

Survey on Consumer Behavior and Egg Quality Parameters in Badulla District among the Consumers Age between 15-44 years

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Eggs are highly nutritious and perishable food with low price. Quality standards in eggs and egg products are highly concerned in the world. Objective of this research was to assess the consumer behavior and awareness of egg quality among the people age of 15-44 years in Badulla district. Samples were taken using fluid survey web based software. 385 respondents from 15 Divisional Secretaries divisions in Badulla district were interviewed by pre tested questionnaire according to SLS 959:1992. Respondents were categorized in to urban, rural and estate sectors. Hence 72.2% individuals were Buddhist, 20% Hindus, 4.2% Islam. Education level was distributed as; 25.2% Below OIL, 33.2% OIL Qualified, 36.1% AIL Qualified, 4.9% Graduates and 0.5% Post-graduates. 93.8% individuals prefer Chicken eggs while 6.0% prefer quail eggs. 62.9% prefer brown shell eggs and 19.7% prefer white shell eggs. But 17.4% consumers in all age category groups not concerned in color. Majority of the consumers purchase 5-10 eggs per week (50.6%) and only 11.9% purchase 0-5 eggs. Mainstream of the consumers who have purchasing power belong to age category between 24-35 years. 68.1% purchased eggs from retail shops while 11.7%, 11.2% and 9.1% from farms, local houses and super markets, respectively. 30.1% individuals consumed four eggs per week while 27.3% consume three eggs per week and 21% consume five eggs per week per person. 86.8% had some basic knowledge on external defects and 81.1% had knowledge on internal defects. 13.2% and 18.9% of consumers had no consciousness regarding internal and external defects, respectively. Urban consumers were more aware on quality than others ($p < 0.05$). 16.4% consumers use appearance of eggs to identify the level of spoilage while 28.1% shaking, 37.4% by dipping in water and 6.5% by weight loss. Most preferred egg yolk color among the consumers was No 08. In conclusion, consumers in urban area were more concerned on quality standards than the other consumers but identification on defects were high in estate people.

Keywords: Education Level, External Defects, DS divisions, Internal Defects, Purchase eggs