

CONSUMPTION AND PREFERENCES OF SOME PROCESSED MEATS AMONG RIYADH RESIDENTS IN SAUDI ARABIA

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ABSTRACT

This study was conducted to investigate the consumption patterns and preferences of some processed meat products among residents in Riyadh Metropolitan area. Questionnaires were randomly distributed to 300 individuals representing Saudis and non-Saudis of which 276 answered questionnaires were received. Seventy-four percent of the participants consumed processed meat, and 62.8% of these people accustomed to eat processed meats for more than five years. Consumption of processed meats was mostly on weekly basis (35.1%), and associated with main meals, usually dinner (51.9%). Hamburgers ranked top (37.4%) as the most preferred products, followed by mortadella (8.4%). Consumers liked chicken (46%) as processed meat raw material and they preferred the products to be prepared locally (82.4%). The brand name was the main reason that makes 77.6% of Riyadh residents purchase certain types of processed meats. Health concern was the reason for 62.5% of the non-consumer participants not eating processed meat products. Income and marital status positively correlated with consumption of processed meats ($P<0.01$), however, age correlated negatively ($P<0.01$) with the consumption of processed meat products. Preference of processed meat type associated ($P<0.01$) with consumer type of occupation. The knowledge of processed meats nutritional values was highly correlated ($P<0.01$) with the education level and monthly income of consumers. Selection of processed meat items was significantly ($P<0.01$) influenced by the product brand name.