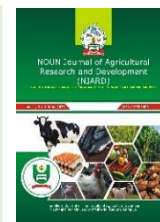




p-ISSN: 1595-1405

**NOUN Journal of Agricultural Research and Development (NJARD)**  
The Official Journal of the Faculty of Agricultural Sciences, National Open University of Nigeria,  
Kaduna Campus



Journal homepage: <https://journal.agric.nou.edu.ng>

**Original Article**

## Comparative Study on Households' Consumption Pattern of Beef and Poultry Meats: A Case Study of Ondo West



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**Editor:** Dr. Sunday N. Obasi  
National Open University of Nigeria

**Received:** July 17, 2025

**Accepted:** August 30, 2025

**Published online:** September 5, 2025

**Peer-review:** Externally peer-reviewed



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**Conflict of Interest:** The authors have no conflicts of interest to declare

**Financial Disclosure:** The authors declared that this study has received no financial support

This study assessed beef and poultry consumption patterns in Ondo West's urban households. The study's goals were to examine the socioeconomic characteristics of these households, the frequency of beef and poultry consumption, and preferences for beef and poultry meat. A multi-stage sampling technique was used to select 100 respondents from five towns in Ondo West LGA. Data were collected using structured questionnaires and analyzed using descriptive statistics. According to the findings, 50% of the respondents were of equal gender, 58% were married, and 64% were between the ages of 21 and 40. Furthermore, 52% reported have a monthly income of #31,000 to #60,000. The study also revealed that households preferred beef and poultry meat, with mean ratings of 3.62 and 3.64, indicating a positive attitude towards both. Consumers rated beef as more affordable than chicken, with a mean score of 3.45. The survey indicated beef was the most desired meat, with the highest mean score of 3.74, indicating its widespread usage among households studied. This study found that beef is the most consumed and preferred meat in Ondo West. Efforts should focus on increasing beef production and raising awareness about the nutritional benefits of poultry to encourage its consumption.

**Keywords:** Consumption, Households, Pattern, Preference, Poultry, Beef

### Introduction

Animal protein intake is often higher in urban areas than in rural areas, due to rising income and changing tastes and preferences. These changes are projected to impact the market for meat and animal products in developing countries. According to Kebede and Getu (2023), global meat demand frequently outpaces disposable income growth. In Nigeria, variations in consumer behavior and demand for meat products, notably dairy, reflect the country's numerous characteristics, which include geographical, climatic, socioeconomic, and cultural/ethnic dietary patterns (Bamaiyi, 2013).

The demand for meat has constantly increased, owing to urbanization and population expansion. As a result, domestic and worldwide meat demand may not be fully met, leaving many customers unsatisfied. The existing understanding of demand estimations and meat consumption habits in the country is poor, resulting in considerable misalignment in meat production schedules. This lack of coordination has resulted in significant economic losses during surplus periods, when supply exceeds demand, as well as acute shortages during times of increasing consumer demand. These variations have a detrimental impact on different



players in the livestock sector, particularly meat producers who are under financial hardship, marketers who have unsold inventory, and consumers who face increased costs or limited supply. There is a need for an empirical study on beef and poultry meat consumption pattern in Ondo west, that does not only focus on the availability of meat but also examines the dynamics of beef and poultry consumption in Ondo west, Ondo State. This data can empower policymakers to develop informed and effective strategies to support the livestock sector. Additionally, it will improve future demand projections, allowing stakeholders to move away from reliance on subjective estimates and fostering a more stable and sustainable meat supply chain.

