

## APPLIED RESEARCH TO ASSESS THE CONSUMPTION OF MEAT PRODUCTS IN CLUJ COUNTY

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**Abstract.** *The purpose of the research was the evaluation of the meat products consumption in the Cluj County. The applied research was done using a questioner. 108 people answered the questionnaire, with ages between 20 and 55. The results show that the heights consumption of meat products is between the age of 25 and 44 years. As expected male and female consume different quantities and different varieties of meat products.*

**Keywords:** meat products, consumption, questioner

### INTRODUCTION

The economical crisis has led to a big unemployment, cut of salaries, prices of raw material and fuels have raised and because of that, the prices of end products also raise; all these factors have led to a decrease in the purchasing power of the population.[1, 2, 3,4 ] Meat products have high prices compared to other products but are essential to human nutrition. Due to religion, life concepts, medical and economical issues a lot of people have cut out partially or completely meat products from their diets.[5,6,7] This applied research was done in order to establish the customer's behavior concerning meat products in the Cluj County.

### MATERIAL AND METHOD

A survey was conducted using a questioner. 108 adults from Cluj County were selected using the non-random method, of unbound quotas, by gender and age.

### RESULTS AND DISCUSSION

Survey participants were asked: "which is the meat product that they most often eat?" Their responses (Table 1) were quite varied; pork sausages and chicken meat have the highest share (Figure 1).

Criteria that determine the purchase of meat products are presented in Table 2. Experience, appearance and price have the largest share (image 2). Advertising plays a very small part in purchase of meat products, which shows a lack of confidence that buyers have in advertising campaigns. It is an important aspect given that economic investments made in advertising.

Purchase places of meat products are presented in Table 3. Supermarkets have the largest share followed by producer's stores (Figure 3).

Table 1

The most consumed meat products

Meat products	Number of respondents
turkey ham	2
pig fat	2
Sibiu salami	3
pork sausage	5
chicken ham	6
chicken thighs	6
chicken wings	6
baloney	6
hot dogs	8
Prague ham	9
salami	10
loin	10
summer salami	11
grilled chicken breast	12
specialties	12
<b>Total number of respondents</b>	<b>108</b>

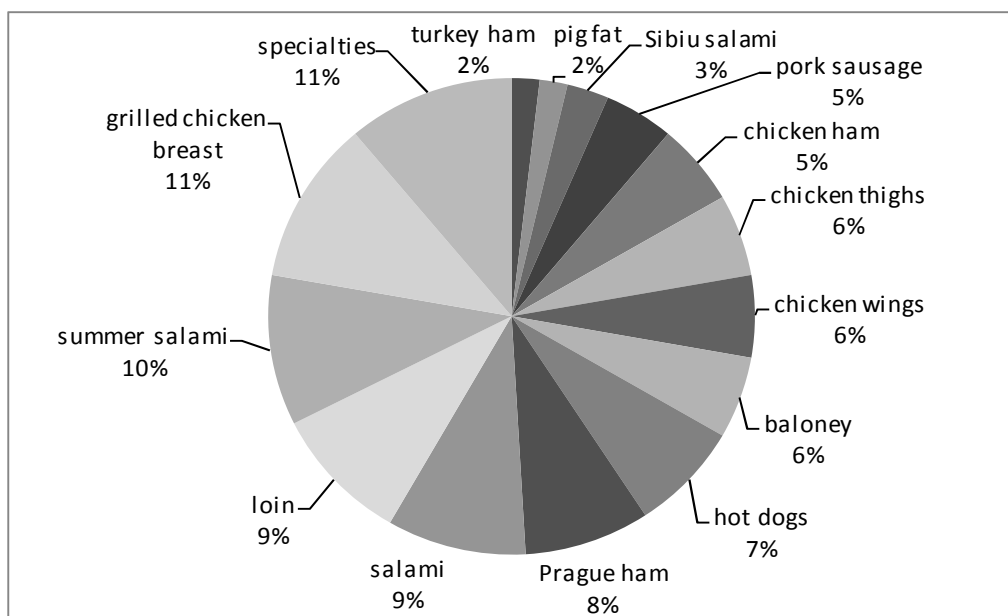


Fig. 1. The share of meat products consumption

Table 2

Criteria for buying meat products

Criteria	Number of respondents
Price	15
Manufacturer	17
Product organoleptic characteristics	30
Advertising	4
Recommendation of a person	5
Experience	36
Something else	1
<b>Total number of respondents</b>	<b>108</b>

