



UNIVERSITY OF LIFE SCIENCES
"KING MIHAI I" FROM Timisoara
**Multidisciplinary Conference on
Sustainable Development**
15 – 16 May 2025



Study on the Influencing Factors of Consumer Choices Regarding Pheasant Meat

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Abstract: Pheasant meat has a balanced nutritional profile, characterized by a high content of high-quality proteins, a low fat content, a moderate caloric intake, and the presence of essential vitamins and minerals. These aspects recommend the meat as a healthy alternative in the human diet, but its popularity among consumers is relatively low. This study proposes to investigate the factors that influence consumer preferences for pheasant meat, through a research based on the application of a questionnaire. The research study aimed to collect data on the socio-demographic profile of the respondents, consumption habits, level of information, perceptions related to the qualities of pheasant meat, as well as the criteria that influence the decision to buy it. The questionnaire also includes questions about the preferred form of product presentation, market availability and attitudes towards sustainability. The information obtained from the analysis will contribute to a better understanding of consumer behaviour and to the development of effective strategies for the promotion and valorisation of pheasant meat.

Introduction

Food proteins, essential for a large part of the global population, are significantly supplied through meat consumption (Ianițchi et al., 2024). From a nutritional standpoint, pheasant meat stands out for its high dietary value (Bordei et al., 2020). Pheasant meat (*Phasianus colchicus*) is a game product of interest, appreciated and considered dietary, with a texture similar to domestic poultry meat but more intensely pigmented. Additionally, pheasant meat is relatively low in fat and rich in high-quality protein, which may appeal to health-conscious consumers. Nevertheless, pheasant is not easily accessible on the market, usually sourced either through hunting or from specialized farms, and requires knowledge of specific culinary techniques (such as marination or aging) to enhance its tenderness and flavor.

Material and method

Data collection was carried out exclusively online, using the Google Forms platform. A sample of 190 respondents from various regions of the country was obtained, ensuring a reasonable diversity of profiles.

Results and discussions

Characteristic	Sample Distribution
Total number of respondents	190
Gender	52% male; 48% female
Place of residence	70% urban; 30% rural
Age group 18–29 years	25%
Age group 30–44 years	40%
Age group 45–60 years	25%
Over 60 years	10%
Have ever consumed pheasant meat	65% Yes; 35% No

Table 1. Characteristics of the respondent sample and pheasant meat consumption experience

