

MENDEL UNIVERSITY IN BRNO

Faculty of Business and Economics

**Consumer behavior on the market
with meat in Libya**

Bachelor Thesis

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Abstract

ELGHAWI, E. *Consumer behavior on the market with meat in Libya*. Bachelor thesis. Mendel University in Brno, 2015.

This bachelor thesis aims to characterize the consumer behavior of Libyan consumers when shopping for meat products. In order to achieve that available secondary data was analyzed. As a source of primary data a questionnaire survey with 29 individuals. Data was collected in period November 2014 through April 2015 with both print and online version of questionnaires. For all parameters frequencies were calculated and for selected ones also means, modes and medians. Also author's personal experiences were used as a source to help complement the extremely limited secondary data. Meat consumption in Libya is very high, with the highest level of consumption of chicken, lamb and camel meat.

Abstrakt

ELGHAWI, E. *Chování spotřebitelů na trhu s masem v Libyi*. Bakalářská práce. Mendelova univerzita v Brně, 2015.

Cílem této bakalářské práce bylo charakterizovat chování libyjských spotřebitelů při nákupu masa a masných produktů. K dosažení tohoto cíle byla prostudována dostupná sekundární data a proveden sběr dat primárních prostřednictvím dotazníkového šetření v období listopad 2014 až duben 2015 v Libyi. Pro všechny proměnné byly vypočteny četnosti, pro vybrané i průměry a hodnoty módů a mediánů. Spotřeba masa je v Libyi vysoká, nejvíce konzumované maso je kuřecí, skopové a velbloudí.

Content

1	Introduction.....	7
2	Objectives	8
3	Literature survey.....	9
3.1	Consumer behavior	9
3.1.1	Key concepts of consumer behavior	9
3.2	Decision making process	10
3.2.1	Need recognition	10
3.2.2	Information search	10
3.2.3	Evaluate of alternatives.....	11
3.2.4	Purchase decision	11
3.2.5	Purchase evaluation.....	11
3.3	Factors influencing a purchase decision	11
3.3.1	Personal factor	12
3.3.2	Social factor	12
3.3.3	Cultural factors.....	13
3.3.4	Psychological factors	14
3.3.5	Situational factors.....	16
3.4	Reasons for studying consumer behavior	16
3.4.1	Consumer lifestyle and consumer decision	17
3.5	Marketing planning.....	20
4	Methodology.....	23
5	Results.....	26
5.1	Economy overview in Libya	26
5.2	Libyan meals for their daily life	27
5.3	Agriculture in Libya.....	28
5.3.1	Agricultural production of main crops in Libya.....	28
5.4	Libyan meat market.....	29

5.5	Preferences of Libyan consumers	30
5.5.1	Poultry.....	31
5.5.2	Fisheries	32
5.5.3	Goats and cattle in Libya	33
5.6	Typical purchases of meat products	34
5.6.1	Shopping for meat.....	35
5.7	International comparison	39
5.7.1	Economy overview in the Czech Republic.....	39
5.7.2	Meat consumption in the Czech Republic.....	40
5.5	Conclusions and recommendations	41
6	Discussion	43
7	Conclusion	44
8	References	46
9	Appendix	49

1 Introduction

Libya is situated in North Africa, it is mostly desert country facing strong constraints in terms of availability of water resources and of food self-sufficiency. The population is relatively young, mostly urban and concentrated in the coastal area. Agriculture is not sufficiently productive to meet the food needs of the population. The country's economy, largely state controlled, is heavily dependent on oil production and exports.

Food and dining is one of the most important activities of any Libyan family. Meat occupies a central place in human diet because of its nutritive value protein essential aminoacids, vitamins and minerals. Among the most important factors influencing consumption behavior there are: age, gender, meat type, meat properties (taste, smell, quality, safety).

Consumer behavior is a dynamic phenomenon being influenced by new trends regarding easy supply from the supermarkets and hypermarkets, easy meat preparation, choice of high quality meat, sorts with less cholesterol, lean consistence, succulence and tenderness, special flavor, fresh meat packed in small packages corresponding to a diversified diet and quantitative needs of modern family interested to assure health and life for all the family members at a convenient price.

The Libyan beef market is recognized as one of the best in the world. Since the early 1980's the eating habits of the Libyan people have significantly changed, with an increasing demand for products of animal origin. Animal-based calories intake has grown continuously according the Libyan Ministry of Agriculture, per capita consumption of meat in Libya is very high in relation to the northern Mediterranean countries (around 100kg/capita per year) bearing in mind that in the case of Arab countries the consumption of pork is almost zero.

In my bachelor thesis I would like to focus on the consumer behavior connected to meat shopping and consumption in the Libyan market and to provide the statistical analysis about the consumer.