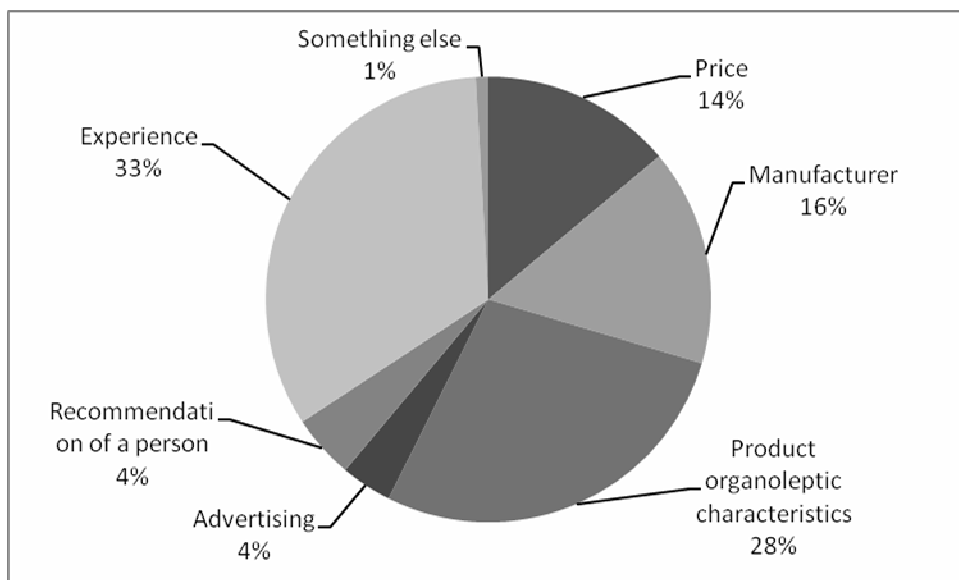


Fig. 2. Criteria that determine the purchase of meat products

Table 3

Purchase places of meat products

Purchase place	Number of respondents
Supermarket	65
Producer's stores	24
Meat store	11
Market place	0
Local store	5
Somewhere else	3
<b>Total number of respondents</b>	<b>108</b>

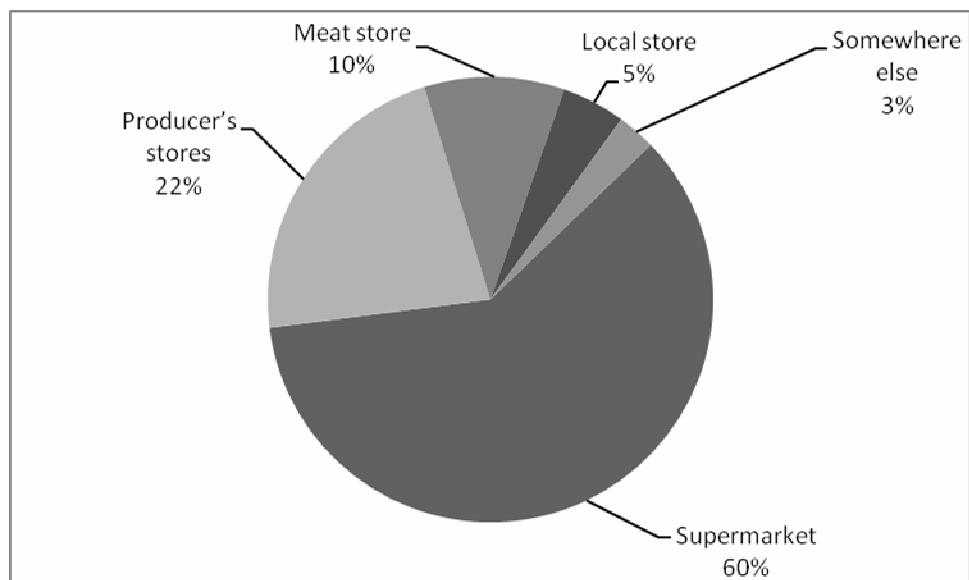


Fig. 3. Purchase places of meat products

To assess the consumption levels of meat products, respondents were asked to estimate their weekly consumption of meat products. In tables 4-11 the average consumption levels of meat per day, week, month and year are presented.