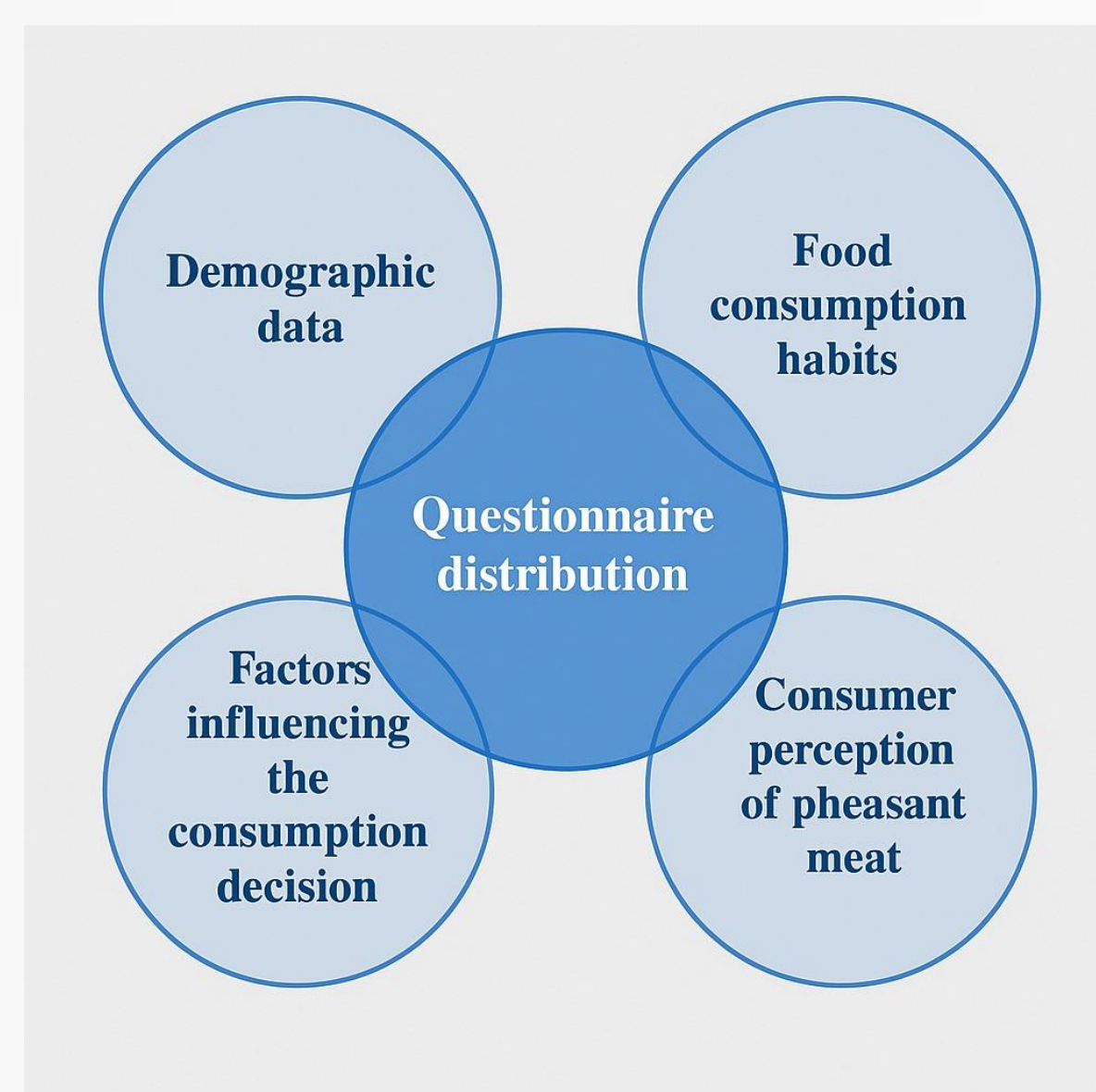


Figure 1. Questionnaire structure

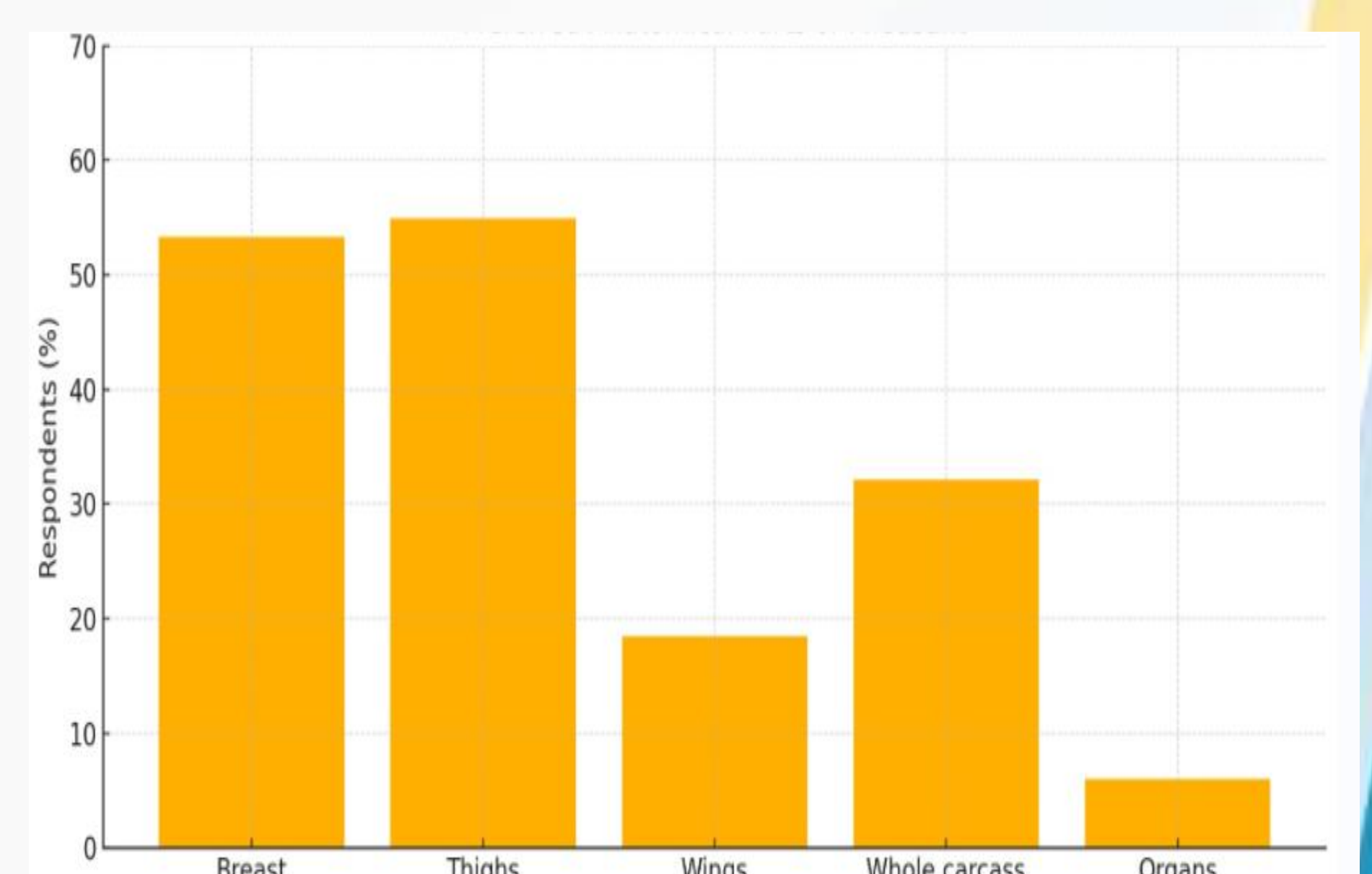


Figura 3. Preferred anatomical parts of pheasant

Conclusions

- The perception of pheasant meat among consumers is predominantly positive, reflecting appreciation for its taste and confidence in its nutritional value. Pheasant is viewed by most of those who have tried it as a flavorful, healthy, and natural product. However, there are also reservations regarding the specific aroma of game, which can act as a barrier for consumers who are less familiar with this type of meat. This balance between appreciation and hesitation confirms the distinct status of pheasant meat: a product of exceptional quality, yet one that presents certain sensory challenges that can be addressed through adequate recipes or by educating consumer taste preferences.
