

Consumer Choice Analysis of Imported and Locally Produced Chicken Products: Evidence from Ghana.

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Abstract

An understanding of why a person makes purchasing is very important in the marketing process of those consumers located at Kumasi metropolis. The paper investigated into consumer choice analysis of imported and locally produced chicken in Kumasi metropolis. Of which convenience sampling was used to select the sample size of three hundred and fifty (350) respondents to answer the questionnaires. 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. In addition, the study 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 on the demand and purchase for chicken products. The recommendations are based on the weaknesses identified in the study: effect of price, quality and quantity. It is believed that the recommendations such as ensuring effective competitive price for locally produced chicken by providing adequate and readily funding for farmers. Also, improving the packaging of the locally produce chicken to be at par with an international standard. These will help to improve the bottlenecks associated with the production of locally produced chicken.

Key words: Consumer; Purchasing; Behaviour; Decision making

1.0 Introduction

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 percent 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 demand for chicken and poultry meat increases at holiday times, particularly Christmas, Easter, Tamkharit 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 per cent 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 percent 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.

Although chicken productions are 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 percent 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 percent 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 how price, quality and quantity influence consumer's choice analysis on locally produced chicken and imported chicken product in Ghana.

2.0 Literature Review

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 of 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 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, sociopsychology, 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, findings ways to solve these needs, making purchase decisions, interpret information, make plans and implement these plans (Perner, 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).

2.2 Consumers' price perception and price attitude

The effect of price on consumers' buying behaviour 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. Price has also been widely studied as an extrinsic cue in food choice experiments carried out by sensory, consumer and food scientists (Köster, 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. 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 behaviour 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 (2004) in which consumers may perceive the product as acceptable.

According to previous studies quality assessments are inevitably connected to price information to some extent (Padula and Busacca, 2005). 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 (2000) 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. 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. 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. 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 panel lists.

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 consumers buy are 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).

2.4 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.

2.5 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 aspiration 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.

2.5.1 Groups

Membership groups are group of people that have a direct affect 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). eg when a consumer buys Nike shoes then s/he uses reference to Nike sport icon, like whom s/he 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.

2.5.2 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.

2.5.3 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 behaviour,, for instance if someone is a marketing manager in an organisation 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.

2.5.4 Personal Factors

Buyer's decision is also influenced by personal characteristics such as buyers 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. S/he 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 fulfilment, excitement, sense of accomplishment, self-respect, fun and enjoyment, warm relationships.

2.5.5 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, eg a carrier woman has different roles in routine life, 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 emphasises product development and advertising.

2.5.6 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 is 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).

2.5.7 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. Taste 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 unfavourable 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).

3.0 METHODOLOGY

Data for the study was gathered from both primary and secondary sources. Convenience sampling was used to select the sample size of 350 to involve in the study. Crouch and McKenzie (2006) recommended this population size for such population. Selected participants were given questionnaire to answer in relation to their purchasing behavior on imported chicken and locally produced chicken product. The data collected were analyzed by the use of frequency tables. The values corresponding to frequencies were later converted into percentages to facilitate comparison between the responses.

4.0 Result/ Discussion

The sample size of this study was 364 participants of the total population 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). Out of the sample population, 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. Females accounted for 66 % whilst 34% represented males, in absolute terms; this translates into 240 and 124 respectively. 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.

