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CONSUMER BEHAVIOR IN THE MEAT MARKET WITHIN THE V4 COUNTRIES: SOCIAL CONSEQUENCES FOR THE LENGTH AND QUALITY OF LIFE

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Globalization and Its Socio-Economics Consequences

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Source: https://www.liberaldictionary.com/quality-of-life/

Introduction

- **Research background:**
  - Pandemic era
  - Market segmentation
  - Quality of life

- **Purpose**: Aim of paper is to analyze, compare and predict consumer behavior in meat market in V4 countries and outline possible social consequences of consumer demand on quality of life

Introduction

- **Methods:**
  - Data from FAO database
  - Results of survey
  - Time span: 2016-2014 and 2014-2030
  - Quantitative and qualitative statistics

- **Findings and added value:**
  - Model meets requirements of globalization
  - Benefit of research

Aim and methodology

- **Aim:** to analyse, compare and predict consumer behavior in meat market in V4 countries and outline possible social consequences of consumer demand on quality of life.
  - H: Is there a direct relationship between meat consumption and life expectancy?
  - Outline possible social consequences of this consumer demand on quality of life

- **Subject of research:** V4 countries

Aim and methodology

- **Questionnaire survey:**
  - 1 300 respondents:
    - 369 (29.38 %) excluded – due to formal shortcomings
    - 931 (71.62 %) processed
  - 2 parts:
    - 9 questions related to consumer behavior
    - 5 questions concerning to respondent

Aim and methodology

Indicator		Absolute expression	Relative expression in %
Number of respondents	**Women**	**677**	**73**
	Men	254	27
Age categories of respondents	up to 18 years	56	6
	19-25 years	**270**	**31**
	26-35 years	130	14
	36-45 years	121	13
	46-55 years	130	13
	56-65 years	149	15
	66 and more years	75	8
Highest completed education	Elementary school	75	9
	High school	**475**	**52**
	University	381	39
Economic activity	Students	298	35
	Employed	**484**	**51**
	Unemployed (no job)	9	1
	Unemployed (disability, maternity leave, other)	28	2
	Retirees	112	11

Aim and methodology

- **Source of data:** FAO database
  - Hungary and Poland: 1961-2013
  - Slovakia and Czech republic: 1993-2013

- **Methods:**
  - Regression analysis
  - Correlation analysis

- Calculated multiple dependency using data analysis tool in MS Excel

- **Indicators:**
  - Demographic indicator – Life Expectancy

Results

- Human development index and average life expectancy in V4 countries

Slovakia	Czech republic	Hungary	Poland
• Human development index: **0.857**	• Human development index: **0.891**	• Human development index: **0.845**	• Human development index: **0.872**
• Average life expectancy: **77.4 years**	• Average life expectancy: **79.2 years**	• Average life expectancy: **76.7 years**	• Average life expectancy: **78.5 years**

V4 countries

Bratislava, Slovakia

Varsav, Poland

Budapest, Hungary

Prague, Czech Republic

Results

	year	consumption	change in %		year	consumption	change in %		year	consumption	change in %		year	consumption	change in %
1[1]	1993	17,01	-	1[1]	1993	20,64	-	1[1]	1993	17,94	91,34	1[1]	1993	13,0	139,78
2[2]		1,78	-	2[2]		3,14	-	2[2]		1,1	96,49	2[2]		0,22	33,85
3[3]		46,75	-	3[3]		58,32	-	3[3]		57,11	121,90	3[3]		50,39	147,21
4[4]		6,86	-	4[4]		12,09	-	4[4]		21,96	233,62	4[4]		9,35	563,25