Type of meat products that is most consumed varies with age; young people prefer chicken products while the older prefer pork products.

In general people with the age of 25-35 have the most diversified consumption of meat products.

Table 4

Meat consumption in women under 25 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	14,84	103,85	445,05	5414,84
Mici, prepared medium	10,77	75,38	323,08	3930,77
Fried sausage	6,32	44,23	189,56	2306,32
Pig fat, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig fat	0,00	0,00	0,00	0,00
Pig sausage, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig sausage	1,10	7,69	32,97	401,10
Summer salami	0,82	5,77	24,73	300,82
Salami	7,31	51,15	219,23	2667,31
Sibiu salami	0,00	0,00	0,00	0,00
Specialties	0,22	1,54	6,59	80,22
Baloney	1,65	11,54	49,45	601,65
Hot dogs	12,47	87,31	374,18	4552,47
Loin	1,10	7,69	32,97	401,10
Pork ham	0,66	4,62	19,78	240,66
Chicken breast bacon	13,74	96,15	412,09	5013,74
Total	70,99	496,92	2129,67	25910,99

Table 5

## Meat consumption in women with ages between 25-34 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	15,00	105,00	450,00	5475,00
Mici, prepared medium	4,14	29,00	124,29	1512,14
Fried sausage	6,07	42,50	182,14	2216,07
Pig fat, traditionally smoked	0,54	3,75	16,07	195,54
Smoked pig fat	0,54	3,75	16,07	195,54
Pig sausage, traditionally smoked	8,04	56,25	241,07	2933,04
Smoked pig sausage	2,32	16,25	69,64	847,32
Summer salami	0,00	0,00	0,00	0,00
Salami	11,43	80,00	342,86	4171,43
Sibiu salami	3,57	25,00	107,14	1303,57
Specialties	3,93	27,50	117,86	1433,93
Baloney	0,00	0,00	0,00	0,00
Hot dogs	10,71	75,00	321,43	3910,71
Loin	2,86	20,00	85,71	1042,86
Pork ham	2,64	18,50	79,29	964,64
Barbecue, prepared medium	18,57	130,00	557,14	6778,57
Total	90,36	632,50	2710,71	32980,36

Table 6

## Meat consumption in women with ages between 35-44 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	17,86	125,00	535,71	6517,86
Mici, prepared medium	10,14	71,00	304,29	3702,14
Fried sausage	12,86	90,00	385,71	4692,86
Pig fat, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig fat	0,00	0,00	0,00	0,00
Pig sausage, traditionally smoked	4,29	30,00	128,57	1564,29
Smoked pig sausage	2,86	20,00	85,71	1042,86
Summer salami	0,00	0,00	0,00	0,00
Salami	8,57	60,00	257,14	3128,57
Sibiu salami	0,00	0,00	0,00	0,00
Specialties	0,00	0,00	0,00	0,00
Baloney	14,29	100,00	428,57	5214,29
Hot dogs	5,71	40,00	171,43	2085,71
Loin	11,43	80,00	342,86	4171,43
Pork ham	1,43	10,00	42,86	521,43
Barbecue, prepared medium	8,86	62,00	265,71	3232,86
Total	98,29	688,00	2948,57	35874,29