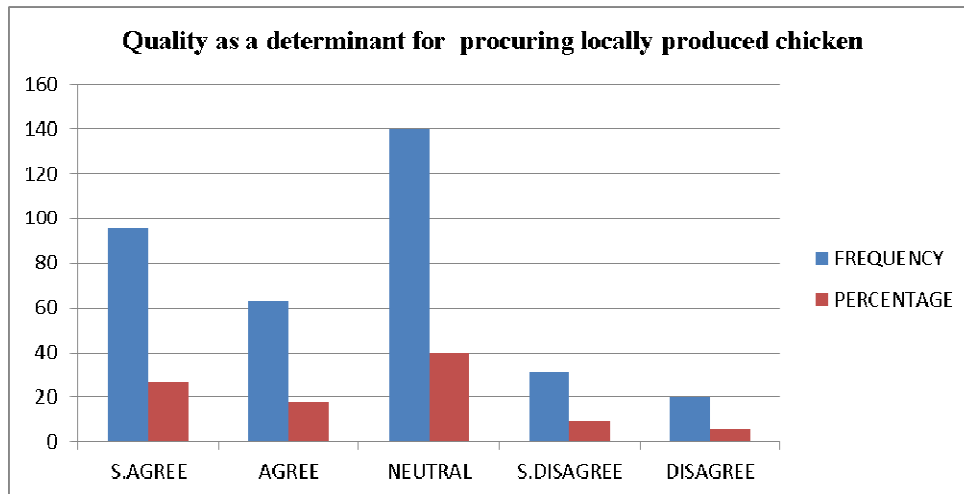
When the issue of locally produced chicken being more expensive than imported chicken was put before the respondents, 86% strongly agreed to that assertion, 10% agreed, 2% remained neutral, 1% strongly disagreed, whilst another 1% disagreed. This point to the fact that the high price of locally produced chicken over the imported chicken could be attributed to the cost of poultry feeds, inadequate subsidies for poultry farmers coupled with the price of labour 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 favourably and high price unfavourably interpreted, which is in accordance with the principle of economic rationality of the consumer.

Table 4:1 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

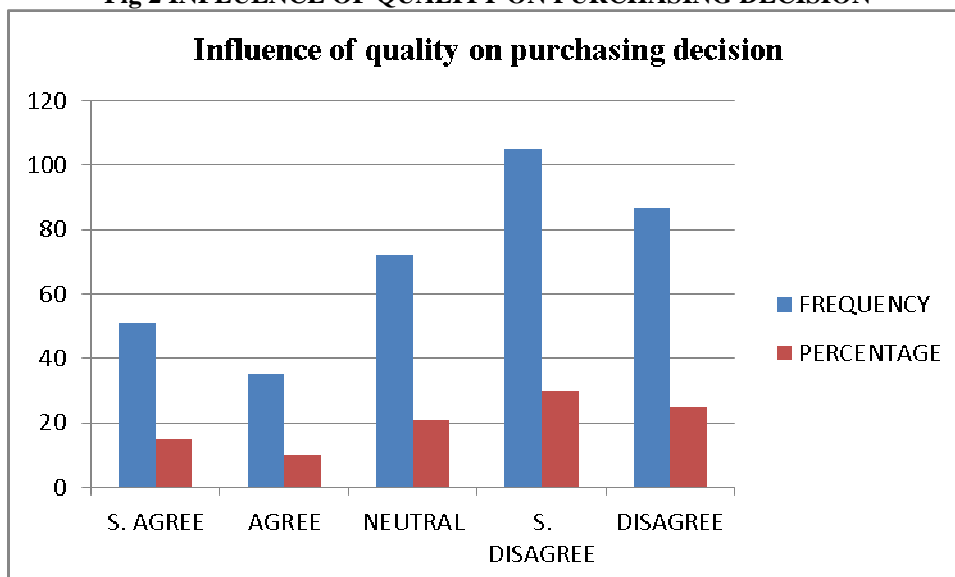
The table above describes consumers rating on how price influence their purchasing decision on chicken products, out of the sample population of 350, 71% pointed out that price has very high influence on their purchasing decision. 21% indicated that price play high influence on their purchasing decision 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.

Fig.1 QUALITY AS DETERMINANT FOR PURCHASING LOCALLY PRODUCED CHICKEN



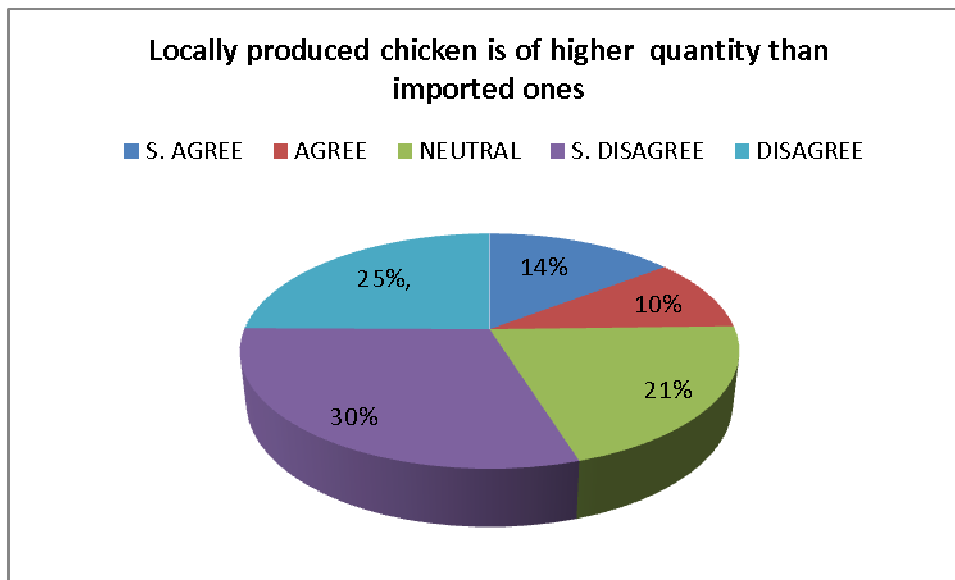
When the respondents were asked, whether locally produced chicken are of higher quality than imported chicken. Out of the 350 response, 27% strongly agreed with the statement, 18% agreed, 40% remained neutral indicating that they were not convinced about the statement, 9% disagreed, whilst 6% strongly 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 chicken 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.