1[1] beef, 2[2] game, 3[3] pork, 4[4] poultry

Results

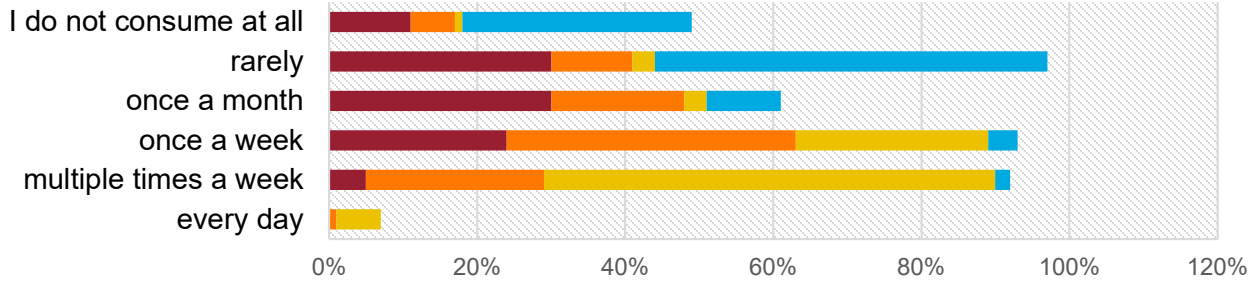
	year	consumption	change in %		year	consumption	change in %		year	consumption	change in %		year	consumption	change in %
1[1]	2013	5,19	30,51	1[1]	2013	8,15	39,49	1[1]	2013	4,96	27,65	1[1]	2013	2,32	17,85
2[2]		1,62	91,01	2[2]		4,06	129,30	2[2]		1,26	114,55	2[2]		0,14	63,64
3[3]		31,78	67,98	3[3]		41,17	70,59	3[3]		34,93	61,16	3[3]		46,19	91,67
4[4]		15,13	220,55	4[4]		19,09	157,90	4[4]		23,78	108,29	4[4]		27,41	293,16

1[1] beef, 2[2] game, 3[3] pork, 4[4] poultry

Results

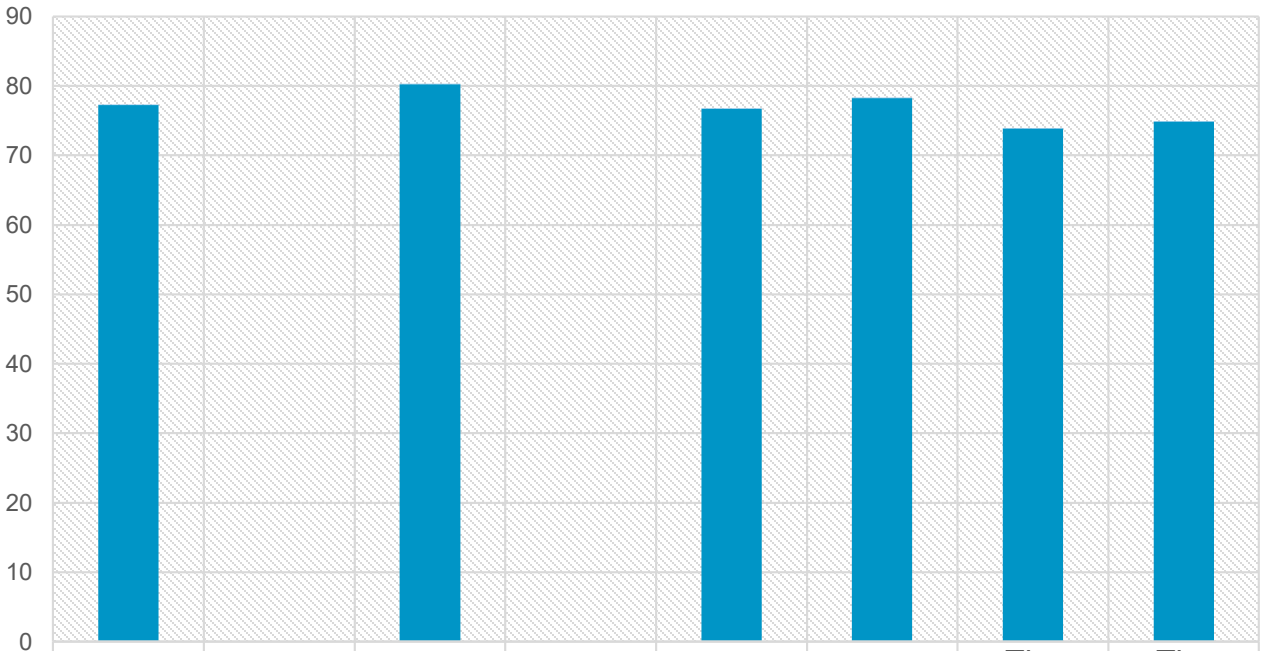
- **Respondents meat consumption:**
  - 785 respondents (84.32%) consume meat
  - 112 respondents (12.03%) consume meat only occasionally
  - 34 (3.65%) do not consume meat at all