2 Objectives

The main objective is to characterize the consumer behavior of Libyan consumers when shopping for meat products. In order to achieve these objectives, it is important to:

- Analyze available secondary data about meat consumption.
- Explore the preferences of Libyan consumers.
- Describe the typical purchases of meat products.
- Make an international comparison.
- Draw conclusions.

3 Literature survey

3.1 Consumer behavior

Consumer behavior is the study of the decision-making units and the processes involved in acquiring consuming and disposing of goods, services, experiences and ideas. Within this simple definition a number of important concepts are introduced. First, the definition uses the term “decision-making units” rather than “consumers” since decision may be made either by individuals or groups (Mowen, 1987).

According to Solmon (2002) it is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

Kotler (1999) notes that consumer behavior includes mental activity, emotional and physical that people use during, selection, purchase, use and dispose of products and services that satisfy their needs and desires.

Processing and understanding to consumers and the consumption process provides a number of benefits. These benefits include assisting managers in their decision-making, providing marketing researchers with a theoretical base from which to analyze consumers, helping legislators and regulators create laws and regulations, and assisting the average consumer in making better purchase decision. In addition, the study of consumers can help us understand more about psychological, sociological, and economic factors that influence human behavior (Mowen, 1987).

“Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experience to satisfy needs and desires” (Solomon et al., 2006, p. 6).

3.1.1 Key concepts of consumer behavior

“Consumer behavior is motivational, the main question that arises in this context is that “why consumer behavior occur?” Answer to this question is included in the definition of the consumer behavior – to meet the needs and demands of consumers, behavior is a tool to achieve objectives and target consumer derives from his needs and desires“ (Wilke, 2000).

Consumer behavior at different times has different complexity: Buying a different product by different people has different implications. Buying some goods involves all three-process step of the consumer behavior. “Consumer behavior includes different roles: Consumers in different time can play each of the three roles affective, buyers and consumer. When we buy something for ourselves we can play all 3 of them

(Goldchinfar, 2006). For example Kotler (2009) names 5 roles in decision-making process: initiator, influencer, decider, buyer and user.

Consumer behavior is individual, people have different needs and they have different desires, each person is different from one another and each person has different behavior in consumption.

3.2 Decision making process

Decision-making can be regarded as a cognitive process resulting in the selection of a belief or a course of action among several alternative possibilities. Every decision-making process produces a final choice that may or may not prompt action. According to Kotler (2009) the consumer decision-making process is reasonably straightforward means of identifying the level of consumer commitment towards purchasing a product or service.

3.2.1 Need recognition

This stage occurs when the consumers establish that they need a product or service (Kotler, 2009). Several cues can prompt need recognition including advertising and recommendation. It occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. Consumer perceives there is a problem to be solved, which maybe small or big (Solomon, 2002).

3.2.2 Information search

“Once a problem has been recognized, consumer needs adequate information to resolve it. Information search is the process in which the consumer surveys his or her environment for appropriate data to make a reasonable decision” (Solomon, 2002, p. 240). According to Kotler (2009), once a consumer has decided that s/he needs to purchase a product or service then they will begin to search for information surrounding the product.

The sources of information available to the consumer are numerous and include internet, print media, advertising, personal recommendations and where appropriate an in-store experience Solomon (2010). This can either be a very detailed process if the consumer is unfamiliar with a product, or a rapid process reliant on informal information such as word of mouth recommendation (Kotler, 2009). The organization, which sells the product, can also be a source of information if they are attempting to up-sell or cross-sell products as part of an integrated marketing campaign.

3.2.3 Evaluate of alternatives

Once this information has been gathered then the consumer will evaluate alternatives and based on their personal interpretation. Solomon (2010) explains that an individual consumer will give a different personal weighting to various factors gathered during the information search, such as perceived value, brand value, price, speed of service and possibly location.

The more an organization understands its consumers, the more they can help the consumer to evaluate the alternatives, for example by emphasizing the features and benefits of a product (Kotler,2009). This is the stage where the consumers would assess different variables such as price, additional extras and other static factors such as color and size.

3.2.4 Purchase decision

At this stage consumers will decide what they will purchase at this stage and if a consumer has previously received a product or service which they are happy with, then in the future they are likely to repeat purchase, meaning they will jump straight to this stage in the process (Solomon, 2010). In regarded to the I-pad in this stage if consumers have previously owned an I-pad or a related product such as another Apple Inc. product it is likely that he will make the purchase decision easier for them (Kotler, 2009).

