

**AN INVESTIGATION INTO CONSUMER PURCHASING BEHAVIOR
TOWARDS IMPORTED CHICKEN AND LOCALLY PRODUCED
CHICKEN PRODUCT IN THE KUMASI METROPOLIS**

BY

FRED BUDU

FRED YAW KODIE

THERESAH ASANTEWAA ASARE

**A DISSERTATION SUBMITTED TO THE CHRISTIAN SERVICE
UNIVERSITY COLLEGE IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF A BACHELOR
OF BUSINESS ADMINISTRATION DEGREE**

May, 2013

STATEMENT OF AUTHENTICITY

We have read the University regulations relating to plagiarism and certified that this dissertation is our own work and do not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this dissertation herein submitted.

NAME	INDEX NO.	SIGNATURE	DATE
FRED BUDU	10136257
FRED YAW KODIE	10136138
THERESAH ASANTEWAA ASARE	10135156

SUPERVISOR’S DECLARATION

I declare that I have supervised the conduct of the research leading to the preparation of this Project report by the students listed above and that I have read the final draft report prepared by the students and do recommend them to the University College for the examination of their Project work.

APPIAH SARPONG (MR.)
(Supervisor)	Signature	Date

KWAKU AHENKRAH (DR.)
(Head of Department)	Signature	Date

DEDICATION

We dedicate this master piece to our parents and the entire family for their love and care showed to us throughout our studies.

ACKNOWLEDGEMENT

Our utmost thanks go to the almighty God for the protection, guidance, wisdom and kindness that He gave us especially during our study period. We express our profound gratitude to our supervisor, Mr. Appiah Sarpong for all the suggestions and directions.

Again, our profound gratitude goes to all lecturers in the Business Studies Department of the Christian Service University College, for their support and guidance in the pursuit of our academic career. Not forgetting our parents, wives, husbands, children and friends for their support and encouragement to pursue this career.

We also acknowledge the Ghana National Association of Poultry Farmers more especially the Kumasi branch for their support.

May God richly bless you.

ABSTRACT

The past decades have shown significant changes in the food consumption patterns around the world. Although chicken production is important in providing meat and income, their monetary contribution to the economy of Ghana is viewed as low (Pederson, 2002). Now, the question is could local chicken producers survive in the mix of inflow of these frozen chicken in the country. This has triggered the researchers to investigate into consumers purchasing behaviour towards locally produced chicken and imported chicken product in the Kumasi Metropolis.

A study of this nature should have been best conducted by involving the whole country. But this study will be conducted only at Kumasi Metropolis. In general, the main objective of this study tends to investigate into consumers purchasing behaviour towards locally produced chicken and imported chicken product in Kumasi Metropolis.

Data for the study will be gathered from both primary and secondary source, and it will be achieved by the use of questionnaire for the participants. The sample population of this study will be all people living in Kumasi Metropolis, which have total population of 1468609 according to the GeoNames geographical database. And out of this, the sample size will be 364 participants of the total population; Creswell (2007) recommended this population size of such nature. With this study it is therefore recommend that there is the need to ensure effective competitive price for locally produced chicken. Also there is the need for the Agriculture Ministry and relevant stakeholders to ensure that there are guaranteed market and price for poultry farmers, propose the formation of associations to secure adequate and readily funding for farmers and strengthening institutions to execute their legitimate function.

TABLE OF CONTENT

CONTENT	PAGE
Statement of Authenticity	ii
Supervisor's Declaration	iii
Dedication	iv
Acknowledgement	v
Abstract	vi
 CHAPTER ONE	
1.1 Introduction / Background of the study:	1-3
1.2 Problem statement:	3-4
1.3 Objectives of the study	4
1.4 Research questions	4-5
1.5 Justification of the study	5
1.6 Organisation of the study	5-6
1.7 Limitation of the study	6
1.8 Profile of the GNAPF	6-7
 CHAPTER TWO	
REVIEW OF RELEVANT PRIOR LITERATURE	
2.0 Introduction	8
2.1 Consumer purchasing behaviour	8-10
2.2 Consumer behaviour theories	10-12
2.3 Consumer behaviour	12-14
2.3.1 Culture factors	13-14
2.3.2 Social factors	14-16
2.3.3 Personal factors	16-17
2.3.4 Psychological factors	18-19
2.4 Consumers' price perception and attitude	19-22
2.5 The price-quality relationship	23-24
2.6 The cheap-expensive relationship	24-25
2.7 Attitudes	25
2.8 Purchasing behaviour and attitudes	26

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction	27
3.1 Research methodology	27
3.1.1 Method of data collection	27
3.1.2 Sample population	27
3.1.3 Determination of sample size	27
3.1.4 Sampling techniques	28

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.0 Introduction	29
4.1 Demographic characteristics of respondents	29-30
4.2 Gender distribution of respondents	30
4.3 Educational background of respondents	30
4.4 Respondents preference for chicken products	32
4.5 Consumers perception on price in purchasing chicken products	33
4.6 Influence of price on purchasing decision of consumers	34
4.7 Quality as determinants for purchasing locally produced chicken	35
4.8 Influence of quality on purchasing decision of consumers	36
4.9 Locally produced chicken is of higher quality than imported ones	37
4.10 Influence of quantity on purchasing decision of consumers on chicken products.....	38
4.11 Locally produced chicken has more protein content than important ones	39
4.12 Influence of protein in the purchasing decision on chicken products	40

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Introduction	41
5.1 Summary of findings	41-42
5.2 Conclusion	43
6.1 Recommendations	43-45

Reference.....	46-48
Appendix	49-51

LIST OF TABLES

4.1 Age distribution of respondents	29
4.2 Gender distribution of respondents	30
4.3 Educational background of respondents	30
4.4 Influence of price on purchasing decision of consumers	34

LIST OF CHARTS

4.1 Respondents on purchase of chicken products	31
4.2 Respondents preference for chicken products	32
4.3 Locally produced chicken is of higher quantity than imported ones	37
4.4 Influence of quantity on purchasing decision of consumer	38

LIST OF GRAPHS

4.1 Consumers perception on price in purchasing chicken products	33
4.2 Quality as a determinant for procuring locally produced chicken	35
4.3 Influence of quality on purchasing decision of consumers	36
4.4 Locally produced chicken is of higher protein than imported ones	39
4.5 Influence of protein in the purchasing decision on chicken products	40

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The past decades have shown significant changes in food consumption patterns around the world. These have been caused by many factors. One of the most striking trends is the change in the consumption of chicken and chicken products. There is a tendency for increase the perception in consumption of chicken either the locally produce type or the imported type.

Either way has significant influence on the economy of Ghana since the poultry industry does employ about 20% of the work force (statistical service, 2010).

Globalization has widened the choice set of populations in economies with emerging markets who hitherto depended solely on locally produced chicken products. Rising incomes, increased urbanization, and chicken production deficits have spurred ever increasing imports of chicken products (Kotler and Getner, 2002).

In addition globalization has hastened the blending and or adoption of western tastes and preferences for western style foods. While these trends offer increased opportunities for international chicken marketers to supply the increased demand by these emerging markets, they negatively impact the emerging markets in regard to the growing chicken import bills, as well as the survival of the affected local poultry industries.

In Ghana, local poultry farmers supply around 10% of poultry demand in the country. The poultry meat import bill, especially from the America and Europe keep soaring, bringing into question consumer attitudes towards local and imported products and the effect of country of origin (COO) on this demand. Country of origin is considered as extrinsic cues that can assist consumers inferring product quality and forming quality expectations

(Grunert, 2005). These cues also influence a whole range of attitudes and behaviors related to chicken purchasing, satisfaction and future purchase decisions.

Ghana has a population of approximately 24 million people who need a daily protein requirement of 55 grams according to the World Health Organization standard. Growing populations and purchasing power are spurring demand for chicken products in Ghana's urban areas. In Ghana, like anywhere in West Africa country demand for chicken and poultry meat increases at holiday times, particularly Christmas, Easter and Ramadan. Live chickens are also commonly given as gifts in Ghana.

Two decades ago, the major source of protein for Ghanaians was fish; it contributed 60% of animal protein (FCWC, 2011). In recent times, poultry meat use in many households has increased due to rapid rise in imported poultry products which come as cut portions facilitating quick and easy use by consumers. Imports are estimated to be 30 to 40 per cent cheaper than locally produced chicken.

By 2010, commercial domestic poultry production was only able to meet 10% of total demand. Most poultry producers shifted from producing broilers for meat to the production of eggs. Prospects for increased poultry consumption are highly attainable, and so all efforts are being made by government and all stakeholders to remove the key constraints.

The key constraint is a very high cost of production (feed, drugs and high energy prices). Mortality rates are very high due to a combination of improper feeding practices, ignorance of management needs and poor distribution of vaccines. In today's competitive marketplace, production strategies are crucial to the success of poultry production and require such a professional approach to the business.

Poultry products in Ghana include live birds, whole dressed chicken, eggs, gizzard and sausage. The marketing channel for live broilers or spent layer birds is usually short in that 60% of consumers usually buy directly from poultry houses. The rest buy from retailers who sell on road sides or in open markets. A recent phenomenon of supermarket chains has added whole dressed, cuts and partially cooked chicken to the lines.

The latter is patronized by a few upper class urban consumers. Cold stores in open markets prefer meat cuts that can be retailed in small volumes to a wide range of customers. Hence, they do not patronize the purchase of live chicken. They sell imported cut products from the USA, EU and Brazil. Pricing of local poultry products in the market is determined by demand and supply.

1.2 Problem Statement

Although chicken production is important in providing meat and income, their monetary contribution to economy of Ghana is viewed as low (Pedersen, 2002). Before year 2000, the poultry industry was a vibrant agricultural sector; supplying about 95 percent of chicken meat and eggs in the country. This growth was due to the Government of Ghana's (GOG) initiative in the 1960s to promote commercial poultry production as the greatest potential for addressing the acute shortfall in the supply of animal protein.

Today, Ghana imports more than 30% of total European Union frozen chicken exports to West Africa. With reduced tariffs under WAEMU, West Africa as a whole has seen an eightfold increase in European Union chicken imports.