Fig 2 INFLUENCE OF QUALITY ON PURCHASING DECISION



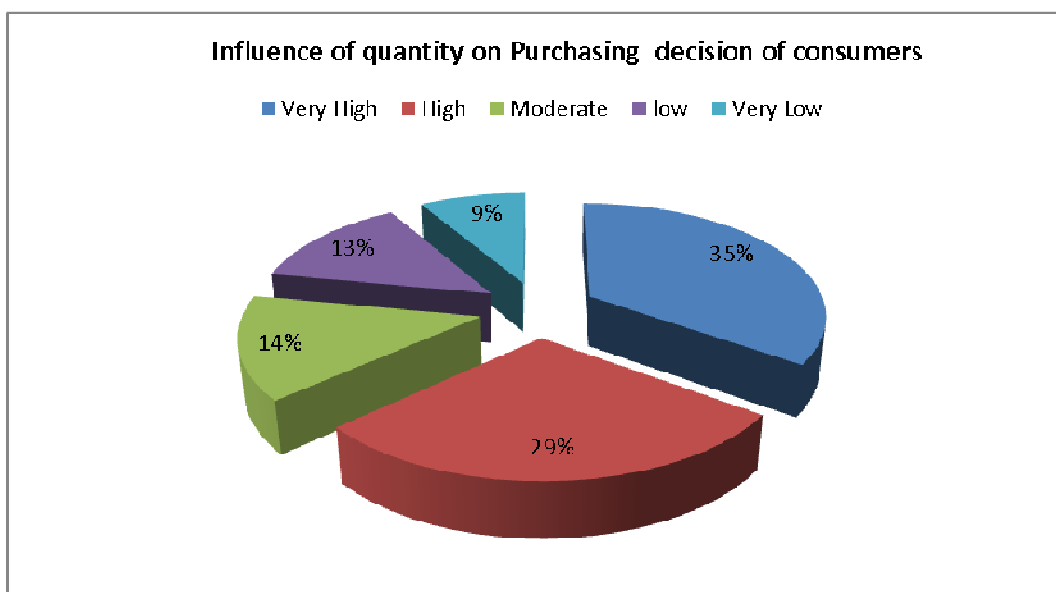
The participants response to the level at which quality influences their purchasing decision of chicken products. It was revealed that out of the 350 subjects selected for the study 26% rated the statement very high, 16% rated the statement high, and 37% were moderate about the statement, 7% rated the statement very low, whilst 15% rated the statement low. 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.

Fig 3 LOCALLY PRODUCED CHICKEN IS OF HIGHER QUANTITY THAN IMPORTED CHICKEN



When the respondents were asked 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. These points to the fact that majority of the respondents were not in favour with the assertion that locally produced chicken were of higher quantity than imported products.

Fig 4. INFLUENCE OF QUANTITY ON PURCHASING DECISION OF CONSUMERS OF CHICKEN PRODUCTS



The participants' response to 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%.

5.0 CONCLUSION

In conclusion, the study succeeded in determining the level of influence of price, quality and quantity 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. In addition, the study 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 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.

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 and quantity. It is believed that the recommendations such as ensuring effective competitive price for locally produced chicken by providing adequate and readily funding for farmers. Also, improving the packaging of the locally produce chicken to be at par with an international standard. These 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.

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