research, though qualitative research can also be used for descriptive purposes. The research design should be carefully developed to ensure that the results are valid and reliable.

Structured survey questionnaire was used for quantitative research in order to generate responses from the respondents. Furthermore, the designed questionnaire gathered only relevant information and included questions that were a necessity of meeting the research objectives. This means that the researchers randomly select respondents from three districts of Island Garden City of Samal, Babar, Samal and Kaputian District.

### Respondents of the Study

The respondents of the study are the chicken meat consumers in Island Garden City of Samal. Specifically, there are 150 respondents and are randomly selected in three different barangay, Barangay Villarica for Babak district, Barangay Peñaplata for Samal district, and Barangay Poblacion for Kaputian district.

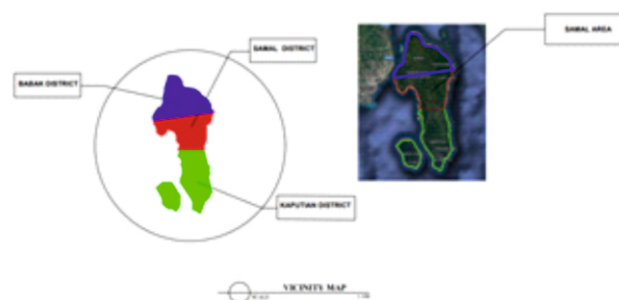
### Research Locale

This research study was conducted in Island Garden City of Samal. The Island Garden City of Samal is

**Table 1: Research Respondents.**

Location	No. of Respondents
Babak District	50
Samal District	50
Kaputian District	50

composed of Main Island and 7 islets with 118.5 kilometers of long continuous coastline and 30,130 hectares of total land area that lavishes ample mountain ranges, a number of isolated hills and uneven distribution of lowlands. The entire island including Talikud and the rest of the islets has thirty-one (31) coastal barangays out of the 46 barangays. Kaputian District has the greater number of coastal barangays with 12 barangays out of its 15 barangays. There are 5 major urban areas in the city namely; Barangay Pichon and Villarica of Babak District, Barangay Peñaplata of Samal District and Barangay Poblacion and Sta. Cruz of Kaputian District. Specifically, the research study was conducted within three (3) specified locations namely; Barangay Villarica for Babak district, Barangay Peñaplata for Samal district, and Barangay Poblacion for Kaputian district.



**Figure 2. Map of Research Local.**

### Sampling Design

Sampling is the process of drawing a sample from a larger population to make conclusions about the whole population, where the population stands for a target group to be studied (Krishnaswami, O., & Satyaprasad, B., 2010). The study will use random sampling. Random sampling only takes few forms of large population that makes the researcher possible to begin the process of data collect in faster than other forms of data collection.

### Research Instrument

The researchers will use structured survey questioners. The first part of the questionnaire



contained socio-economic and demographic questions in a closed-ended type of questions and multiple-choice formats. The second parts of the questionnaire are the practices of consumer in purchasing chicken meat questions in a closed-ended type of questions and multiple-choice formats. With the help of a questionnaire, the researcher will be able to determine the relationship between independent and dependent variables regarding the study.

### **Data Gathering Procedure**

The researcher divided the respondents into three locations and printed same number of questionnaires which was used during the interview. The researcher used the random sampling interview with the structured survey questionnaire to the respondents present in the meat shop and public market in Island Garden City of Samal. In collection of the data using the survey questionnaire, the researcher asked permission on the respondents by giving them the informed consent form before they answer the survey questionnaire. The researchers personally handed the questionnaire and explained the researcher tool and its purpose to the respondents. Furthermore, the researcher retrieved the survey questionnaires after the respondents answered all the items. Finally, the researcher tallied and tabulated all the data, analyzed and interpreted the statistical results with the help of statistician. Lastly, the researcher formulated recommendations based on the findings of the study.

### **Statistical Treatment**

The data gathered was tabulated and analyzed using statistical tools such as frequency and percentage. This will be used to analyze the effects of socio – demographic and socio – economic factors on the purchase behavior of consumers for chicken meat products.

### **Ethical Consideration**

The Samal Island City College ethical board was consulted for approval before the research could begin. Following an appropriate presentation of the study's goal to the target population, time was given for any questions or requests for clarification. Every respondent underwent the necessary informed consent processes. This was done during the debate, just before a real personal interview. Research ethics Committee (SICC-REC) for the full board review of the investigation's ethical aspects in light of the research ethics dimensions of social value, informed consent, vulnerability issues, privacy and confidentiality of

information, transparency, qualification of the researchers, adequate facilities, and community involvement.

