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## A study on consumption pattern of head meat curry in Andhra Pradesh

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### Abstract

India has a large number of ethnic groups, diverse traditions, culture and varied food habits. Traditional processing of various meat products with locally available specific ingredients has resulted in the development of products with unique sensory attributes. The demand for ethnic/heritage meat products is ever growing because of rapid changes in consumer preferences. Head meat curry is popular ethnic meat products of India and is famous for their health benefits. The present study on head meat curry was carried out to understand the awareness, preference of meat for preparation of head meat curry, frequency of consumption, preferred place for consumption and reasons for consuming or not consuming head meat curry. Twenty consumers from each district were selected randomly thus making total sample of 260 respondents for the study. The study indicates that 80.77% of people are having awareness on head meat curry out of which 64.76% of people preferred sheep head for preparation of head meat curry. Majority of people consume head meat curry quarterly (60%) and the preference of consumption of head meat curry at home (76.66%). The survey on head meat curry stated that more than fifty percent (54.76%) people are consuming head meat curry for its health benefits. The reasons for not consuming head meat curry regularly is due to less availability (40%) and processing difficulty (40%). The results of current study gives an idea on the future strategies need to be adapted by meat scientists to understand felt needs of consumers in India.

**Keywords:** Consumption pattern, ethnic, head meat curry, awareness, preferences, frequency

### Introduction

India has a large number of ethnic groups, diverse traditions, culture and varied food habits. A variety of food products of indigenous taste are being prepared and consumed in India, and these products vary from region to region and place to place. Traditional processing of various meat products with locally available specific ingredients has resulted in the development of products with unique sensory attributes.

The demand for ethnic/heritage meat products is ever growing because of rapid changes in consumer preferences. Traditional meat products are attracting a greater consumer response in India. The traditional meat products are also being processed at fast food corners, restaurants, star hotels etc. and are liked by many for their unique taste. Consumer preferences have also shifted to different custom designed products from stereotype traditional foods supplied in bulk.

South India has been a wide variety of traditional meat products prepared by the natives of the region which reflect their social, cultural life. There is a wide range of traditional meat products of South India which is due to use of different kinds of meat. The method of preparation varies on the basis of availability of materials, climate, culture and overall knowledge of process and methods.

The processing of traditional food depends on the availability of raw materials, season and local taste preferences passed through generations. Head meat curry is popular ethnic meat products of India and are famous for their health benefits. The consumption of these products will provide good strength and support for bones and these are being prepared in different parts of South India in different styles depending upon the region. Although increasing urbanization and change in life style have changed in during the past few years and demand for head meat curry remains same among the consumers.

## Materials and Methods

The main purpose of the research work is to know how the people are aware of head meat curry and how often they consume head meat curry and any special reasons for consuming head meat curry. The main source of this study is data obtained over a period of 5 months from November 2017 to march 2018.

Twenty consumers from each district were selected randomly thus making total sample of 260 respondents for the study. A structured interview schedule (Annexure I) containing all the variables was prepared in consultation with the experts in the field of extension education to achieve the objectives of the study.

The schedule consists of personal, socio economic variables and head meat curry consumption profile. Sufficient rapport was established with the respondents prior to data collection. This helped in getting the desired co-operation, reliable and objective information from the respondents.

The interview schedule was prepared in English and was administered by investigator after translating the same into local language that is Telugu where it was required. The data collected was coded, tabulated, analyzed and presented in the form of tables. The results emerged from the analysis of data were suitably interpreted and necessary conclusions and inferences were drawn. The statistical tools used include percentages and arithmetic mean.

Therefore this study can only provide an overall general impression regarding meat consumption patterns of head meat curry in Andhra Pradesh.

## Results

According to the survey results 80.77 % of people are having awareness on head meat curry out of which 64.76% of people preferred sheep head meat curry and 35.24% people preferred goat head meat curry showing the preference for sheep head meat curry.