- **Highest consumption:**
  - 1. Poultry
  - 2. Pork
  - 3. Beef
  - 4. Game



	every day	multiple times a week	once a week	once a month	rarely	I do not consume at all
beef	0%	5%	24%	30%	30%	11%
pork	1%	24%	39%	18%	11%	6%
poultry	6%	61%	26%	3%	3%	1%
game	0%	2%	4%	10%	53%	31%

Results



	Slovak Republic 2020	Slovak Republic 2030	Czech Republic 2020	Czech Republic 2030	The Republic of Poland 2020	The Republic of Poland 2030	The Republic of Hungary 2020	The Republic of Hungary 2030
Percentage change	1,59%	0	2,09%	0	1,17%	2%	0,84%	1,39%
Average life expectancy	77,27	0	80,21	0	76,73	78,21	73,85	74,87

Suggestions and recommendations

SR	if we increase the consumption of beef by 1 kg, then the average life expectancy will decrease by 0.25 years	 ↑	↓
	if we increase the consumption of pork by 1 kg, then the average life expectancy will decrease by 0.05 years	 ↑	↓
	if we increase the consumption of poultry by 1 kg, then the average life expectancy will decrease by 0.03 years	 ↑	↓
	if we increase the consumption of game by 1 kg, then the average life expectancy will increase by almost 1 year (0.79)	 ↑	↑
ČR	if we increase the consumption of beef by 1 kg, then the average life expectancy will decrease by almost 1 year (0.98)	 ↑	↓
	if we increase the consumption of pork by 1 kg, then the average life expectancy will increase by 0.26 years	 ↑	↑
	if we increase the consumption of poultry by 1 kg, then the average life expectancy will decrease by 0.38 years	 ↑	↓
	if we increase the consumption of game by 1 kg, then the average life expectancy will increase by 0.62 years	 ↑	↑

Suggestions and recommendations

MR	if we increase the consumption of beef by 1 kg, then the average life expectancy will decrease by 0.26 years	 ⇑	❄ ↓
	if we increase the consumption of pork by 1 kg, then the average life expectancy will decrease by 0.03 years	 ⇑	❄ ↓
	if we increase the consumption of poultry by 1 kg, then the average life expectancy will increase by 0.01 year	 ⇑	❄ ⇑
	if we increase the consumption of game by 1 kg, then the average life expectancy will increase by 0.56 years	 ⇑	❄ ⇑
PL	if we increase the consumption of beef by 1 kg, then the average life expectancy will decrease by 0.06 years	 ⇑	❄ ↓
	if we increase the consumption of pork by 1 kg, then the average life expectancy will increase by 0.04 years	 ⇑	❄ ⇑
	if we increase the consumption of poultry by 1 kg, then the average life expectancy will increase by 0.26 years	 ⇑	❄ ⇑
	if we increase the consumption of game by 1 kg, then the average life expectancy will decrease by 0.74 years	 ⇑	❄ ↓

Conclusions

- **Limits:**
  - scope of document
  - wider selection of indicators presenting quality of life
  - prices differentiated by meat types or countries surveyed
  - deeper identification of primary research outputs

Conclusions

- **Benefits:**
  - basis for further scientific research
  - changes in consumer behaviour in terms of meat consumption
    - significant impact on life expectancy of population
    - new tourism trends
  - HALE (Healthy Life Expectancy) – new important indicator (WHO)

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