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MEAT RETAILING IN INDANG, CAVITE


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CAVITE STATE UNIVERSITY
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COLLEGE OF ECONOMICS, MANAGEMENT AND
DEVELOPMENT STUDIES

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ABSTRACT

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This study was undertaken to (1) determine the socio-economic characteristics of meat retailers; (2) describe the marketing practices employed by meat retailers; (3) ascertain the factors affecting the meat retailers' monthly income; and (4) identify the problems encountered by the meat retailers in Indang, Cavite.

A total of 74 meat retailers were interviewed using a pre-tested questionnaire. The ages of the meat retailers ranged from 21 to 74 years. Fifty-seven percent were female and the remaining 43 percent were male retailers. Majority of the respondents were married. Eleven percent was single and only eight percent was widow. Fifty-one percent of the meat retailers had reached the high school level, 38 percent reached college and 11 percent reached elementary. The monthly income of the respondents from selling meat ranged from P1,600 to P 9,000. Majority of the respondents reported that meat retailing was only an additional source of income.

The marketing practices used by the meat retailers were the sources of commodity, frequency of selling, number of types of meat offered, place of sale, target customers, manners of payment, discounts given to customers, volume of sales and the prices charged by the meat retailers to their products. The sources of commodities of the meat retailers in Indang were wholesalers, other retailers, wholesaler-retailers and self produced. Meat retailers sold fresh meat, processed meat or a combination of both products either weekly or daily. Respondents sold inside the wet market, at home, or near

the town market. The target customers were the final consumers and other retailers. Payments were basically done on cash basis. However, a few retailers allowed credit. Discounts prior to customers ranged from 2 to 10 percent. Meat retailers sold 6 to 23 kilos a day. Prices varied depending on the customer and type of meat bought.

The meat retailers' income was positively affected by the price of chicken ($P < 0.08$), price of pork ($P < 0.01$) and volume of sales ($P < 0.00$). The coefficient of determination (R^2) was 0.48 implying that 48 percent of the variation in income was explained by the variation in the identified explanatory variables.

The problems encountered by the meat retailers include irregular demand, large number of competitors, lack of customers' loyalty, lack of meat supply, unsold meat and news about meat diseases.

It is recommended that the meat retailers may choose to sell chicken and pork and give more attention on improving their sales volume. However, the meat retailers should not focus more on the price of their products because what matters most is the volume of sales they can make. Lastly, it is recommended that related studies must be conducted in order to further improve the study by using other variables that may affect the meat retailers' monthly net income.

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