### **Social Value**

The researchers carefully analyze the Consumer Purchase Behavior for Chicken Meat Products in Island Garden City of Samal. they will understand their different consumers since it will identify the different factors which significantly affecting consumer purchase behavior for chicken meat products and evaluate the effects of those factors on the decision of consumer to purchase chicken meat products. Further, the seller will have an idea as to what chicken meat product is most preferred by consumers from different income classes in Island Garden City of Samal.

### **Informed Consent**

All study participants provided their informed consent, which was obtained in this case. The chosen respondents were given a thorough and in-depth explanation of the study's objectives by the researcher. The researcher made sure that the consent requirement was a voluntarily chosen requirement. The participants understood the concept and the ramifications of taking part in the study with sufficient clerical information and understanding.

### **Vulnerability of Research Participants**

The researcher safeguarded the subjects against being tricked, threatened, or coerced into taking part. They were treated with the utmost respect by the researcher. As a result, the respondents were notified by the researchers that they were not required to participate in the survey or respond to the questionnaire. Despite being of legal age, the volunteers are nonetheless at risk because the researcher is a student from one of the study's chosen research locations. The participants in the study were taken into account by the researcher since they were informed enough to choose whether or not to participate in the study.

### **Privacy and Confidentiality of Information**

The current study ensured the privacy and confidentiality of the information of the respondents. The researcher adhered to the principles of Data Privacy Act of 2012 or Republic Act 10173 which mandates transparency, legitimate purpose, and proportionality in the collection, retention and processing of personal information (Ramos, D. P. , 2019). The fundamental human rights to information privacy were protected by this law, ensuring the free

flow of information that fosters innovation and development. The respondent's or participants' right to privacy was safeguarded by the researcher, who treated their responses with the utmost care. To protect their identities and to provide them the opportunity to participate without worrying that their participation in the study would be made public, other personal information won't be requested during the study.

### Qualification of the Researcher

The research is ultimately the researcher's responsibility and accountability. The researchers are equipped with the knowledge and abilities required to do the research. They must be mindful of their own research competency limitations. They gained the knowledge and abilities required to conduct the research through their two years of earning academic units for their bachelor's degree, participation in research-related seminars and training, assistance from their adviser and peers, readings from a variety of books and literatures, and the supervision of SICC-REC. Additionally, the panelists assisted in improving the research study under the supervision and guidance of their adviser.

### Adequacy of Facilities

The researcher makes sure that the study will be conducted with the necessary funding and tools. This is to guarantee that the researchers get the best resources to finish their work. The researcher must privately own the necessary equipment—a laptop, printer, and internet connection—while other college provisions ensure that the facilities are adequate and easily accessible. Additionally, there are readily available library materials, both offline and online, including books and Google Docs. As a result, the resources included experts who gave the researcher the direction they required for the conduct of this research. These experts included the panel members who served as expert validators and the adviser, SICC—Research Adviser.

### Community involvement

The researcher is actively involved in the communities of Babak, Samal, and Kaputian. Because the population of Island Garden City of Samal is so diverse, the researcher is sensitive to and respectful of the cultural, traditional, and religious practices of the area. The academic community at Samal Island City College contributed to the revision, validation, and correction of the study's manuscript. The academic community at SICC gave the researcher instructions based on its norms and procedures for doing research.

Parents, teachers, and school administrators' participation is also very important

From the creation of the survey questionnaire until the results of the first phase of the study, school administrators, teachers, and parents all contributed. In the second phase, the guiding questions were the tool used to collect qualitative data. On the other hand, the researchers saw that proper protocol was followed and that the respondents gave their consent. Moreover, the significant personas and other stakeholders may benefit from the output of the study because they are the recipients of the data regarding knowledge about Consumer Purchase. Behavior for Chicken Meat Products of Island Garden City Samal. Further, the result would be presented to the egg retailers and wholesalers to serve as their guide and ideas to address the problems or challenges that the respondents encountered.

## RESULTS AND DISCUSSION

This chapter deals with the presentation of analysis and interpretation of the data gathered in this research study. The various results are presented in the succeeding tables with the corresponding discussions and explanations. It also answered specific problems stated in previous chapter.

Socio - Demographic Profile of Chicken Meat Buyers in Island Garden City of Samal.