Between 1999 and 2009, there was a 144% rise in the already high level of chicken imports into Ghana. Now the question is could local chicken producers survive in the mix of inflow of these frozen chicken in the country. This has triggered the interest of the

researchers to investigate into consumer's purchasing behavior towards locally produced chicken and imported chicken product in Kumasi Metropolis.

1.3 Objectives of the Study

Main Objective

In general, this study tends to investigate into consumer's purchasing behavior towards locally produced chicken and imported chicken product in Kumasi Metropolis.

Specific Objectives

1. To determine the influence of price on consumers choice of locally or imported chicken products in Kumasi Metropolis.
2. To determine how quality of locally or imported chicken products influence consumer choice.
3. To access how protein expectation by consumers influence their demand for locally or imported chicken products.
4. To determine the influence of quantity on consumers choice for locally or imported chicken products in Kumasi Metropolis.

1.4 Research Questions

As this topic came up certain pertinent questions were asked which need to be answered.

The study therefore aimed at answering the following questions.

- a) Thus price has influence on consumers' choice of locally or imported chicken products in Kumasi Metropolis?
- b) How thus quality of locally or imported chicken products influence consumer choice?

- c) Thus protein expectation by consumers influences their demand for locally or imported chicken products?
- d) Thus quantity has influence on consumers' choice for locally or imported chicken products in Kumasi Metropolis?

1.5 Justification of the Study

The poultry industry represents one way of accomplishing several national goals under a single banner. Employment, poverty alleviation and improved nutrition are all potential benefits from continued support and encouragement. If good nutrition will be obtained from an agro-product the process of production and the activities in distribution cannot be overlooked. There are standards set for the production and distribution of meat products under the global GAP protocols.

The demand for chicken in the world has increased dramatically over the past few years and Ghana is no exception. This is probably due to the relatively lower price of chicken compared to other protein products in the market such as beef and mutton (Streicher et al, 2002).

This phenomenon has created a lot of employment in the poultry industry in Ghana. This study allows the researchers to identify the reasons for the growth of pinpointing the subjective perceptions that currently exist around locally and imported chicken in the country. The study will provide an insight into the consumer purchasing behavior on imported chicken and locally produced chicken product in Kumasi Metropolis.

1.6 Organization of the Study

The study is organized into five chapters. Chapter one provides a background of the study, the statement of the problem, the objective, relevant of the study, limitation of the

study. Chapter two focuses mainly on the existing literature on consumer's perception of locally produced chicken and imported chicken product in Kumasi Metropolis. Chapter three addresses the methodology used. Chapter four discusses the results of the study. Finally, chapter five summarizes the study, makes some recommendations and draws conclusions on the study.

1.7 Limitations of the Study

A study of this nature should have been best conducted by involving the whole country. But this study will be conducted only at Kumasi Metropolis. Therefore findings may not be reflective of the entire country. This notwithstanding, sampling and sampling procedures will be conducted in a manner that ensured representativeness and objectivity.

1.8 Profile of the Ghana National Association of Poultry Farmers – GNAPF

The Ghana National Association of Poultry Farmers (GNAPF) was established on 13th July, 1995 and was incorporated under the Companies Code, 1963 (Act 179) on 17th July, 1995.

It was established to plan the development of Commercial Poultry Farming so as to attain National Self-sufficiency in Poultry and Poultry Products.

The objects of the Association are:-

- i. To plan the development of Commercial Poultry Farming so as to attain National Self-sufficiency in Poultry and Poultry Products.
- ii. To advise the Government or any institution set up by the Government and any other non-governmental institutions on all matters affecting Commercial Poultry Farming.

- iii. To procure and distribute inputs to all poultry farmers through their Regional Association.
- iv. The National Association may determine the minimum and maximum prices of poultry products in consultation with service industries and to ensure that these are complied with.
- v. To compile statistical data on all aspects of Commercial Poultry Farming.

The Secretariat

The Ghana National Association of Poultry Farmers works through an Executive Secretary who executes all decisions taken at the Executive Council meetings. He is assisted by an Office Manager, an Accounts officer and a Messenger.

Functions:

1. The major function of the Secretariat is to liaise between government institutions and the Association for dissemination of information both vertically and horizontally.
2. Monitoring of Government policies and lobby on issues that will enhance the growth of the Industry as well as make recommendations to the national executive Council of the Association on its findings.
3. Source financial facilities for its Membership.
4. Prepare from time to time raw material and poultry products' price trends as well as compute cost of feed products based on prevailing prices.
5. The Secretariat organizes periodic Seminars, workshops and meetings in collaboration with civil society organizations, NGOs involved in advocacy such as GTN (Ghana Trade Network) affiliated with GAWU (General Agricultural Workers Union), FoodSPAN (Food Security Policy and Advocacy Network) to mention a few.

CHAPTER TWO

REVIEW OF RELEVANT PRIOR LITERATURE

2.0 Introduction

This chapter reviews relevant literature on consumer purchasing behavior in poultry industry. It includes an overview of imported and locally produce chicken products in Ghana. It also reviews studies conducted by researchers with particular reference to consumer purchasing behavior. The understanding of these concepts helps to establish an analytical framework for the present study.

2.1 Consumer Purchasing Behavior

According to Kotler and Armstrong (2001), consumer purchasing behavior refers to the purchasing behavior of the individuals and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail to goods and services. This behavior then impacts how products and services are presented to the different consumer markets.

There are many components which influence consumer behavior namely; cultural, social, personal, and psychological (Kotler and Armstrong, 2001). Consumer behavior is the study of when, why, how and where people do or do not buy products (Sandhusen, Richard L; 2000). Kundi J. et al (2008) stated that consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior blends the elements from psychology, sociology, socio psychology, anthropology and economics. McGraw-Hill (2005) define consumer buying behavior as the behavior in the quest to satisfy needs which products and services were acquired to satisfy these personal

consumption needs. Consumer behavior involves the psychological process that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans and implement these plans (Perner L. 2008).

An understanding of why a person makes purchasing is very important in the marketing process. Exploring consumer buying behavior and consumer needs are part study of the consumer value needs purchase. Consumption behavior is an important to understand the structure and society functioning (Assad, 2007). Ismail and Panni (2008) pointed out that consumer buying behavior as crucial part of consumer behavioral perspective. Besides, McKenzie (2000) has shown that customer purchasing behavior is significant behavioral aspect of consumer behavior (Ismail and Panni, 2008).

There are four types of buying behavior namely complex buying behavior, dissonance-reducing buying behavior, variety-seeking buying behavior, and habitual buying behavior (Kotler, Ang, Leong, and Tan, 2003). The complex buying behavior refers to when consumers are highly motivated in a purchase and perceive significant differences among the brands. The buyers are associated with expensive, risky, self-impressive product, and purchased infrequently (Kotler and Tan, 2003). Dissonance-reducing buying behavior occurred when the buyers are highly involved with expensive, risky purchase and little difference among brands (Kotler et al., 2003). Variety-seeking buying behaviors are characterized by low involvement and significant brands differences (Kotler et al., 2003). Habitual buying behavior occurs when the purchasers have low involvement with low cost and frequently purchased products (Kotler et al., 2003).

Consumption

Broadly speaking, consumption is creating the demand of products and services. Consumption defined as total quantity of goods and services that people in economy wish to purchase for immediate consumption (Miller, 1996). Consumption is desiring, acquiring, and enjoying of goods and services which has purchased (Appleby, 2001). Consumption is the total value of things to the household consumes in a given time (Case and Fair, 2004).

Consumption is a set of social, cultural, and economic practices, together with associated ideology of consumerism, which served to legitimate capitalism in the eyes of millions of ordinary people (Bocock, 1997). Consumption patterns are shaped by needs, abilities, and opportunities (Mortensen, 2006). Consumption pattern defined as the way of consumption categories combined to form a way of life as a whole (Chung, 1998). An understanding consumption patterns means an understanding on how an individual make a choice from certain product or services (Mortensen, 2006).

2.2 Consumer Behavior Theories

Consumer behavior theories suggest two major issues influencing buyer's purchase behavior – external factors and internal factors (Kotler and Keller 2009). Studies of external factors which have influenced consumer purchasing behavior in recent times have revealed that traditional marketing mix strategies that have been used by the seller, the 'four Ps strategies': the product, the price, the place (distribution channel), and the promotion (Kotler and Keller 2009) have been widely used as a measure (e.g. Berstell 2006). Some previous studies used a selective single measurement/strategy from the components of the four Ps. For instance, Munnukka (2008) explored buyer's purchasing behavior of mobile communication services in Finland by using only the buyers'

perception toward the seller's use of price strategy. Other prior studies employed a particular set of marketing strategies developed from the four Ps. For example, Stack (2009) developed a model with a novel set of marketing mix strategies (people, personal, place, price, product and promotion) to study the intention to enroll at the studying university of undergraduate and postgraduate students.

The diverse use of the four Ps strategies to examine buyer's purchasing behavior implies that the development of a particular set of marketing strategies varied based on the specific objectives of each study. Therefore, this study develops the particular set of marketing strategies/measurements, comprising the product strategy, the price strategy, and the place strategy used by sellers to define the purchasing behavior of buyers. That is, the current study attempts to explore the "What to buy", "Where to buy", and "How to buy" questions regarding buyer's purchasing behavior (Kotler and Keller 2009).

Moreover, it can be seen that findings of previous studies regarding purchasing behavior tended to be drawn from high involvement products and intangible services (Schiffman and Kanuk 2009) which have high value and are complicated (Mitchell 1999) such as televisions (Srinivasan and Ratchford 1991), organic food (Gifford & Bernard 2006), and luxury brand products (Wiedmann and Hennigs, 2007) and low involvement products such as consumer goods (Chen 2007) and apparel (Hou 2005). Studies exploring high involvement, risky products such as gemstones are lacking.

It is also suggested that buyers of different demographic orientation (e.g. country of residence, age, and gender) were likely to perform dissimilar purchasing behavior (Kotler and Keller 2009). Therefore, buyers from different demographic orientation e.g. Thai buyers as opposed to foreign buyers may react in a different way when conducting a purchase.

Studying the differences in buyer's purchasing behavior may entail the marketing strategies that better reach customers, and hence benefit sellers.

