

WHAT IS QUALITY BEEF TO CONSUMERS IN UGANDA?

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ABSTRACT

Producing beef that offers consumers' desirable eating experience is vital to increase consumer utility and demand. This study sought to establish the beef quality attributes that underlie consumers' choice on beef quality to buy, the specific beef quality attributes preferred by consumers and what is considered as quality beef by consumers in Kampala, Uganda. Primary data was gathered through face-to-face interviews on a sample of 300 respondents. Data analysis utilized descriptive and inferential statistics. Results indicated that consumers in Uganda consider fat content and bone content when choosing the beef to buy. Preference for fat content and type of fat varied significantly ($p < 0.05$) across consumers' income and education levels. Consequently, beef quality was defined and distinguished into two types and the respective consumers who would most likely buy a particular beef quality type were characterized. These are: (i) beef cut mixed with bones, high fat content and covering carcass for the low income earners, less educated male or female consumers; (ii) beef cut mixed with bones, with low fat content and marbled for the high income earners, highly educated male or female consumers. Such quality type can be supplied fresh (not chilled) with yellowish fat and bright red lean as universally preferred. It is high time beef producers and traders in Kampala targeted to produce and offer beef that meets such quality demand for the respective categories of consumers looking forward to enhance beef demand.

KEYWORDS: Consumer, Beef Quality Attributes

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