The various factors under demographic are the following; age, gender, ethnicity, and civil status.

**Table 2: The distribution of respondents according to demographic factors.**

SOCIO-DEMOGRAPHIC PROFILE											
AGE			GENDER			ETHNICITY			CIVIL STATUS		
Variable	Frequency	Percentage	Variable	Frequency	Percentage	Variable	Frequency	Percentage	Variable	Frequency	Percentage
18-24	51	34%	Male	83	55%	Tagalog	6	3%	Single	67	45%
25-32	32	21%	Female	67	45%	Cebuano	145	97%	Used in	30	20%
32-38	16	11%				Tausug	1	1%	Separated	3	2%
39-45	15	10%									
46-52	8	5%									
53-59	15	10%									
60-66	5	3%									
67-73	3	2%									
74-80	2	1%									
81-87	3	2%									

The table above shows the age of the respondents. Majority of them were 18-24 (34%) years old, 25-32 (21%), 32-38 (11%), 39-45 and 53-59 (10%). This implies that the consumer buying chicken meat products were relatively young. Further, this is true in the case of broiler meat since age is significant in buying chicken meat product. This finding aligns to the study of (Menozzi *et al.*, 2021) which argue that in considering age, younger people had a more favorable attitude towards eating a poultry product. Also, as

perceived in table 1, majority of the consumers who buys chicken products were male with 55% while female consumers are 45%. This finding is supported by the study of (Neima et al., 2021). The study revealed that there were 55.2% male and 44.8% female consumers who constantly buys poultry products particularly chicken products. This implies that male consumers are more likely to buy chicken products than females.

Additionally, as depicted in table 2, majority of the respondents were single 45%. Some were married 29% and few others were live in 20%, widowed 4% and separated 2%. This means that majority of the consumers who purchased chicken meat products are single. However, Doolin et al (2005) suggest that there is no relation between civil status and the consumer's purchase behavior.

Furthermore, the table also shows that majority of the respondents were Cebuano 97% and few others were Tagalog 3% and Tausug 1%. This means that majority of the consumers who purchased chicken meat products are Cebuano whom are commonly the local residents in the Island. This result affirms to the study of the researchers (Nayeem, 2012) which suggest that marketing communication messages may influence consumers' purchase decisions through recognising the cultural differences that have discussed previously. Since Asian-born consumers generally give preference to group goals over individual goals or interests, it may be more effective for marketers to communicate with them at a group-level rather than at an individual level.

#### Socio-Economic Characteristics of Respondents in Island Garden City of Samal.

The various factors under demographic are the following; education, working status, no. of employed members, and household income.

**Table 3: The distribution of respondents according to economic factors**

SOCIO-ECONOMIC PROFILE											
EDUCATION			WORKING STATUS			NO. OF EMPLOYED HOUSEHOLD			MONTHLY HOUSEHOLD INCOME		
Particular	Frequency	Percentage	Particular	Frequency	Percentage	Particular	Frequency	Percentage	Particular	Frequency	Percentage
Elementary and below	2	2%	Employed	41	41%	1	40	40%	1,000 and below	40	40%
Elementary Graduate	2	2%	Unemployed	11	11%	2	40	20%	1,001 - 2,000	40	20%
High school and below	11	7%	Self-employed	22	22%	3	20	30%	2,001 - 3,000	40	20%
High school Graduate	46	45%	Others	39	35%	4	40	40%	3,001 - 4,000	20	10%
College and below	47	45%				5	1	2%			
College Graduate	41	28%				6	1	2%			
						Others	9	45%			

The above table shows that 31%, 31%, and 28% of the respondents were high school graduate, college level and college graduate respectively. With these given set of data, it shows that consumers are educated. Hence, they have the capacity to work and have their business as sources of income resulting to increase in their individual purchasing power. This finding affirms to the study of (Chien et al., 2019) which argue that in particular, awareness and knowledge factors have a greater influence on purchasing behavior in northern regions. These findings suggest that enhancing consumer awareness of organic rice and providing more purchasing channels could contribute to increasing organic rice consumption. Consumer education is viewed as the process by which people learn the workings of the-marketplace so that they can improve their ability to act as purchasers or consumers of those products and services they deem most likely to enhance their well-being. On the contrary, some studies, knowledge about a product by consumers through educating them does not change consumer beliefs and self-assessments, which determines their preferences. This implies that consumer beliefs and preferences may not be altered no matter the level of education attained by the consumers (Balogbog, 2018).

