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Área do trabalho: Indústria de produtos de origem animal e ciência dos alimentos

EGG AND MEAT CONSUMER PROFILE CHICKEN BY THE POPULATION OF THE MUNICIPALITY OF RECIFE/PE

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The identification of the consumer profile provides the possibility of executing a production line in an assertive way oriented to the client. The objective of this work was to discover the profile of the consumer of chicken meat and eggs in the city of Recife/PE. 389 people were interviewed during the month of October 2022, using the “survey” method, with 15 multiple-choice questions and made available to those randomly conducted. It had a participation of 66.10% of females and 33.90% of males, aged over 18 years and with an average monthly between 1 to 3 minimum salaries. It appears that 95.60% of the people consume eggs on average 2 or 3 times a week. We observed that 98.1% consume chicken meat, mostly weekly. About the observed influencing factors that refer to the hygiene of the establishment, 77.90% consider it a very important factor, as well as the price with 52.70% and the quality with 72%, the other factors such as brand and added values are recognized as unimportant. It was concluded that the consumer profile is mostly women with aged between 18 and 30 years, with monthly salary between 1 and 3, and incomplete higher education, with a minimum average of egg consumption 2 or 3 times a week and consuming meat of chicken weekly, having the hygiene of the establishment, the price and quality of the product as very important factors in the decision-making process of the purchase, but does not see the brand and the added values as important factors. With this research it is possible to trace the profile of the egg and meat consumer chicken in the city of Recife/PE, as well as understanding which factors influence them more in the purchasing decision-making process. The profile can be defined by mostly women aged between and years, with monthly income between and minimum wages with incomplete higher education, with an average frequency of egg consumption or times per week and consuming chicken meat weekly. The consumer described above sees the hygiene of the establishment, the price and product quality as very important factors in the decision-making process of the purchase, but does not see the brand and added values as important factors.

Palavras-chave: Consumption, Egg, Chicken, Customer, Purchase, Poultry farming.

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