2.3 Consumer Behavior

The researchers and marketers have presented their views on consumer behavior in numerous ways, to conclude, all the researches made about consumer behaviour have resulted in common characteristics; dynamic, constantly changing and evolving over the time. However, consumers' behavior is limited to specific periods of time, products and individual or groups. Therefore few products get successful in particular period or in particular region.

Consumer behavior means more than just how person buys products. Marketing efforts therefore also focus on consumers' consumption of services, activities and ideas. The manner in which consumer buys is extremely important to marketers. It involves understanding the set of decisions (what, why, when, how much and how often) that consumer makes over the time (Hoyer 2004). It is important to know how consumer reacts towards different product features, price, and advertisement, in order to ensure strong competitive advantage.

The four P's, product, price, place and promotion are all part of consumer incentives. Other events and forces in the consumer environment, such as change in the economy, technology, politics, and culture will affect their buying incentives. All of these different stimuli are put together in "the buyers black box" (Kotler et al, 2001) and will result in observable buyer responses, such as choice of product, purchase timing and amount of purchases.

The reason why consumers buy what they do is often deeply rooted in their minds, consequently consumers do not truly know what affects their purchases as "ninety-five

percent of the thought, emotion, and learning [that drive our purchases] occur in the unconscious mind- that is without our awareness” (Armstrong et al. 2005).

2.3.1 Culture Factors

Culture is the complex of values, ideas, attitudes and other meaningful symbols that allows human to communicate, interpret and evaluate as members of society (Blackwell et al, 2001).

It is the primary reason behind a person’s wants and behavior. Although, different societal groups have their own culture that affects consumers buying behavior, the extent to which it influences the behavior might vary from country to country. Each cultural group can be divided into groups consisting of people with common life experiences and situations, also known as subcultures (Kotler et al. 2005), such as nationality, racial groups, religion, and geographical areas. The third cultural factor is social class, which is constituted of other variables: occupation, income, education, and wealth (Blackwell et al. 2001).

The knowledge and belief are important parts of culture, in Denmark it is common believe that person with quick learning ability and sharp brain will do better in study, similarly hardworking and a skilled guy will be successful while, in most of the Asian countries luck is believed as important as hard work. The culture varies with region and religion; people of Punjab (one region in India) wear turbans, in Middle East majority of women use head scarp whenever they are at common place.

Every culture has smaller groups with shared values and beliefs due to common life experience and situations. These groups are very important to marketers since many of these subcultures make up important market segment. (Kotler et al, 2001). Every society has some form of social class structure; this class system is different for every country in

point of distribution and ratio. Income point of view, every society is divided into three classes; rich, poor and middle. Every class has its own values, interests and behavior.

2.3.2 Social Factors

The second classification of factors affecting consumer behavior is social grouping, which is composed of small groups, social roles and status. Some of these groups have a direct influence on a person, i.e. Membership groups, groups that a person can belong to (Kotler et al. 2005), and reference groups which “serve as direct (face-to-face) or indirect points of comparison or reference in forming a person’s attitudes or beliefs” (Armstrong et al. 2005).

However, some people are affected by groups in which they do not belong to; these reference groups include apparitional groups, groups that a person desires to belong to and a fan’s admiration for an idol, etc. Wife, husband or a child have strong influences on a consumer and thus the family is the most vital consumer buying organization in the society.

Groups

Membership groups are group of people that have a direct effect on a person’s behavior.

Reference groups are groups that have a direct or indirect influence on a person’s attitude and behavior. Aspirational groups are groups that a person wishes to belong to. It is important for the marketer to try and identify the different reference groups of their target market since they affect the consumer in different ways. The influence from groups tend to be higher when purchasing an expensive product that stands for luxury and is going to be seen by a lot of friends and other people (Kotler et al, 2001). Example, when a consumer buys Nike shoes then she uses reference to Nike sport icon, like whom she

want to be, female would like to visit special shops which represent new style and fashion and which makes distinctive separation from old fashion. Religious people wear the symbol of religion outside house of worship because group they belong to is their identity.

Family

The industry has considerable interest in the family buying behavior. It is one of the most important consumer buying segments of society and it has been reached extensively. Involvement of family person varies from product to product. Foods, household products and clothes purchasing decisions are mostly made by ladies. Purchase of new car or house is complete family decision to fulfill current demands of all family members. Individual members of families often serve different roles in decisions that ultimately draw on shared family resources. Some individuals are *information gatherers / holders*, who seek out information about products. These individuals often have a great deal of power because they may selectively pass on information that favors their chosen alternatives.

Influencers do not have ultimate power to decide between alternatives, but they may make their wishes known by asking for specific products or causing embarrassing situations if their demands are not met. The decision maker has power to decide about the final product. In case of clothing, most of the time ladies have influences on men's buying as well as they have fully control over kids clothing. The family purchasing decision is not the major area of research for this project so above discussion will not be continued further.

Role and status

Every person plays multiple roles in their daily life, professional role, family or social role, and each of these roles have a certain effect on consumers buying behavior,, for instance if someone is a marketing manager in an organization and at the same time he or she has a particular role in the family. Each role has a particular status in society, and consumer behavior is considerably depended on this status factor, and will choose products which can be part of their status. For example a female marketing manager will buy clothes which reflect her role and status.

2.3.3 Personal Factors

Buyer's decision is also influenced by personal characteristics such as buyer's age, occupation, economic situation, lifestyle, personality and self concept (Kotler 2001).

A person's demand for products shifts is depending on occupation and financial situation, as well as the stage in the life. A person's lifestyle affects his / her activities, interests, and opinions and also affects the choice of products (Armstrong et al. 2005). Moreover, all people are individual; hence have a unique personality of different characteristics, which is often portrayed with traits, such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness (Blackwell et al. 2001).

Consumers change goods and services they buy over their lifetimes. The product like food, clothes and furniture are age related and consumers' choice varies over the time. Person lives in particular society and works in particular class. She prefers the product as per surrounding. Even a person's economic situation has considerable impact on buying behavior.

The discussion covers personal factors and it is significant to discuss about personal values, as each and every consumer possesses life goal and they purchase product to

achieve value related goals. According to Nicholson, values are belief that describe preference and suggest choice between appropriate and inappropriate behavior. Gutman (1982) has developed list of values which consist of total nine internal and external values possessed by consumers; External values: - sense of belonging, being well respected, security.

Internal values: - self fulfillment, excitement, sense of accomplishment, self-respect, fun and enjoyment, warm relationships.

Lifestyle

Lifestyle is pattern of living as expressed in his or her activities, interests, and opinions.

Lifestyle varies from individual to individual. People coming from the same subculture, social class, and having the same occupation may have different lifestyles. The behavior and practices within lifestyles are a mixture of habits, conventional ways of doing things, and reasoned actions.

A lifestyle typically also reflects on an individual's attitude, values, or worldview. It profiles a person's whole pattern of acting and interacting in the world. Lifestyle also has a major impact on daily activities, e.g. a carrier woman has different roles in routine life, and how she blends these roles expresses her lifestyle. At the same time, the buying behavior also gets changed in relation to her lifestyle. In terms of clothing she would like to buy clothes which are more comfortable and takes less time in selecting. Most of these customers are loyal to particular brand or style. Values of a consumer also get distinguished in two types; traditional values (emphasizing hard work, thrift, religion, honesty, and obedience) and material values (concerned with possession and need for security). Studying the target group lifestyle is very important as it emphasizes product development and advertising.

2.3.4 Psychological Factors

Four objects constitute this group of factors, namely motivation, perception, learning, and beliefs and attitudes. When a person is motivated, s/he acts accordingly and the actions taken are affected by the person's perception of the situation. Perception is an individual selection; organization and interpretation of the information which flows through person's senses, and consequently a meaningful picture of the world are formed.

When person experience new things, changes take place in the behavior. As a result, new beliefs and attitudes are acquired and hence affect the buying behavior (Armstrong et al. 2005).

Perception

Perception can be described as "How we see the world around us". Two individuals may be subject to the same stimuli under the same conditions, but the way people recognize, organize and interpret stimuli is different. Perception is an individual process based on each person's needs, values, expectations and likes (Schiffman, 1987). Motivated person is ready to act. How the person acts is influenced by his or her perception of the situation.

Perception occurs when information is processed by one of our five senses: vision, hearing, and taste, smell and touch e.g. someone may not like a particular jacket hanging in shop due to colour combination but when they try it, their perception about that jacket changes and they might be purchase it. The processing of visual stimuli is influenced by size and colour. Intensity and music are important aspects of aural stimuli. Test perceptions are critical for some products, although taste perception can vary across cultures. (Hoyer 2004) e.g. in Iran, people prefer to use maximum black colour or at least

small piece of black fabric on body while in Saudi Arabia, Arab prefers to use maximum white clothing.

Individuals act and react more on the basis of their perceptions and less on the basis of objective reality. Thus for marketers, consumers perceptions are more important than their knowledge of objective reality. Individuals make decisions and take actions based on what they perceive to be reality, thus marketers should understand the whole notion of perception and its related concepts so they can more readily determine what influences consumers to buy (Kelley, 1950).

Consumers' selection of stimuli from the environment is based on the interaction of their expectations and motives. People usually perceive things they need or want, and block the perception of unneeded or unfavorable stimuli (Hornik, 1980). The interpretation of stimuli is highly subjective and is based on what the consumer expects to see in light of its previous experience, its motives and interests at the time of perception. The clarity and originality of the stimuli itself plays an important role in that interpretation. The distortion of an objective interpretation is mainly due to the physical appearance, the first impression and stereotypes (Kelley, 1950).

2.4 Consumers' Price Perception and Price Attitude

The effect of price on consumers' buying behavior has been frequently researched for several decades, and price has been considered an information cue concerning products (Monroe and Lee, 1999). However, little is known how and in what form consumers restore, categorize, evaluate and retrieve price information and what can be predicted based on this knowledge (Monroe and Lee, 1999). Price has also been widely studied as an extrinsic cue in food choice experiments carried out by sensory, consumer and food

scientists (Kotler, 2009). However, results concerning the role of price in food choice are somewhat heterogeneous.