Table 1: Distribution of Respondents according to Socio-Economic Characteristics (N=100)

Parameters	Frequency	Percentage (%)
Sex		
Male	50	50
Female	50	50
Age(Years)		
0-20	2	2.0
21-40	64	64
41-60	27	27
61-80	7	7.0
Marital status		
Single	36	36
Married	58	58
Widow	5	5
Divorced	1	1.0
Religion		
Christianity	60	60
Islam	33	33
Traditional Belief	5	5
Others	2	2
Educational level		
No formal education	16	16
Adult literacy	7	7
Primary	10	10
Secondary	8	8
Tertiary	59	59
Occupation		
Civil servant	8	8
Trader	28	28
Artisan	39	39
Teaching	1	1.0
Farmer	15	15
Others	9	9
Monthly income		
<30,000	35	35
31,000-60,000	52	52
61,000-60,000	8	8
>#90,000	5	5
Monthly Expenditure		
>15,000	53	53
#15,001-#30,000	41	41
#30,001-#45,000	6	6

Field Survey (2023)



NJARD

Published by Faculty of Agricultural Sciences, National Open University of Nigeria

The objectives of this study are to:

1. Ascertain the socio-economic characteristics of households.
2. Determine the frequency of beef and poultry meat consumption among urban households in the study area.
3. Investigate urban households' perceptions of beef and poultry meat in the study area.
4. Identify the preferences of urban households for beef and poultry meat in the study area.

## METHODOLOGY

The study was conducted in Ondo West, Ondo State, Nigeria. The study area has about 283,672 residents (National Population Commission, 2006), and is located at 7°15' north and 5°15' east. The primary occupation of the people is farming, although trading and livestock production activities are also common. A multi-stage sampling technique was used to select 100 respondents from five towns in Ondo West LGA. Data were collected using structured questionnaires and analyzed using descriptive statistics. A five-point Likert scale was utilized to gauge preferences for beef and poultry meat, with responses ranging from "Strongly Agree" (5 points), Agree (4 points), Undecided (3 points), Disagree (2 points), Strongly Disagree (1 point)". For the interpretation of the Likert scale results, a mean value of 3.5 was established as the threshold for determining agreement or disagreement with the statements posed. Any mean value below 3.5 was regarded as disagreement, while a value of 3.5 or above was considered agreement.

## Results

Table 1 presents the socio-economic characteristics of respondents in the study area. It was found that 50% of the respondents were male, while the other 50% were female. The majority of meat consumers, 64%, fell within the age range of 21 to 40 years, 58% of respondents were married, while 36% were single, and 60% identified as Christian. In terms of monthly income, most respondents (52%) earned between #31,000 and #60,000, with only 5% earning over #90,000.

**Frequency of weekly consumption of meat**

The majority of respondents indicated that they consumed meat 1-2 times a week (49.0%) and 1.0% stated they did not consume meat at all.

Table 2: Distribution of Respondents according to Weekly Consumption of Beef and Chicken meat (N=100)

Weekly consumption	Frequency	Percentage (100)
No consumption	1	1.0
1-2 times	49	49.0
3-5times	39	39
6-10 times	4	4
More than 10times	7	7

Source: Field survey data, 2023

**Frequency of Consumption of Beef and Poultry Products (Meat) in the Study Area**

The data reflects the consumption patterns of beef and poultry in the study area. Beef emerged as the most favored meat, with a mean score of 3.74, while quail was the least preferred with a mean score of just 0.15. This suggests that beef, chicken, and turkey are the most commonly consumed and familiar meats among respondents in the area.

Table 3: Distribution of Respondents according to Frequency of Consumption of beef and poultry meat (N=100)

Items	Never	Yearly	Monthly	Fortnight	Weekly	Daily	Mean score
Chicken	17	11	13	5	32	20	2.80
Quail	91	4	1	0	1	1	0.15
Duck	79	19	0	0	0	1	0.24
Turkey	22	16	50	4	4	2	1.54
Geese	8	13	2	0	2	1	0.30
Beef	8	0	2	3	64	21	3.74

**Household Perception of Beef and Poultry Meat**

Table 4 illustrates household perceptions of beef and poultry meat. Respondents indicated a preference for beef, reflected in a mean score of 3.62. However, poultry meat was rated higher in taste, with a mean score of 3.64, suggesting that respondents find it tastier than beef, which received a mean score of 3.45. Additionally, the mean score of 2.80 indicates that respondents can afford beef more readily than poultry. The ease of access to beef, with a mean score of 2.80, contrasts with poultry, which appears to be more challenging to obtain in the study area. Lastly, a mean score of 2.11 shows that, despite the preferences outlined, households consume beef more regularly than poultry.