Additionally, the table shows that most of the respondents are employed (41%) and unemployed (34%). The self-employed is only 15%. This means that majority of the respondents have a source of income to purchase chicken meat products. Also, the above table shows that 45% of the respondents have (1) employed household member. The others were 2 members (28%), 3 members employed (14%), others (6%), 4 members employed (4%), 5 members employed (2%) and 6 members employed (1%). This means that every family has the capacity to purchase chicken meat products since in every family there are one and two members who are working. This might be a reflection that every week they can consume meat products. Furthermore, as perceived in table 2, 61% of the respondents have an average monthly income of P19, 000 and below which indicates that majority of the respondents belong to income class BC. This implies that these group of income class can purchase chicken meat products especially broiler when the price will decrease. There are 30% of income class D and 9% of income class The results align to the case study of (OECD, 2018) which concluded that meat consumption particularly chicken products have increased steadily over the past few decades. The main



reasons are the increases in the population and in their level of income. As the purchasing level improves, consumers move from grain-based diets to ones in which meat consumption is higher. Hence, it implies that there is a connection between the working status and no. of employed members of the household to the purchasing power that influence the purchasing behavior of the consumer in buying chicken products.

### Practices of consumers in buying chicken meat products

This section shows the practices and different approach used by the consumers in purchasing chicken products in different settings.

**Table 4. The distribution of respondents according to who decides to purchase chicken meat products.**

PRACTICES		
Particular	Frequency	Percentage
Father	10	7%
Mother	29	19%
Father and Mother	61	41%
Children	23	15%
Others	27	18%

The above table shows that father and mother predominantly make the decision in buying chicken meat products with 41% next to children who also influences the purchasing decision. This finding affirms to study of (Aleti, 2009) which argue that at any stage of socialization, children impact their parents' purchase decisions and behavior. On the contrary, a previous study found that in five of the 18 cases studied children reported a greater effect on parental purchase decisions than their parents perceived. at any stage of socialization, children impact their parents' purchase decisions and behavior (Dikčius et al., 2019).

**Table 4.1: The distribution of respondents according to where consumers purchase chicken meat products.**

Chicken Products	Public Market	Meat Shop	Others
Broiler	107	33	10
Native	34	28	88

Table 4.1 shows that the respondents mostly buy broiler at public markets and native at others. It can be observed also that consumers also prefer to purchase chicken in the public market. These results aligned to study of (Dusaran and Pabulayan, 2015) which mentioned that the income of the native chicken

growers is relatively low since native chicken production is still a backyard family economic undertaking with limited marketable product volume. Thus, native chicken's availability results for some consumer to purchase native chicken outside public market and meat shop. However, nowadays, native chicken is being displaced in some of the supply chain by broiler or hybrid chickens. This is, an opportunity for small-scale farmers to raise native chicken and generate incremental benefits by supplying the emerging market for this commodity.

**Table 4.2. The distribution of respondents according to when consumers purchase chicken meat products.**

Meat Type	Everyday		2-4 times a week		Once a week		Twice a week		Once a month		Others	
	Freq.	Percentage	Freq.	Percentage	Freq.	Percentage	Freq.	Percentage	Freq.	Percentage	Freq.	Percentage
Broiler	1	2%	59	39%	43	29%	26	17%	15	10%	4	3%
Native	1	2%	17	12%	37	25%	33	22%	53	35%	7	5%

The above table shows that for broiler there are 59 (39%), 43 (29%), 26 (17%), 15 (10%) of the respondents usually purchase 2-4 times a week, once a week, twice a week and once a month respectively, while 3% and 2% of the respondents purchase others and every day.

Meanwhile, in native, 53 (35%), 37 (25%), 33 (22%), 17 (11%) of the respondents usually purchase once a month, once a week, twice a week and 2-4 times a week respectively, while 5% and 2% of the respondents purchase others and every day. This implies that most consumers purchase broilers or hybrid chicken more often than the native chickens. This is due to the availability of native chickens in the market. As researchers of (Dusaran and Pabulayan, 2015) argue that the income of the native chicken growers is relatively low since native chicken production is still a backyard family economic undertaking with limited marketable product volume unlike broilers or hybrid chickens that are locally available in public markets.