Buying a product is a complex situation with a great variety of different stimuli to be taken into account before a decision is made. Quite often price is operationalised as a given component in order to get something (Monroe 2003). Moreover, price perception has been regarded in earlier studies as a one-dimensional construct (Padula and Busacca, 2005) according to which low price is favorably and high price unfavorably interpreted. This is in accordance with the principle of the economic rationality of the consumer.

However, several studies have shown that consumers can make irrational choices in buying higher priced products instead of lower priced ones and price can be a multi-dimensional construct including, for example, fairness assumptions (Padula and Busacca, 2005). Consumers' responses to price information can be related to quality information and information uncertainty (Urbany and Bearden 1997).

Consumers are individual in their perception of prices and price-quality relations, and several product attributes are used to explain these differences (Zeithaml, 1988). Moreover, consumers make different price judgments with different food items. Money spent on bread is valued differently than money spent on meat. Socio-demographic factors are widely used to explain the differences between consumers and their behaviour. Rosa-Diaz (2004) showed that consumers tended to underestimate the actual price, but only a little of the variance was explained by socio-demographic variables or attitudinal variables, such as a self-reported price importance or a price knowledge certainty. In the previous price research, individual price perceptions are related to the internal (prior prices in the minds of consumers) and external (other prices perceived around the observed price) reference price information (Kumar et al. 1998). However, little is explained what affects the reference price and price estimations. The role of price in

product choice has been related to emotions (O' Neill and Lambert 2001), and, other affective evaluations may be involved.

Consumers may have attitudes towards both the objective (visual observation of the actual price) and the perceived price (subjective evaluation of the actual price) but how these attitudes affect buying behavior is not well known despite numerous investigations from the 1940s to the present day. Consumers create subjective perceptions of the observed price; one can judge the price as cheap, expensive or be neutral towards it.

Quite often the attitudes towards price have been related to the upper and lower limits of prices beyond which consumers find the price unacceptable. These ultimate limits are referred as "too cheap" and "too expensive" and consumers usually reject a product priced outside of these reference points. At the same time, there seems to be a range of tolerance (called an acceptable price range or latitude of acceptance by Helson (1990) in which consumers may perceive the product as acceptable.

According to previous studies quality assessments are inevitably connected to price information to some extent (Stoetzel, 1969). Consumers' price judgments are relative, and further, both the use-value of the product and the value of the money spent on that product are largely subjective in nature (Padula and Busacca 2005). According to Steenkamp and van Trijp (1989) quality consciousness (the subject's ability and willingness to perceive quality differences) is a product-specific concept and is perceived differently in foods and non-foods (in case of cars see Erickson and Johansson 1985). If a person is quality conscious, he or she is willing to pay a higher price for higher quality, thus possessing favorable attitudes towards high meat prices (Lichtenstein et al., 1993). Favorable attitudes towards expensiveness in meat may enhance consumers' willingness to buy value-added meat at premium price, and, for this reason, these attitudes might play a role in developing and marketing new food innovations.

During the recent years, meat products with a higher health-related value have caught public and scholarly attention. Functional meat products are a relatively new innovative category of meat, and these products are considered to have increased in importance (Verschuren 2001).

The meat industry is looking for better profits because the demand for functional meat products is expected to increase in volume, and compared to the price of regular meat products, that of corresponding functional meat is higher (Consumer Agency 2004).

However, developing a new functional meat product might be time-consuming and expensive, and consumers should be willing to pay a premium price for meat with health effects in order for these products to yield profits. Additionally, in order to improve consumers' health these products should be regularly consumed. Regular consumption increases the total costs of meat budgets, thus making them unattractive to some consumers (Ollila et al. 2004). Even if some consumers were willing to pay a little more for functional meat products, the acceptable price level might fail to meet the revenue expectations and the product could be unsuccessful (Bower et al. 2003).

Product success or failure is difficult to forecast, especially if new innovative food products are developed. Thereby, in order to predict consumers' responses several consumer tests are conducted as a part of the product development process. With these consumer tests manufacturers are trying to guarantee the success of the product and attempting to predict the demand. Due to cost reasons, the scales and measurements used in these tests are designed to be short and effective (Reardon et al. 1995). Similarly, consumer tests are often made using small consumer panels collected by convenience sampling methods. In such cases, consumer differences may bias the results, and more accuracy would be needed to describe the attitudinal perceptions among the panelists.

2.5 The Price-quality Relationship

Consumers perceive various quality dimensions during the consumption of chicken. However, if a chicken product is new or tasting is impossible, the quality of the chicken must be inferred somehow before a purchase. Before a purchase and consumption consumers create quality expectations, and after consumption they have quality experience (Grunert, 2002). Perceived price information is one of the components which affect quality expectations.

The relationship between price and quality has been of interest in marketing, because understanding consumers' value perceptions is a key function of pricing. However, researchers have published contradictory results related to price-quality inferences. One reason for heterogeneous findings might be related to insufficient definitions of the concept of quality, incomparable methodological solutions, and, further, inadequate explanations how quality is perceived by consumers.

In economic theories, a price is seen as a function of monetary sacrifice and a rational consumer chooses a brand with the lowest price and the greatest satisfaction (Monroe, 2003). However, since the 1950s marketing researchers were able to show that consumers associated a price with more than one meaning. Leavitt (1999) discovered in an experimental study, that higher price can sometimes increase the readiness to buy, rather than decrease it. Applied to foods, McConnel (2005) demonstrated that quality differences were experienced among three brands of beer according to price information, even though no quality differences existed. The relationship between chicken price and quality was found to be positive and linear. Price was also the only cue to be taken account of except for brand names. However, Peterson (1970) added several variables to the experiment when investigating price –quality relationships with a soft-drink

concentrate. He discovered that subjects interpreted quality differently, and that the price-quality relationship was nonlinear.

All these early findings support the assumption that consumers perceive price and quality information in individual ways, and, thus different perceptions generate different kinds of behaviour. Indeed, related to demand functions and consumers' reactions towards price change, researchers have introduced several different models to predict demand.

High price is likely to increase the demand if high quality is related to a high price; otherwise high prices will decrease the demand (Ding et al., 2010).

2.6 The Cheap-expensive Relationship

Perceptions of cheapness or expensiveness are relative price evaluations following the inevitable question: "Compared to what? Monetary- and use-value judgments are also embedded in these evaluations (Kahneman, 2003). Cheap-expensive evaluations are related to quality and value judgments partly or at least indirectly, as has been previously discussed. According to Scitovsky (1999), consumers have two prices for observed products: an actual price and a fair price expressing the products' worth, and further consumers evaluate cheapness to mean inferior quality and expensiveness to mean superior quality (Monroe 2003). From the 1940s price perception studies have been developed to capture subjective price perceptions.

Consumers' reactions towards price information have been approached by price limits beyond which a purchase of the target product was not acceptable.

Also, it was assumed that consumers have a norm price (standard price, fair price, just price) against which the observed price is compared. Points of tolerance are found among the range of prices: "not too cheap" and "not too expensive" implying an acceptable price range. Somewhere within the acceptable price range is a turning point of which

evaluations such as neutral or fair (similar to the standard), or cheap (lower than the standard), or expensive (higher than the standard) are reflected. This turning point can be defined as a reference price.

2.7 Attitudes

In addition to the external factors that have influences on buyer purchase behavior, the psychological or internal factors such as attitudes, do play a role in customers mind (Kotler and Keller 2009). Previous studies have widely used the attitudes to explore the satisfaction, the trust and the purchase intention of buyers. Nevertheless, their findings tend to be drawn from investigating the purchase of low involvement products which have low value and less complicated (Mitchell, 1999) such as apparel (Hou 2005) and high involvement products such as automobiles (Srinivasan and Ratchford, 1991) automobile tires(Wonglorsaichon, 2002) and luxury brand products (Wiedmann and Hennigs, 2007).

The existence of such relationships when purchasing high involvement products such as gemstones has not been investigated. Furthermore, the purchase of gemstones, which are typically difficult to brand and tend to be in frequent purchases, is likely to require greater role of the trust in the purchasing processes.

Similar to the discussion in the Purchasing Behavior section, buyers from different demographic orientation (e.g. country of residence and age) tended to perceive different levels of attitude (e.g. satisfaction, trust and intention to purchase) towards purchasing particular products or services (Schiffman and Kanuk, 2009). Therefore, buyers with different demographic profiles (e.g. those buyers may have similar attitudes toward particular products such as gemstones.

2.8 Purchasing Behavior and Attitudes

Psychological theory, such as consumer attitudes, is suggested as one of the variables that has an influence on buyer's purchasing behavior (Kotler and Keller, 2009). For example, Stack (2009) found a relationship between the purchasing behavior of students (toward the particular model of marketing strategy: people, personal, place, price, product and promotion used by the university) and the intention to enroll at the university. However, the existence of such relationships when purchasing high involvement products which have high value and are complicated (Mitchell 1999) such as gemstones, has not been investigated. Similarly, there appears to be a lack of studies addressing the relationships between buyer's attitude which is measured by the satisfaction, the trust and the buyer's purchasing behavior when buying gemstones.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter explains the research methodology adopted in the conduct of the study.

3.1 Research Methodology

The research methodology involves the method used in collecting data for the study, sample size determination, sampling technique. It also includes the presentation and analysis of data.

3.1.1 Method of Data Collection

Data for the study will be gathered from both primary and secondary sources. The primary source will deal with information gathered from selected members of Kumasi Metropolis area under study. Data collection will be achieved by the use of questionnaire for the participants. Also, secondary source will deal with all the needed documents that exist in relation to chicken industry.

3.1.2 Sample Population

The sample population of this study will be all the people living in the Kumasi Metropolis. The total population of Kumasi, Ghana is 1468609 according to the GeoNames geographical database (2011).

3.1.3. Determination of Sample Size

The sample size of this study will be 364 participants out of the total population of 1468609 Creswell (2007) recommended this population size of such nature.

3.1.4 Sampling Techniques

Convenience sampling will be used to select the sample size of 364 to involve in the study. Selected participants will be given questionnaire to answer in relation to their purchasing behavior on imported chicken and locally produced chicken product. The data that will be collected will be analyzed by the use of frequency tables, percentages, bar charts and also descriptive analysis. Information that will be gathered from various respondents will first edit and tallied in frequency table. The values corresponding to frequencies will later converted in percentages to facilitate comparison between the responses. Microsoft Excel (spread sheet) was employed for the analysis.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.0 Introduction

The purpose of this study was to investigate into consumer purchasing behavior towards imported chicken and locally produced chicken product in the Kumasi Metropolis.