3.2.5 Purchase evaluation

This is the final stage, after item has been purchased. Consumers retrospectively evaluate their purchase decision against their original assessment and purchase criteria, identifying the context to which an item has met, exceeded or even failed to meet expectations (Lamb, 2011). Positive evaluationat this stage may lead to recommendation. To complete the example of the I-pad a consumer is likely to retrospectively evaluate their purchase and decide whether or not the I-pad fulfills their expectation and meet the criteria of value for money.

Hirschman (2010) explains the branding is integral to this process and when consumers feel a strong affinity with the brand that is to say an emotive or personal connection then this will significantly influence the decision-making process.

3.3 Factors influencing a purchase decision

There are two main influences on consumer purchasing behavior:

- Internal characteristics that determine behavior – psychological and personal,
- External influences where the behavior occurs – cultural, social and situational.

3.3.1 Personal factor

Decisions and buying behavior are obviously also influenced by the characteristics of each consumer. As personal factors are referred the ones unique for each consumer. Above all data like age, sex place of domicile, of occupational and economic conditions, personality and self-consciousness can be found here (Hoska, Sparke, 2007).

Age and the way of life

A consumer does not buy the same product services when he is 20 or 70 years old. His or her lifestyle, values, environment, activities, hobbies and consumer habits evolve throughout his life. With the change in the age and life-cycle stage, people change buying patterns on goods and services they use in their lifetime, their food and choosing furniture and also the clothes. All these generally are related to changes over the time. According to Lamb et al. (2012) "the family lifecycle (FLC) is a series of stages determined by a combination of age, marital status, and the presence or absence of the children".

According to Kotler (1999) it is commonly agreed that personality influence consumer's perceptions and buying behavior. Marketers believe that personality influences the types and brands of products purchased. For instance, a car purchase may reflect on one or more personality traits.

Studies of the purchases have examined that people generally prefer products and brands that compatible with their self-concept. A young man may buy some uncomfortable, but fashionable clothing to wear outside just because it is reflecting his actual self-concept because consumers want to defend their individuality, the products they pay money for, the stores they support, and the credit cards they carry, the cars they drive support their self-image.

3.3.2 Social factor

Groups

Human by nature are social in nature so they all belong to different groups in order to satisfy the social needs. They observe each other and take cues how to behave to fit in and please each other in the group (Solomon, 1996, p. 339).

All the formal and informal groups that influence the buying behavior of an individual are that person's reference groups. Consumers may use goods or brands to be recognized with or to become a member of a group. Consumers learn from observing how people of their group or to become a member of groups.

According to Kotler (2008, p. 245) reference groups are those groups that have a direct and indirect influence upon a person's attitudes, aspiration or behavior. Within the reference groups, people who exert influence on others because of special skills, knowledge, personality and other characteristics are known to be opinion leaders.

Family, roles and status

According to Kotler (2005) the decision-making units consist of initiator, influencer, decider, buyer, and user. For example when purchasing a car the choice could be decided by the father, buying the car could be made by the parents and user is the son or daughter. "Family as a consuming and decision making unit is central phenomenon in making and consumer behavior" (Commuri and Gentry, 2000, p. 1).

3.3.3 Cultural factors

Culture is crucial when it comes to understanding the needs and behaviors of an individual. Basically culture is a part of every society and is the important cause of person's wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups. Regions or even countries, throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will "teach" him values, preference, as well as common behaviors to their own culture.

According to McDaniel (1999) culture, subculture, and social class are all cultural factors that are principally important in buying behavior. Culture has a large impact on person's wants and behavior. It can be defined as the set of values, norms, attitudes, and other behavior as they are transmitted from one generation to the next.

Subculture

A society is composed of several cultures in which people can identify subcultures, which are groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contains different subcultures based on e.g. religions, nationalities, regions, race, etc. Marketers can use these groups by segmenting the market into various smaller portions.

For example a man used to be considered to be the head of a family but nowadays things change as the modern woman is independent and can easily support her using her potential. It is reflected in opportunities for career, clothing choice, and freedom of speech therefore it is noticeable that culture changes.

3.3.4 Psychological factors

Attitude

In order to comprehend and calculate consumer attitude to a brand and how it affects buying behavior and brand image concerning marketing, it is important to define attitude. According to Kotler, Keller & Burton (2009) say that attitude is a deep-seated value judgment that leads us to behave consistently towards similar objectives or ideas, they are very enduring.

Attitudes also have strength- a consumer may like something less and may like it very much. Attitudes are always towards an object and once formed they tend to last and it is hard to be changed- a family will prefer to visit the same restaurant having in mind the level of satisfaction.

Marketers have, amongst many options, opportunity to integrate their offer with the target market's attitude, alter the target market's attitude to their product or influence the target market's attitude to competitive offers (Kotler, 2009).

