

Consumer Perceptions on Game Meat Consumption in the Eastern Cape Province

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Abstract

In this study, consumer perceptions of game meat were determined. A total of 100 consumers were surveyed using a structured questionnaire. Consumers of game meat regard availability, sensory qualities, game meat production ethics, and health advantages to be relevant factors. Thus, the industry should concentrate on these qualities to promote game meat strategically. A survey was conducted to learn about a group of people's overall qualities and viewpoints. A collection of questions was distributed to a representative sample of the public in person to learn about their opinions, interests, and concerns about the economics of game meat production. When the demographics were compared with sensory characteristics of game meat, they were not significant except for gender and texture. Gender and texture were significant with the value of 0.010. The fact that gender and texture were shown to be significant suggests that there is a connection between the two. The demographics were then compared with the statements of the questionnaire, all the other statements were not significant, only age, working status and region of residence were significant with some of the statements. The findings made it very evident that the game meat business should prioritize healthier options as one of its primary marketing strategies. The only way the game meat business could enhance consumer interest in game meat would be to counteract unfavourable perceptions by providing additional details about the factors considered in this study.