This chapter presents an analysis of the data collected from respondents. Using statistical tools of representation, the data was represented in tables, graphs and charts. The data was presented based on the objectives of the research.

The sample size of this study was 364 participants out of the total population of 1468609, and questionnaires were dully distributed to them. However, out of the sample population of 364, fourteen (14) participants indicated that they have never purchased chicken products thus reducing the number of usable questionnaires to three hundred and fifty (350).

4.1 Demographic Characteristics of Respondents

The demographic characteristic of respondents was intended to give the researcher a fair idea of participants of the study to provide answers to the questionnaire with respect to their Age, gender and educational background as depicted below.

Table 4:1 Age Distribution of Respondents

AGE CATEGORY	FREQUENCY	PERCENTAGE (%)
18-29	82	23
30-39	150	41
40-49	96	26
50 plus	36	10
Total	364	100

Researchers field work, May 2013

The table above depicts the age category of respondents of the study. Out of the sample population of 364, 82 respondents representing 23% were between the ages of 18-29 years, Also 150 of the respondents representing 41% were between ages 30-39 years.

Moreover,

96 respondents representing 26% were aged between 40-49 years whilst 36 respondents representing 10% were 50 years and above. This shows that majority of the respondents fall within 30-39 age brackets which coincidentally is the peak age for marriage both sex's in the Sub- Sahara Africa of which Ghana is no exception.

4.2 Gender Distribution of Respondents

Table 4.2 Gender distribution of respondents

GENDER	FREQUENCY	PERCENTAGE %
FEMALE	240	66
MALE	124	34
TOTAL	364	100

Researchers field work, May 2013

The table above shows that out of the 364 respondents who took part in the study, females accounted for 66 % whilst 34% represented males, in absolute terms; this translates into 240 and 124 respectively.

4.3 Educational Background of Respondents

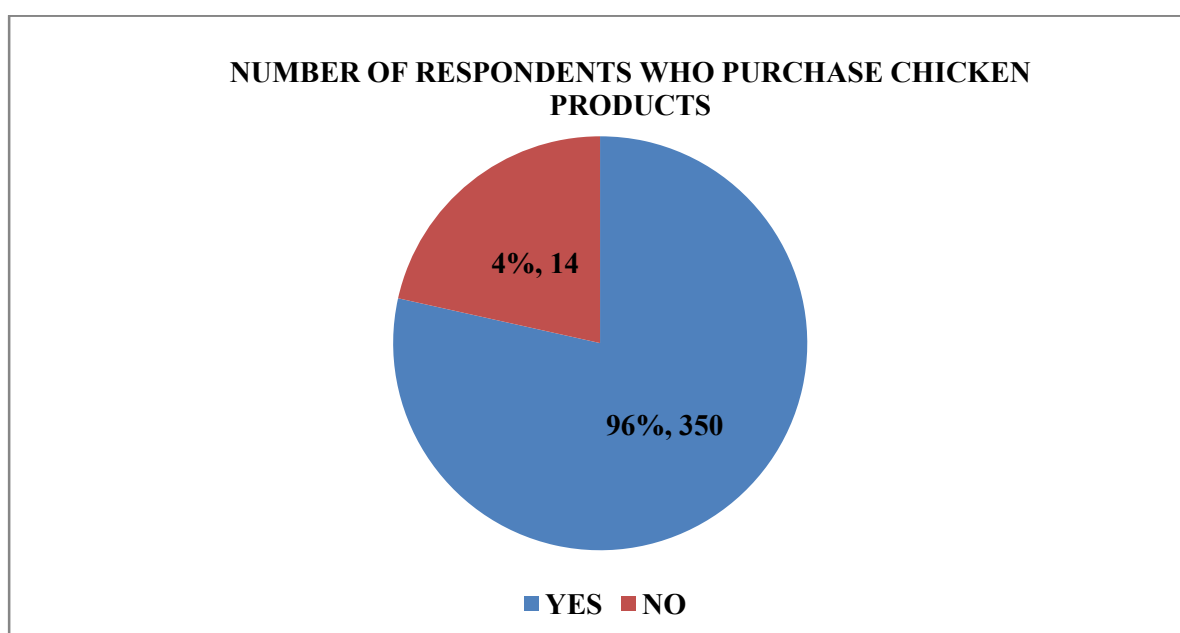
Table 4.3 Educational background of respondents

Level of Education	Frequency	Percentage (%)
None	71	20
Primary	96	26
Secondary	107	29
Tertiary	90	25
Total	364	100

Researchers field work, May 2013

The table above depicts the educational background of respondents for the study which was one of the demographic characteristics used in investigating consumer’s purchasing behavior on imported chicken and locally produced chicken products in the Kumasi Metropolis. The study revealed that 20% of the respondents had no educational background, 26% had completed Primary Education, and 29% had completed Secondary education whilst 25% have had Tertiary Education. The closeness in the age disparity indicates that the level of education did not necessarily influence the purchasing decision of chicken products.

Chart 4:1 Respondents on Purchase of Chicken Products



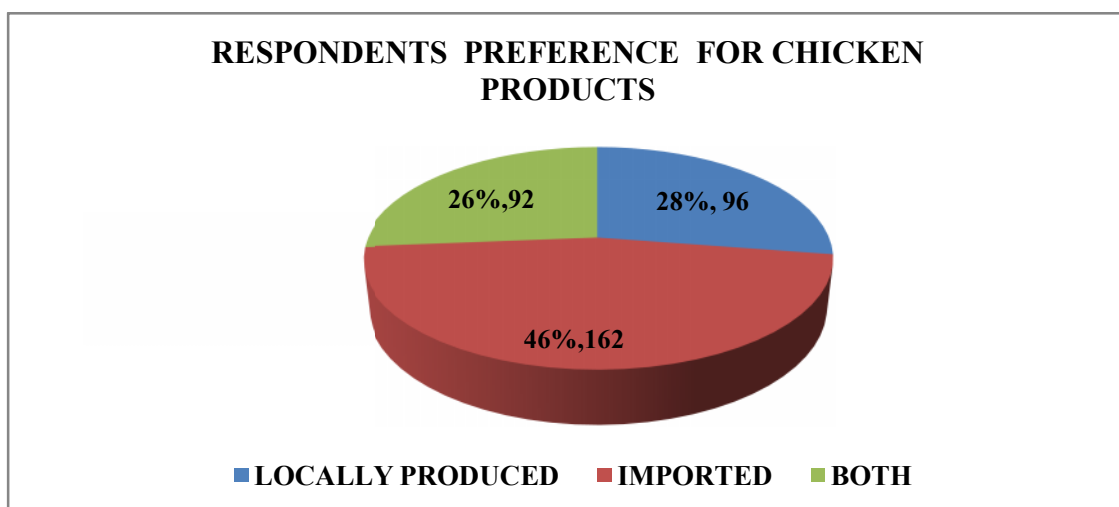
Researchers field work, May 2013

The Chart above describe responses of participants for the study as far as the purchase of chicken products is concern, the study revealed that out of the sample population of 364, 96% indicated that they purchase chicken products whilst 4% indicated that they do

not purchase chicken products thus reducing the sample size of the study to 350 participants.

4.4 Respondents Preference for Chicken Products

Chart 4:2 Respondents preference for chicken Products

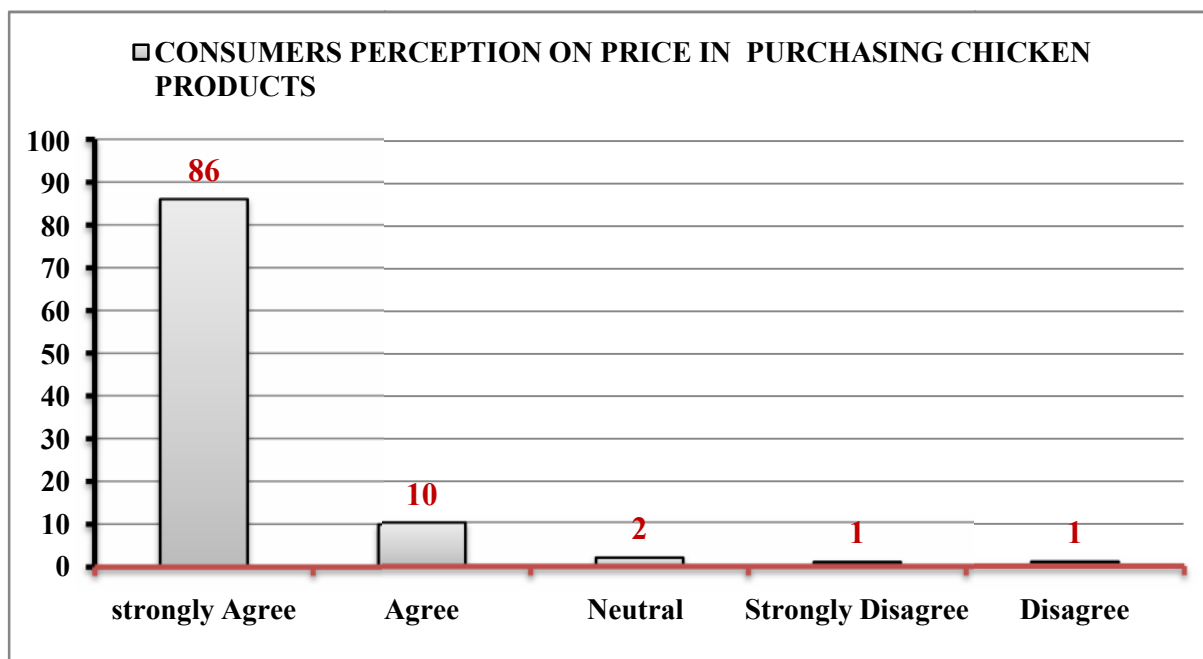


Researchers field work, May 2013

The Chart above illustrate respondents preference for chicken products, out of the sample population of 350, it was revealed that majority of the respondents representing 46% preferred imported chicken, 28% of the respondents also preferred locally produced chicken whilst 26% preferred both locally and imported chicken. This suggest that a lot of factors determines consumers preference for their choice of products which include cultural, social, personal, and psychological which is in line with the assertion of Kotler and Armstrong, 2001.