Table 7

## Meat consumption in women with ages between 45-55 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	0,00	0,00	0,00	0,00
Mici, prepared medium	0,00	0,00	0,00	0,00
Fried sausage	0,00	0,00	0,00	0,00
Pig fat, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig fat	0,00	0,00	0,00	0,00
Pig sausage, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig sausage	3,57	25,00	107,14	1303,57
Summer salami	7,14	50,00	214,29	2607,14
Salami	21,43	150,00	642,86	7821,43
Sibiu salami	0,00	0,00	0,00	0,00
Specialties	0,00	0,00	0,00	0,00
Baloney	16,07	112,50	482,14	5866,07
Hot dogs	12,50	87,50	375,00	4562,50
Loin	0,00	0,00	0,00	0,00
Pork ham	3,57	25,00	107,14	1303,57
Barbecue, prepared medium	10,71	75,00	321,43	3910,71
Total	75,00	525,00	2250,00	27375,00

Table 8

## Meat consumption in men under 25 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	23,14	162,00	694,29	8447,14
Mici, prepared medium	11,43	80,00	342,86	4171,43
Fried sausage	14,79	103,50	443,57	5396,79
Pig fat, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig fat	0,00	0,00	0,00	0,00
Pig sausage, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig sausage	1,14	8,00	34,29	417,14
Summer salami	15,00	105,00	450,00	5475,00
Salami	18,57	130,00	557,14	6778,57
Sibiu salami	2,86	20,00	85,71	1042,86
Specialties	0,00	0,00	0,00	0,00
Baloney	2,86	20,00	85,71	1042,86
Hot dogs	15,00	105,00	450,00	5475,00
Loin	0,00	0,00	0,00	0,00
Pork ham	4,29	30,00	128,57	1564,29
Barbecue, prepared medium	13,71	96,00	411,43	5005,71
Total	122,79	859,50	3683,57	44816,79

Table 9

## Meat consumption in men with ages between 25-34 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	17,86	125,00	535,71	6517,86
Mici, prepared medium	15,95	111,67	478,57	5822,62
Fried sausage	18,45	129,17	553,57	6735,12
Pig fat, traditionally smoked	4,05	28,33	121,43	1477,38
Smoked pig fat	0,60	4,17	17,86	217,26
Pig sausage, traditionally smoked	11,31	79,17	339,29	4127,98
Smoked pig sausage	3,57	25,00	107,14	1303,57
Summer salami	11,31	79,17	339,29	4127,98
Salami	23,21	162,50	696,43	8473,21
Sibiu salami	0,00	0,00	0,00	0,00
Specialties	0,00	0,00	0,00	0,00
Baloney	0,00	0,00	0,00	0,00
Hot dogs	14,29	100,00	428,57	5214,29
Loin	1,19	8,33	35,71	434,52
Pork ham	8,33	58,33	250,00	3041,67
Barbecue, prepared medium	32,74	229,17	982,14	11949,40
Total	162,86	1140,00	4885,71	59442,86

Table 10

## Meat consumption in men with ages between 35-44 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	14,29	100,00	428,57	5214,29
Mici, prepared medium	2,38	16,67	71,43	869,05
Fried sausage	2,38	16,67	71,43	869,05
Pig fat, traditionally smoked	4,76	33,33	142,86	1738,10
Smoked pig fat	2,38	16,67	71,43	869,05
Pig sausage, traditionally smoked	0,00	0,00	0,00	0,00
Smoked pig sausage	4,76	33,33	142,86	1738,10
Summer salami	5,95	41,67	178,57	2172,62
Salami	11,90	83,33	357,14	4345,24
Sibiu salami	0,00	0,00	0,00	0,00
Specialties	55,95	391,67	1678,57	20422,62
Baloney	0,00	0,00	0,00	0,00
Hot dogs	0,00	0,00	0,00	0,00
Loin	40,48	283,33	1214,29	14773,81
Pork ham	23,81	166,67	714,29	8690,48
Barbecue, prepared medium	0,00	0,00	0,00	0,00
Total	169,05	1183,33	5071,43	61702,38