**Table 4.3. The distribution of respondents according to attitude**

Particulars	Class A		Class BC		Class D	
	Broiler	Native	Broiler	Native	Broiler	Native
Specific parts that are readily available	3	1	59	12	28	28
Choose specific and let it be sliced/chopped/grinded	3	1	9	6	11	18
Others	7	11	24	36	6	9

It can be observed from the table above that majority of the respondents from income classes BC and D buy meat parts that are commonly sold in the market or that are pre-cut into different forms while respondents in income class A choose either of the two. This implies that majority of the consumers mostly buy pre-



cut chicken meat products than readily available cuts of meat. This result affirms the study of

Preferred chicken meat products by the consumers from different income classes in Island Garden City of Samal.

**Table 5: The distribution of respondents according to Chicken Meat Purchase Choice.**

Response	Broiler			Native		
	Class A	Class BC	Class D	Class A	Class BC	Class D
	(n=13)	(n=92)	(n=45)	(n=13)	(n=92)	(n=45)
Yes	11	68	9	2	24	36
No	2	24	36	11	68	9

As depicted in table 5, out of the 150 respondents, 88 (59%) respondents buy broiler chicken meat and 62 (41%) respondents buy native chicken meat. This implies that most of the respondents choose to consume broiler meat. This is due to its availability in the market. According to of (Dusaran and Pabulayan, 2015) native chicken growers have low income since native chicken production is still a backyard family economic undertaking with limited marketable product volume unlike broilers or hybrid chickens which are available in any local markets. Thus, this implies that consumer's preference in buying chicken meat products also influenced by its availability in the market although consumers concludes that carcass characteristics, quality and unique flavor of indigenous chicken are higher than that of broiler chicken (Choo et al., 2014).

## SUMMARY, FINDINGS AND RECOMMENDATIONS

This chapter presents the summary, findings, and corresponding recommendations about the consumer purchase behavior for meat products in Island Garden City of Samal. This study was conducted in the meat shops and public markets in Island Garden City of Samal. The general objective of this study is to determine the consumer purchase behavior for meat products in Island Garden City of Samal. Specifically, the study aims to identify the socio – demographic profile of meat buyers, to identify practices of consumers in buying meat products, and to know the meat product most preferred by consumers from different income classes in General Santos City.

## SUMMARY OF FINDINGS

The following summary of the findings is based on the results of the study:

1. First, result reveals that majority of the respondents were relatively young, most of them are males, single, and are Cebuano whom are local residents in the Island.
2. Secondly, as to education, most of the consumers has higher educational attainment in which most of them are employed which means that they have sources of income to purchase chicken meat products.
3. Thirdly, both mother and father predominantly in purchasing decision with the influence of the children's choices. Meanwhile, most of the respondents purchase chicken meat products in public market for broilers and others such as family backyards for native chicken. Findings also revealed that broilers are purchased 2-4 times a week while native is once a month. In distribution of respondents according to attitude, most of the consumers prefer pre-cut chicken meat products than readily available cuts of meat.
4. Lastly, most of the respondents choose to consume broiler meat than native chicken. Although consumers concludes that carcass characteristics, quality and unique flavor of indigenous chicken are higher than that of broiler chicken, its availability in the market influence the consumers preference.

## CONCLUSION

Based on the above discussion, it may be concluded that multiple determinants shape the consumer purchase behavior toward chicken meat products. The findings indicate that the majority of the respondents were young, male, single, and local residents of the Island, specifically Cebuano. They were generally well-educated and employed, suggesting they have the means to purchase chicken meat products. The purchasing decisions were primarily influenced by both parents, taking into consideration the preferences of their children. The respondents typically bought broilers from public markets 2-4 times a week, while native chicken was purchased once a month, often from family backyards. In terms of attitude, most consumers preferred pre-cut chicken meat products over readily available cuts. Although the respondents acknowledged the higher carcass characteristics, quality, and unique flavor of native chicken compared to broilers, the preference for broiler meat was influenced by its availability in the

market. Thus, consumer purchase behavior for chicken meat products in Island Garden City of Samal are dependent on socio – demographic and socio – economic aspects.

## RECOMMENDATIONS

The following recommendations are based on the findings of the study.

### Chicken Meat Retailers/Vendors

Improve their place especially in practicing proper sanitation. Engaged in selling chicken meat by products with proper branding and labeling. Maintain the quality of chicken meat products

### Chicken Meat Producers

Engage in selling broiler chicken meat. There is a good business in producing broiler for income class BC.

### Government Sector (NMIS)

Increase nutrition benefits information to the consumer in order to increase food safety and consumption. Proper government food safety enforcement.

### Meat Shops

Provide proper labeling and packaging of meat products.

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