4.5 Consumers Perception on Price in Purchasing Chicken Products

Graph 4:1 Consumers preference on price in purchasing chicken products.



Researchers field work, May 2013

The graph above describes participant's perception of price in purchasing chicken products. When the issue of locally produced chicken being more expensive than imported chicken was put before the respondents, 86% strongly agreed to that assertion, 10% agreed, 2% remained neutral, 1% strongly disagreed, whilst another 1% disagreed. This point to the fact that the high price of locally produced chicken over the imported chicken could be attributed to the cost of poultry feeds, inadequate subsidies for poultry farmers coupled with the price of labor which is factored into the price determination of locally produced chicken. This is contrarily to the assertion by Padula and Busacca (2005) that price perception has been regarded as a one –dimensional construct according to which low price is favorably and high price unfavorably interpreted, which is in accordance with the principle of economic rationality of the consumer.

4:6 Influence of Price on Purchasing Decision of Consumers

Table 4:4 Influence of price on purchasing decision of consumers

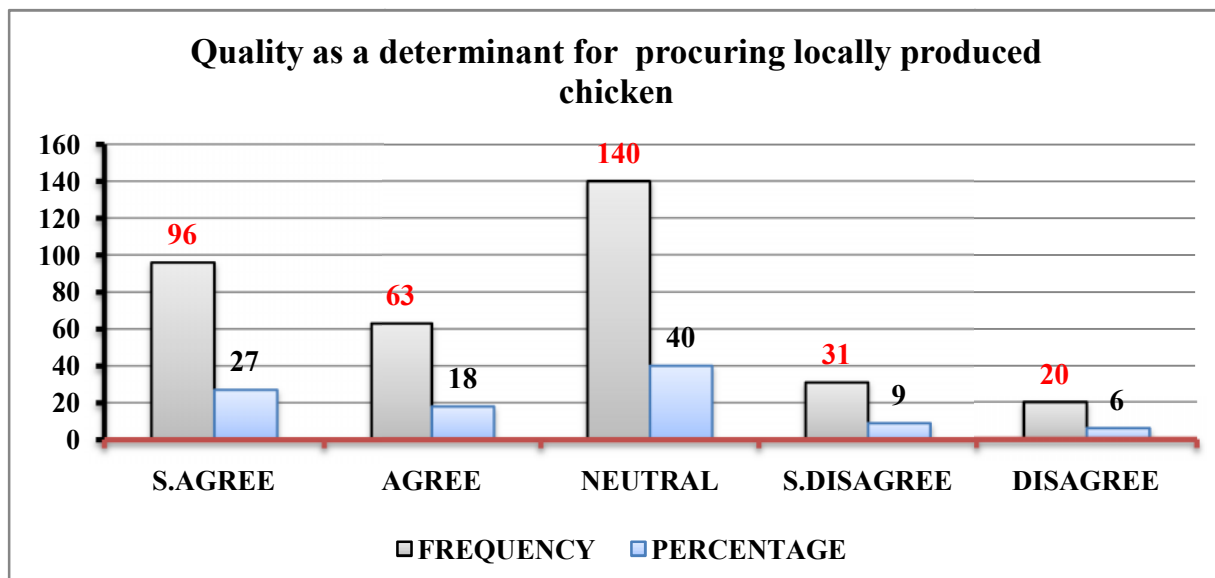
RATING	FREQUENCY	PERCENTAGE (%)
VERY HIGH	248	71
HIGH	72	21
MODERATE	15	4
LOW	10	3
VERY LOW	5	1
TOTAL	350	100

Researchers Field work, May 2013

The table above describes consumers rating on how price influence their purchasing decision on chicken products, out of the sample population of 350, 71% pointed out that price has very high influence on their purchasing decision. 21% indicated that price play high influence on their purchasing decision on chicken products. 4% indicated that price play moderate role in their decision to purchase chicken products, 3% pointed out that price had low influence in their purchasing decision whilst a paltry 1% indicated that price has very low influence on their purchasing decision of chicken products. This points to the fact that majority of the respondents place high premium on price as a determinant factor in purchasing chicken products. This is contrary to the assertion by Padula et.al (2005) that consumers' price judgments are relative, and that both the use-value of the product and the value of the money spent on that product are largely subjective in nature.

4:7 Quality As Determinants for Purchasing Locally Produced Chicken

Graph4:2 Quality as determinants for purchasing locally produced chicken

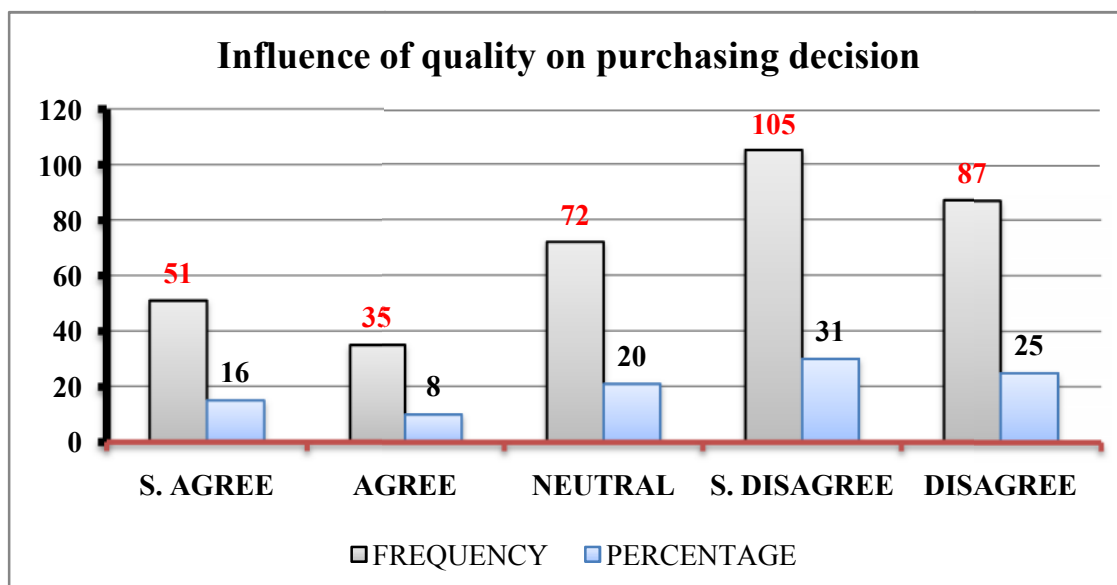


Researchers field work, May 2013

The graph above describes respondent's perception of whether locally produced chicken is of higher quality than imported chicken. Out of the 350 response, 27% strongly agreed with the statement, 18% agreed, 40% remained neutral indicating that they were not convinced about the statement, 9% strongly disagreed, whilst 6% disagreed with the statement. This points to the fact that participants of the study were not certain about the authenticity of the assertion that locally produced chicken was of higher quality than imported quality since there was not enough scientific study to support it, however, a lot of factors come to play in determining quality of a product which could be attributed to price –quality ration and value perception which is in line with Grunert, (2002) assertion that perceived price information is one of the components which affect quality expectations.

4:8 Influence of Quality on Purchasing Decision of Consumers

Graph4:3 Influence of quality on purchasing decision of consumers

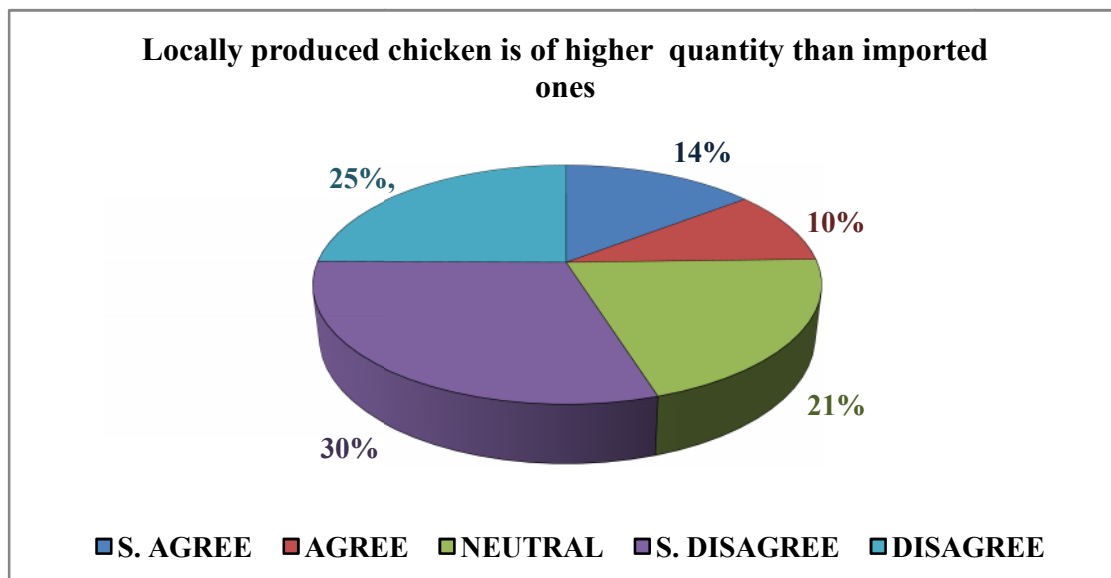


Researchers field work, May 2013

The Chart above describes participants response to the level at which quality influences their purchasing decision of chicken products. It was revealed that out of the 350 subjects selected for the study 16% strongly agree, 8% agree, and 20% were neutral, 31% strongly disagree, whilst 25% disagree. This therefore points to the fact that quality had little influence on the respondents with respect to their purchasing decision on chicken products as depicted in their response rate. This is contrary to the assertion of Grunert, (2002) that an insufficient definition of the concept of quality, incomparable methodological solutions, and, further, inadequate explanations on how quality is perceived by consumers.