Table 11

## Meat consumption in men with ages between 45-55 years

Meat products	Consumption per day (g)	Consumption per week (g)	Consumption per month (g)	Consumption per year (g)
Barbecue, prepared medium	28,57	200,00	857,14	10428,57
Mici, prepared medium	17,14	120,00	514,29	6257,14
Fried sausage	10,71	75,00	321,43	3910,71
Pig fat, traditionally smoked	9,52	66,67	285,71	3476,19
Smoked pig fat	0,00	0,00	0,00	0,00
Pig sausage, traditionally smoked	4,76	33,33	142,86	1738,10
Smoked pig sausage	0,00	0,00	0,00	0,00
Summer salami	0,00	0,00	0,00	0,00
Salami	9,52	66,67	285,71	3476,19
Sibiu salami	0,00	0,00	0,00	0,00
Specialties	45,24	316,67	1357,14	16511,90
Baloney	0,00	0,00	0,00	0,00
Hot dogs	0,00	0,00	0,00	0,00
Loin	14,29	100,00	428,57	5214,29
Pork ham	19,05	133,33	571,43	6952,38
Barbecue, prepared medium	0,00	0,00	0,00	0,00
Total	158,81	1111,67	4764,29	57965,48

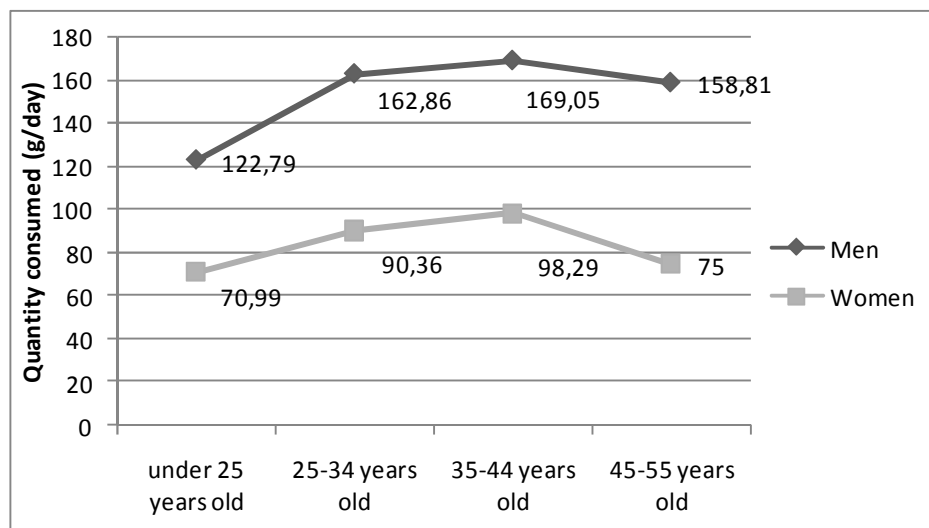


Figure 4. Meat consumption evolution

With regard to consumption of dishes like barbecue, sausage and mici, 60 (56%) respondents said that they don't frequently consume these products and 48 (44%) said that they commonly consumed such products. The biggest consumers of these products are men with ages between 25-44 years. Consumers of such products prefer to prepare them at



home and only a small part of them purchase these products already made in cafeterias or supermarkets. A total of 69 (64%) respondents answered that they also consume other smoked products such as smoked fish or smoked cheeses

Regarding the effects of smoked products have on human health a large number (48%) of respondents said they have no effect on human health. Those who responded that smoked products affect human (38%) had ages between 25-34 years.

Negative effects that respondents believe that the smoked products have are: effect on bile, gallbladder, liver, colon and a small number (9 respondents) has said these products have carcinogenic effect.

31 of the respondents where males and 77 women, with ages between 20-55, with different education and with a monthly income of 600-5000 lei.

## CONCLUSIONS

- The most consumed meat products are sausages followed by chicken products.
- The most important criteria in purchasing a meat preparation are experience, appearance of the product and manufacturer. Price is only the third which shows that respondents attach importance to food quality.
- The fact that previous experience firstly demonstrated that respondents are not willing to try new products.
- Only 4% of respondents said that advertising is a factor that determines the purchase of meat, which shows a low trust in advertising campaigns.
- Respondents under the age of 25 have the heights consumption on chicken meat products.
- Heights diversity in meat products consumption is in the population with ages between 25-34 years.
- Respondents between 35-44 years old are the most careful regarding what they eat. At this age group is also the height meat consumption. These can be also explained by the fact that they have the biggest income.

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