The results stated that 60% of people expressed their quarterly consumption of head meat curry, 24.76% of people preferred eating at half yearly, 10% of people preferred it monthly whereas 5.24% of people preferred consuming it yearly, indicating the monthly consumers to be as 10% only.

According to survey results the preferred place of consumption of head meat curry at Home (76.66%), Hotel (14.76%) Road side shop (1.91%) and Restaurant (6.67%) preferring the willingness of consuming head meat curry at home.

Majority (54.76%) of people stated that they consume head meat curry because of its health benefits, 40% said that it was due to its taste and 5.24% of the people said that there is no specific reason for consumption of head meat curry indicating the awareness of health benefits among the consumers about head meat curry.

Further 40% of the people stated the reason for less/ not consuming head meat curry regularly is due to less availability whereas 40% expressed that processing the head meat curry is difficult, 12.86% disliked the consumption of head meat curry whereas 7.14% said that there are no specific reason for avoiding it, indicating occasional consuming of head meat curry.

**Table 1:** Consumption pattern of head meat curry of Andhra Pradesh

| Head meat curry |   |                   |            |
|-----------------|---|-------------------|------------|
| S. no           | Particulars                                   | Frequency n = 260 | Percentage |
| 1.              | Awareness on Head meat curry                  | 210               | 80.77%     |
| 2.              | <b>Preference of meat for Head meat curry</b> |                   |            |
| a.              | Mutton  | 136               | 64.76%     |
| b.              | Chevon  | 74                | 35.24%     |
| 3.              | <b>Frequency of Consumption of HMC</b>        |                   |            |
| a.              | Monthly                                       | 21                | 10%        |
| b.              | Quarterly                                     | 126               | 60%        |
| c.              | Half yearly                                   | 52                | 24.76%     |
| d.              | Yearly  | 11                | 5.24%      |
| 4.              | <b>Preferred place for consumption of HMC</b> |                   |            |
| a.              | Home  | 161               | 76.66%     |
| b.              | Hotel   | 31                | 14.76%     |
| c.              | Roadside shop                                 | 4                 | 1.91%      |
| d.              | Restaurant                                    | 14                | 6.67%      |
| 5.              | <b>Reasons for consumption of HMC</b>         |                   |            |
| a.              | Taste   | 84                | 40%        |
| b.              | Health benefits                               | 115               | 54.76%     |
| c.              | No specific reason                            | 11                | 5.24%      |
| 6.              | <b>Reasons for less/non consuming HMC</b>     |                   |            |
| a.              | Less availability                             | 84                | 40%        |
| b.              | Processing difficulty                         | 84                | 40%        |
| c.              | Dislike                                       | 27                | 12.86%     |
| d.              | No specific reason                            | 15                | 7.14%      |

## Discussion

The results on consumption pattern of head meat curry in Andhra Pradesh revealed that sheep is more preferred than goat for preparation of head meat curry. This may be due to the local taste developed among the rural population since a long time. The results obtained in the study were in agreement with the reports of Tammi Raju *et al.* (2005) <sup>[15]</sup> that in Prakasam district of Andhra Pradesh the most preferred meat

is chicken followed by mutton, Raghavendra *et al.* (2009) <sup>[10]</sup> stated that urban households mostly prefer mutton in Dharwad district, Suresh *et al.* (2016) <sup>[14]</sup> survey revealed that more than half of the respondents (51.2%) preferred mutton for its perceived nutritional value and health benefits in Delhi and Hyderabad cities. The results are strengthened by the report of 20<sup>th</sup> livestock census where in Andhra Pradesh more sheep population is there rather than goat population and Basic

Animal Husbandry Statistics (2018) [2] revealed that sheep was slaughtered more than goat in Andhra Pradesh during the

year 2017-18.