4.9 Locally Produced Chicken is of Higher Quantity than Imported Ones

Chart 4:3 Locally produced chicken is of higher quantity than imported ones

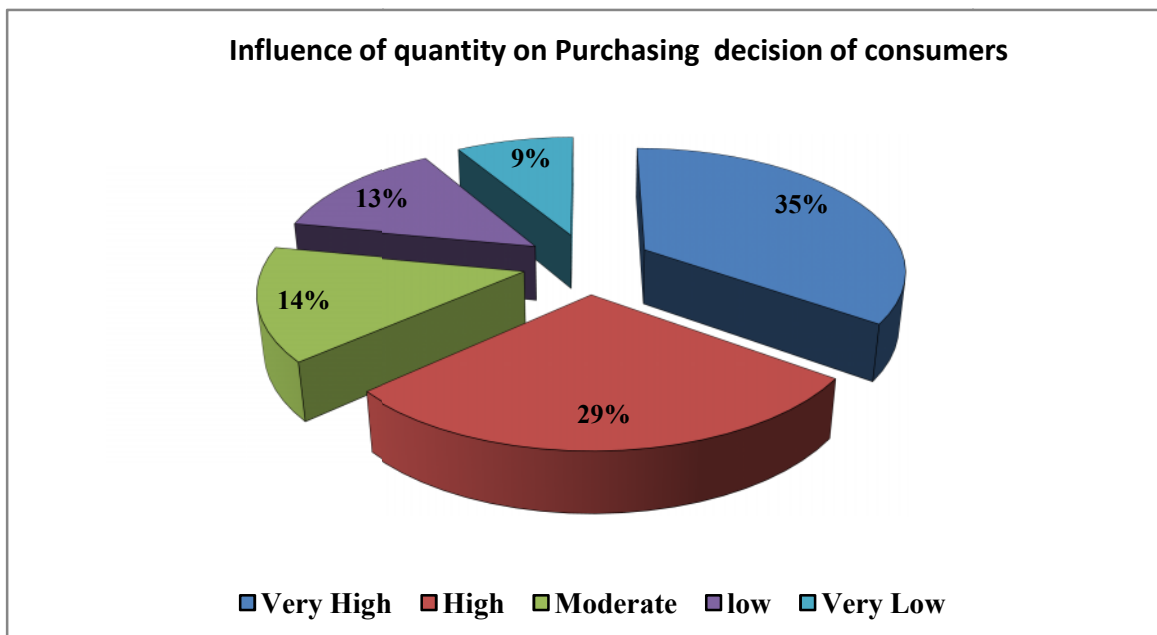


Researchers field work, May 2013

The chart above describes respondents view on whether locally produced chicken are of higher quantity than imported ones. Out of the sample population for the study, 14% strongly agreed. 10% agreed. 21% remained neutral. 30% strongly disagreed whilst 25% disagreed with the statement. This points to the fact that majority of the respondents were not in favor with the assertion that locally produced chicken were of higher quantity than imported products as reflected in their response to the statement.

4. 10 Influence of Quantity on Purchasing Decision of Consumers on Chicken Products

Chart 4:4 I influence of quantity on Purchasing decision of consumers on chicken products



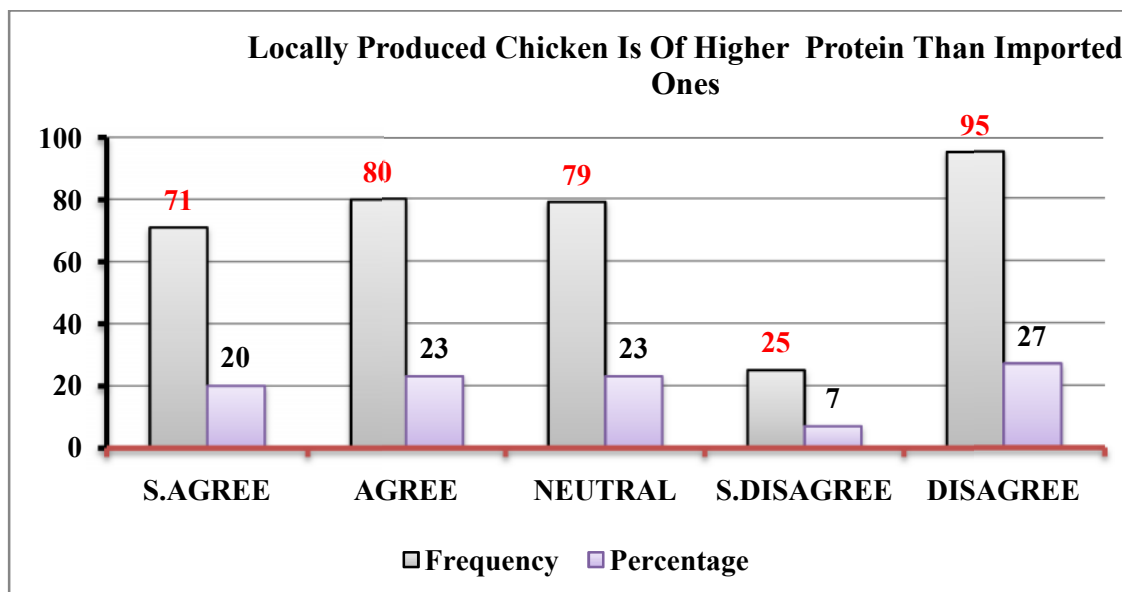
Researchers Field Work, May 2013

The Chart above describes respondents view on how quantity influences purchasing decision of consumers for chicken products. Out of the sample population of 350, 35% of the respondents rated quantity very high in influencing their purchasing decisions. 29% rated quantity high in influencing consumers purchasing decision, 14% rated quantity being moderate in influencing their purchasing decision whilst 13% and 9% respectively rated quantity low and very low in influencing consumers purchasing decision.

This indicates that quantity serves a major determinant in influencing consumers purchasing decision of chicken products which is in line with the respondents view to the statement which constitute more than 50%.

4.11 Locally Produced Chicken Has More Protein Content than Imported Ones

Graph 4:4 locally produced chicken has more protein content than imported ones



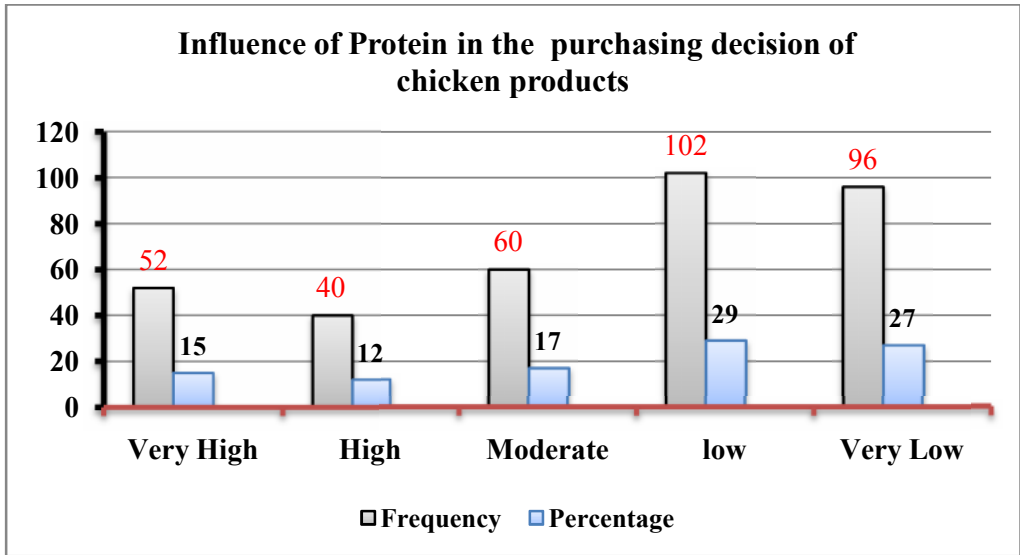
Researchers Field Work, May 2013

The Graph above describes participant's perception of whether locally produced chicken has higher protein content than imported ones. Out of the sample population of 350, the study revealed that 20% of the respondents strongly agreed with the statement. Another 23% agreed with the statement. 23% remained neutral. 7% strongly disagreed, whilst 27% disagreed with the statement.

The response rate indicates that there was no certainty to the statement that locally produced chicken were of higher protein content than the imported ones, this is because a relatively sizeable number of the respondents representing 23% were undecided with respect to the statement which makes it very difficult to give a definite conclusion about the statement even though about 43% of the respondents strongly disagreed and agreed with the statement.

4.12 Influence of Protein in the Purchasing Decision on Chicken Products

Graph 4:5 Influence of protein in the purchasing decision on chicken product



Researchers field work, May 2013

The graph above shows respondents view on the extent of protein influence in the purchasing decision of chicken products. It is interesting to note that 29% of the respondents rated protein low in influencing their purchasing decision .27% rated protein very low in influencing their purchasing decision. 17% remained neutral to the statement, 15% rated protein very high in influencing their purchasing decision, whilst a paltry 12% rated protein high in influencing their purchasing decision. From the above scenario it can be deduced that, even though protein is a vital ingredient which constitute 45% of the human body and also assist in keeping skin, hair, and nails healthy, as well as building and repairing the body tissues. (Lloyd, 2011). Despite the enormous benefits of protein to the human body it had little influence in the purchasing decision of chicken products.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 INTRODUCTION

This chapter talks about the summary of the study findings, conclusions and recommendations on the basis of research problem, research objectives, research questions, literature review and data analysis made throughout the research. The chapter is divided into three parts; summary of findings, conclusions, recommendations.

5.1 SUMMARY OF FINDINGS

1) The demographic characteristics of the respondents selected for this study revealed that 66% of the respondents were females. The study further revealed that majority of the respondents representing 41% were in 30-39 age brackets whilst 10% were 50 years and above. The educational background of respondents as indicated showed that majority of the respondent have had secondary education, followed by primary education, and tertiary education respectively whilst 20% had no formal education.

The study revealed that 4% of the participants had never purchased chicken products before thereby reducing the sample size for the study to 350 participants.

❖ Preference for Chicken Products

The study revealed that majority of the respondents representing 46% preferred imported chicken to locally produced chicken.