- Overall, pheasant enjoys a favorable image as a healthy delicacy, which supports the potential for broader consumer adoption, provided that accessibility and awareness are increased.

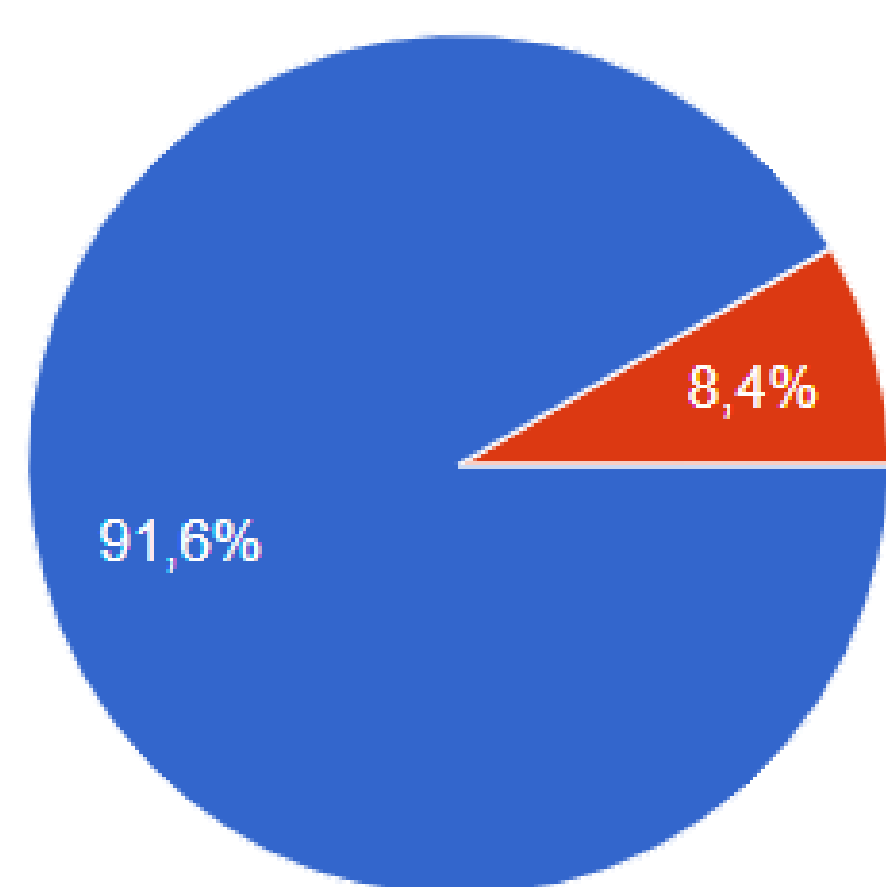


Figure 2. Pheasant meat consumption

A total of 190 individuals participated in this study, of whom 174 (91.6%) had consumed pheasant meat at least once. When asked about the type of pheasant meat they consumed, 56% indicated wild pheasant, 15.8% farm-raised pheasant, 14.7% both types, and 13.6% were unable to specify.

ACKNOWLEDGEMENTS

This research work is a part of the elaboration of the PhD thesis and was carried out with the support of the Faculty of Animal Production Engineering and Management, University of Agronomic Sciences and Veterinary Medicine Bucharest.

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