Table 4: Distribution of Respondents according to Household Perception of Beef and Poultry Meat (N=100)

S/N	Item	SD	D	U	A	SA	Mean score
1	Poultry meat is more tastier than beef meat	3	36	1	22	36	3.64
2	Poultry meat in local market is prefer for consumption than beef meat	13	30	8	29	18	3.03
3	Beef meat has more cholesterol than poultry meat	4	6	21	52	15	3.63
4	I prefer beef meat than poultry meat	4	20	3	25	46	3.62
5	Poultry meat consumption contribute to my healthy life than beef meat	7	16	6	52	17	3.50
6	I can afford beef meat than poultry meat	3	21	9	15	50	1.82
7	The cost of beef meat is higher than poultry meat	7	16	12	45	18	3.45
8	Beef meat is easy to get in my area than poultry meat	5	18	10	26	39	2.18
9	My low income does not allow me to consume poultry meat like beef meat	7	39	10	20	22	2.83
10	Reducing meat consumption help to prevent disease	6	34	9	28	21	3.18
11	My household eat beef regularly than poultry meat	4	20	9	19	46	2.11
12	The large household size of mine do not permit me to eat poultry meat unlike beef meat	3	43	5	14	33	3.25
13	Poultry meat is more nutritional than beef meat	0	19	35	28	16	3.35

SD: Strongly Disagree, D: Disagree, U: Undecided, A: Agree, SA: Strongly Agree,  
 Source: Field Survey (2023)



## Discussion

### Age, gender and meat consumption

The findings from this study indicate that the involvement of both males and females in meat consumption occurs in equal percentages. This observation aligns with the results reported by Adedeji and Ogunwole (2012), which noted similar trends, suggesting that both genders are inclined to consume meat, partly due to its relative affordability and accessibility compared to alternative protein sources. The majority of respondents are predominantly youth, aged between 21 and 40 years, which can be attributed to their health status, which permits meat consumption.

### Marital status Religion and the choice of meat

The study further revealed that most participants were either married or single. This outcome is consistent with the findings of Malav et al. (2015), which suggested that a significant proportion of meat consumers tends to fall into these categories, as married individuals may have larger household sizes while single individuals are likely to consume meat at a higher rate due to their youthfulness. The respondent demographic included both Christians and Muslims, supporting the observations of Adedeji and Ogunwole (2012) that both religious groups have minimal prohibitions against meat consumption. Furthermore, during annual festival periods, there is a heightened demand for meat among these communities.

### Educational background, Income and choice of meat

Educational attainment among respondents was predominantly at the tertiary level, with some also having completed primary and secondary education. This finding corroborates the conclusions of Akerele et al. (2015), who posited that individuals with at least a basic level of education often possess enhanced income potential, which in turn increases their interest in meat consumption and boosts their overall protein intake.

The analysis revealed that the majority of respondents reported monthly incomes ranging from ₦31,000 to ₦60,000, suggesting that purchasing meat for consumption is a feasible decision. Additionally, the results indicated that most respondents' total monthly expenditure fell within the range of ₦0 to ₦15,000, implying that the majority of consumers in this study do not exceed this expenditure range. This finding aligns with the assertions of Audu et al. (2021), who noted that as monthly income rises, the demand for beef tends to increase correspondingly.

### Frequency and Preference for meat

It was further discovered that respondents consume meat approximately one to two times per week, indicating a

consistent frequency of meat consumption. The results demonstrated a preference for beef, with a mean consumption score of 3.74, suggesting that respondents favor beef for its cost-effectiveness and taste, and availability. The household perception of both beef and poultry meat, however, indicated a higher preference for beef, with a mean score of 3.62. This preference is in agreement with Yakubu et al. (2013), who stated that urban households tend to favor beef over poultry due to its tenderness, flavor, and cost advantages relative to other meat types.

## Conclusion

This study found that beef is the most consumed and preferred meat in Ondo West. Efforts should be directed at scaling up beef production and creating awareness about the nutritional benefits of poultry meat to encourage its consumption.

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