



ANALYSIS OF MEAT CONSUMPTION PREFERENCES OF CONSUMERS FROM TIMIS COUNTY

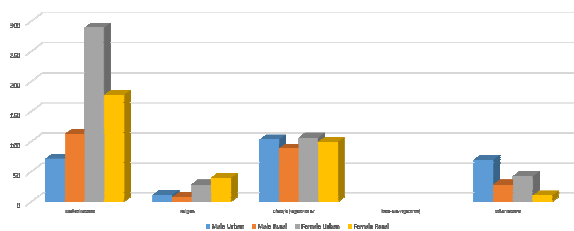
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Abstract: An important role in modern man’s diet of is played by meat from mammals and birds, cattle, pigs, goats, sheep, broilers, but also the edible organs, resulting from processing, which, for the human body, bring important nutrients for a good functioning but also to maintain health depending on the effort made in daily activity, in this sense a study was undertaken at the level of Timis County, with the aim of determining the reason for the lack of meat and meat products, determining the type of meat preferred by consumers depending on the species of origin, establishing the frequency of meat consumption and determining consumer preferences for the way meat is presented.

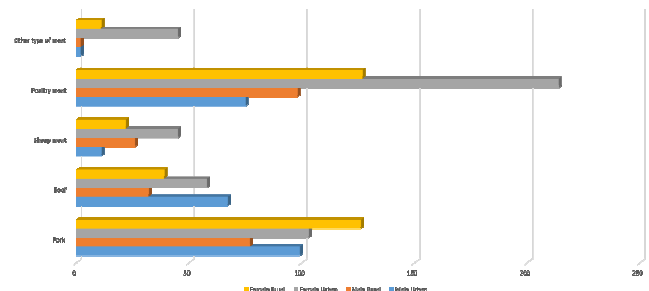
• Introduction

Food in recent years has become an increasingly acute problem so that it has taken on new features and also new dimensions in terms of quality, so that it has become over time a global problem from a local or national one. The need to analyse this vast area of consumption can also be highlighted by listing its multiple functions in society, and by studying these functions it is possible to highlight the ultimate objective of consumption, i.e. to raise the standard of living of the population and increase the quality of life, which is not the case for the consumption of all categories of products, because it is natural that any person or community should be able to seek prosperity and freedom in terms of material or immaterial consumption.



• Results and discussions

- Only 2.43% of those surveyed said they do not eat meat and meat products, 2.77% of men do not eat meat and meat products and 2.22% of women do not eat meat and meat products.
- Those who answered negatively were asked to answer only one more question to determine their non-consumption of meat and meat products (figure 1).
- Consumers prefer to consume meat especially considering the species of origin, because there are many people who do not eat sheep meat, beef or other types of meat at all, that is why the following question was asked (figure 2)



Conclusions: Analysing the answer to the first question, it was found that out of the total number of respondents, only 2.43% of the respondents stated that they do not consume meat and meat products, respectively 32 people. Among the reasons mentioned by the 2.43% of the respondents who stated that they do not consume meat were in the case of men: medical reasons for 37.2%, lifestyle for 38.82% and 20.32% specified other reasons and in the case of women: 58.76% specified medical reasons, 25.85% declared themselves to be vegetarian or lacto-ovo-vegetarian, 8.45% mentioned religion.