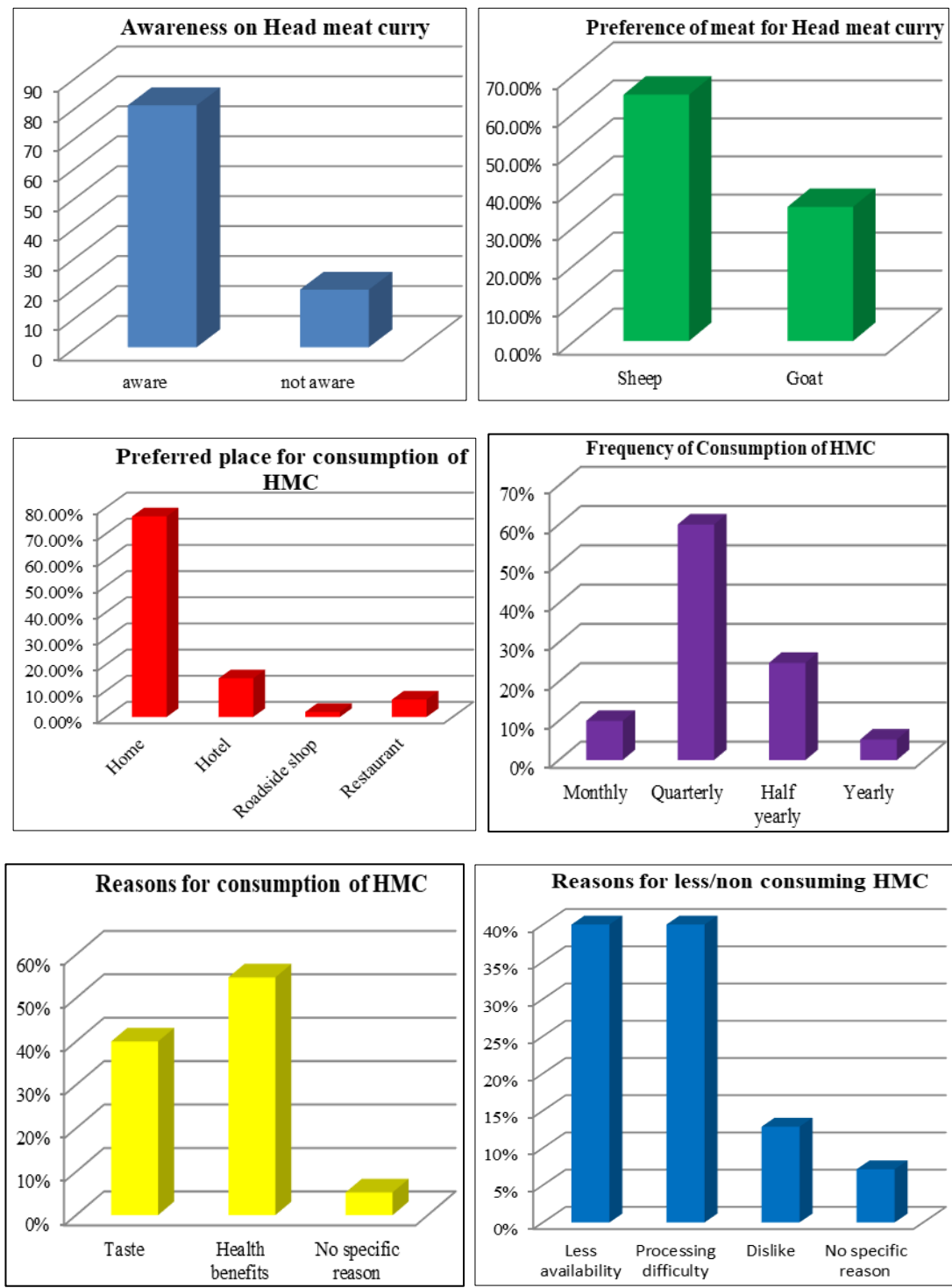


Fig 1: Consumption pattern of Head meat curry of Andhra Pradesh

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