❖ Influence of Price on Consumers Choice of Chicken Products

The study revealed that majority of the respondents believed that the price of locally produced chicken were expensive than the imported chicken. It was also revealed that

price played a major determinant role in influencing the purchasing decision of consumers. This therefore accounted for consumer's higher patronage of imported chicken at the expense of locally produced chicken.

❖ Influence of Quality in the Purchase of Chicken Products

The study revealed that majority of the respondents was undecided on the extent to which locally produced chicken contain higher quality than imported chicken. As a result it did not played any significant role in influencing the purchasing decision of consumers for chicken products.

❖ Effect of Quantity on the Purchase of Chicken Products

The study revealed that majority of the respondents representing 55% disagreed with the notion that locally produced chicken were of higher quantity than imported. It was noted that quantity had a higher influence on participants purchasing decision on chicken products which explains the higher demand for imported chicken at the expense of locally produced chicken products.

❖ Influence of Protein on Demand for Chicken Products

The study revealed that protein was not considered as a major determinant for purchasing chicken products despite the enormous functions it plays in the human body as result it had low influence in determining the purchasing decision of consumers for both locally and imported chicken products.

5.2 CONCLUSION

In conclusion, the study has met its objectives. It succeeded in determining the level of influence of price and quality in the purchasing decision of chicken products in the Kumasi Metropolis. All the three hundred and fifty (350) participants selected for the study effectively responded to the items on the questionnaire.

The study revealed that influence of price on purchasing decision was high. Also issues of quality had poor influence in the purchasing decision of chicken products thus accounting for the higher rate of neutrality of respondents view in that regard.

The study also showed that participants responded to all the elements on the influence of quality on the demand for chicken products in the Kumasi metropolis, as well as influence of quantity and protein on the demand and purchase for chicken products.

From the study, it indicates that the influence of price on purchasing decision of chicken products was present and consumers preferred imported chicken to locally produced ones. Quality had little influence on the purchasing decision of consumers of chicken products. Moreover, quantity played major determinant role in influencing the purchasing decision of consumers for chicken products whilst protein had low influence on consumers purchasing decision.

5.3 RECOMMENDATIONS

In spite of the fact that the study found Price as major determinant factor in influencing the purchasing decision of consumers for chicken products, there are weakness in the Agricultural Sector especially the Poultry sector which must be addressed by Ministry of Agriculture and other relevant stakeholders to make the price of locally produced chicken more competitive. The recommendations are based on the weaknesses identified in the study: effect of price, quality, quantity and protein. It is believed that the

recommendations will help to improve the bottlenecks associated with the production of locally produced chicken to enable it compete with the imported chicken products to help increase the desire for the locally produced chicken in the Kumasi Metropolis.

❖ Influence of Price on Consumers Choice of Chicken Products

From the study findings, majority of the respondents agreed that price was high in determining the purchasing decision of consumers for chicken products thereby ensuring that all the bottlenecks associated with the production of local chicken products are addressed effectively.

It is therefore recommended that there is the need to ensure effective competitive price for locally produced chicken, Also there is the need for the Agriculture Ministry and relevant stakeholders to ensure that there are guaranteed market and Price for poultry farmers, propose the formation of associations to secure adequate and readily funding for farmers and strengthening institutions to execute their legitimate function.

❖ Influence of Quality in the Purchase of Chicken Products

From the above, it is clear that quality was not a major determinant factor in the purchase of both local and imported chicken products as a result it had little significance in influencing the purchasing decision of consumers for chicken products in the Kumasi Metropolis. .

It is recommended that a well equipped Food and Hygiene Section and quality control should be attached to Agricultural Ministry to help establish standard of food wholesome for human consumption.

Moreover there is the need to improve the packaging of the locally produced chicken to be at par with international standard.

❖ Effect of Quantity on the Purchase of Chicken Products

From the study it was revealed that the quantity of locally produced chicken was lacking behind imported chicken which explains the higher demand for imported chicken at the expense of local ones, also this explains why quantity played a major significant role in influencing the purchasing decision of consumers preference for imported chicken.

It is recommended that local chicken producers should establish marketing department who will conduct market survey and advise them accordingly to help them compete with their competitors. This will ensure consumers to develop the taste for locally produced chicken.

❖ Influence of Protein on the Purchase for Chicken Products

The study revealed that protein was not a major significant determinant for purchasing chicken products despite the enormous contribution it plays in the human body as a result it had little significance in influencing the purchasing decision of chicken products by Consumers in the Kumasi Metropolis.

It is therefore recommended that the Ministry of Agriculture should establish Nutrition Unit to educate and sensitize consumers of chicken products on the need to place high premium on protein in their purchasing decision, This could be done through the use of both electronic and Print Media.

REFERENCES

- Assad, S. W. (2007). The Rise of Consumerism in Saudi Arabian Society. *International Journal of Commerce*, 17(1/2), 73-104
- Bocock, R. (1997). *Consumption*: Routledge: London and New York.
- Case, K. E., and Fair, R. C. (2004). *Principles of Microeconomics* (seventh ed.): Pearson Prentice Hall.
- Chung, Y. S. (March 1998). Culture and Consumption Expenditure Patterns: Comparison Between Korean And United States Households. *Journal Consumer Studies & Home Economics*, 22, 39-50.
- Creswell, J.W. (2007). *Qualitative Inquiry & Research Design- Choosing Among Five Approaches*. Thousand Oaks, CA: SAGE Publications, Inc.
- FCWC (2011). Ghana. Fisheries Committee for the West Central Gulf of Guinea.
- Grunert, Klaus G. , (2005). Food Quality and Safety: Consumer Perception and Demand. *European Review of Agricultural Economics*. 32 (3): 369-391
- Hou, Y. (2005). Service quality of online apparel retailers and its impact on customer satisfaction, customer trust and customer loyalty, Ph.D. Dissertation, The University of North Carolina at Greensboro, North Carolina
- Ismail, H. B., and Panni, M. F. A. K. (2008). Consumer Perceptions On The Consumerism Issues And Its Influnece On Their Purchasing Behavior: A View From Malaysian Food Industry. *Journal of Legal, Ethical and Regulatory Issue*, 11(1), 43-64.
- Kotler, P. and Keller, L. K. 2009, *Marketing management*, Upper Saddle River, New Jersey, Pearson Prentice Hall.
- Kolter, P., Ang, S. H., Leong, S. M., and Tan, C. T. (2003). *Marketing Management: An Asian Perspective* (3rd ed.): Pearson: Prentice Hall.

Kotler, P., Ang, S. H., Leong, S. M., and Tan, C. T. (2003). Marketing Management: An Asian

Perspective: Prentice Hall.

Kotler, P. and D. Gertner (2002). Country as Brand, Product, and Beyond: A Place Marketing

and Brand Management Perspective. Journal of Brand Management. 9 (62):

Miller, T. (1996). Explaining Keynes' Theory of Consumption, and Assessing Its Strengths and Weaknesses (Publication. Retrieved 8th Oct.2009)

Mitchell, V. W. (1999), "Consumer perceived risk: conceptualisations and models", European Journal of Marketing, vol.33, no.1/2, pp.163-195.

Mortensen, L. F. (2006). Sustainable Household Consumption in Europe? Consumer Policy Review, 16(4), 141-147.

Pedersen, C. V. (2002). Production of semi-scavenging chickens in Zimbabwe. PhD Thesis The Royal Veterinary and Agricultural University, Copenhagen, Denmark.

Schiffman, L. G. and Kanuk, L. L. (2009). Consumer behavior, Upper Saddle River, New Jersey, Pearson.

Srinivasan, N. and Ratchford, B. T. (1991). "An empirical test of a model of external search for automobiles", Journal of Consumer Research, vol.18, no. 9, pp. 233-242.

Streicher, M., Braithwait, D., and Fennell, J. (2002). Food and Catering Protein report (1): 45-49

Wiedmann, K.P. and Hennigs, N. 2007, "Measuring consumers' luxury value perception: a cross-cultural framework", Academy of Marketing Science Review, vol.

Wonglorsaichon, P. (2002). The study of relationship between trust, relationship commitment, relationship satisfaction and long-term orientation in the Thai automobile tire industry, Ph.D. Dissertation, Nova Southeastern University, Florida.

APPENDIX

QUESTIONNAIRE DESIGN

This questionnaire has been designed to collect data for academic purposes only.

Information collected, and its source shall be treated with the needed confidentiality.

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

1) Age of Respondents

a) 18-29 ☐

b) 30-39 ☐

c) 40-49 ☐

d) 50+ ☐

2) Educational background of respondent

a) None ☐

b) Primary ☐

c) Secondary ☐

d) Tertiary ☐

3) Gender of respondents

a) Male ☐

b) Female ☐

4) Do you buy chicken products?

a) Yes ☐

b) No ☐

5) Which of the following do you prefer?

a) Locally produced chicken ☐

b) imported chicken ☐

c) Both ☐

6) Locally produced chicken is more expensive than imported chicken?

a) Strongly agree ☐

b) Agree ☐

c) Neutral ☐

d) Strongly disagree ☐

e) Disagree ☐

7) Rate the level of influence price can have on your purchase decision

a) Very high ☐

b) High ☐

c) Moderate ☐

d) Low ☐

e) Very low ☐

8) Locally produced chicken is of higher quality than imported chicken?

a) Strongly agree ☐

b) Agree ☐

c) Neutral ☐

d) Strongly disagree ☐

e) Disagree ☐

9) Rate the level of influence quality can have on your purchase decision

a) Very high ☐

b) High ☐

c) Moderate ☐

d) Low ☐

e) Very low ☐

10) Locally produced chicken is of higher quantity than imported chicken?

a) Strongly agree ☐

b) Agree ☐

c) Neutral ☐

d) Strongly disagree ☐

e) Disagree ☐

11) Rate the level of influence quantity can have on your purchasing decision

a) Very high ☐

b) High ☐

c) Moderate ☐

d) Low ☐

e) Very low ☐

12) Locally produced chicken is of higher protein than imported chicken?

a) Strongly agree ☐

b) Agree ☐

c) Neutral ☐

d) Strongly disagree ☐

e) Disagree ☐

13) Rate the level of influence protein can have on your decision to purchase locally produced chicken or imported chicken

a) Very high ☐

b) High ☐

c) Moderate ☐

d) Low ☐

e) Very low ☐