Motivation

Motivation is the drive for consumers to develop purchasing behavior. Why are people motivated by particular needs at particular times is explained by the well known theory of Maslow's hierarchy of needs which combines needs in ascending order of importance: physiological, safety, social, esteem and self actualization. As a person fulfills one need, a higher-level need becomes more important.

Duncan (2005) describes motivations as internal impulses that when stimulated initiate some type of response. Motivation can influence a consumer decision making process dependant on the way they have perceived a problem (Blech, 2012).

Beliefs

According to Kotler (2005) a belief is 'a descriptive thought that a person holds about something'. A consumer may believe that certain restaurant makes the best food and is reasonably priced so it is expected that he will continue to have dinners there. A belief can also be changed by marketers in order to make consumers to buy a particular product. For example Coca Cola company launched Coke Zero is respond to the common belief that people get fat when they drink Coke. To change beliefs or image about a service could be more difficult because services are intangible.

Perception

“is the process of selecting, organizing and interoperating sensations into a meaningful whole, in the past, methods of studying stimuli and measuring responses to them were restricted to examining the five senses”. (Hanna and Wozniak, 2013).

Perception can be defined as the process by which individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world (Schiffman and Kanuk, 2000). People can form different perception of the same stimuli because of 3 perceptual processes: selective attention, selective distortion, and selective retention (Kotler, 2004). Perception is concerned with how individual see and make sense of their environment.

Perception also leads to decision-making and the decisions to act or not to act depends on how you develop motivation (Kotler, 2003).

Factors affecting perception

- ***Individual factors***

Perception is affected by individual factors namely taste, odor, information health belief, nutritional product, familiarity and brand loyalty (Kronl, 1995).

- ***Sales person behavior***

The quality of sales interaction with customers is also a strong element influencing consumer perception of value and the ability to attract customers and build upon a good experience which leads to loyalty is highly affected by sales person's behavior (Kapoor & Kulshreshta, 2009).

- ***Emotion***

Emotions are accompanied by physiological changes. Some characteristic changes are 1. eye pupil dilation, 2. increased perspiration, 3. more rapid breathing, 4. increased heart rate and blood pressure and 5. enhanced blood sugar level (Hawkins, 1989, p. 377). Consumption emotions are the affective responses to one's perception of the set of attributes that constitute a product or services performance (Mano, Oliver, 1993).

- ***Price promotion***

Price perception influence perception for quality leading to a positively perceived value, but product price has a cost also which can impact negatively on the perceived value (Xia, 2009).

3.3.5 Situational factors

“Situational factors can notably influence purchase decision. Social environment, physical environment of the purchase place, time influence and the previous states fall into this group” (Berkowitz, 1992, Vysekalová, 2004, Nagyová, 2001a).

Consumer’s decision includes the product (brand) selection from the set of possibilities. Sometimes purchasing public prefers a simple decision making process instead of the complex solution. Decisions are then made only on the basis of a few criteria. Instead of comparing more characteristics consumer e.g. decides after price criteria (he comes out from the presumption that a higher price means also higher quality).

3.4 Reasons for studying consumer behavior

The main reasons for studying consumer behavior:

1. Consumer analysis should be the foundation of marketing management.

It assists managers in:

- a) Designing the marketing mix
 - b) Segmenting the marketplace
 - c) Product positioning and differentiation
 - d) Performing environmental analysis
 - e) Developing market research studies
2. Consumer analysis should play a critical role in public policy development.
3. Knowledge of consumer behavior provides three types of information:
4. Consumer analysis provides knowledge of human behavior.
5. The study of human behavior provides three types of information
- a) Aconsumer orientation
 - b) Facts about buying behavior
 - c) Theories to guide the thinking process

Consumer behavior also provides three types of information: (1) an orientation, (2) facts and (3) theories. The study of the consumer helps to orient managers and public policy makers so that they consider the impact of their actions on consumers. The field also provides facts, such as the size of various demographic groups. In addition, the study of consumer behavior provides theories.

The term “theory” tends to be ridiculed with statements such as *“That’s only theory; it has nothing to do with what really happens”*. In fact, nothing is more practical than a theory. Detectives develop theories for why a person gets sick, and managers develop theories for why a product fails to sell.

A theory is a set of interrelated statements defining the causal relationships among a group of ideas. Theories may be big or small, but all should have research support. A major practical reason for studying consumer behavior is that the field has a variety of theories that do have research support and that can be used to understand and solve managerial and public policy problems.

Knowledge of the factors influencing consumption also has intrinsic value for many people it is simply fun to know why product rumors start, why subliminal advertising messages are unlikely to influence buying, and why some product endorsers are so much more effective than others. Being able to understand one's own personal consumption motivations as well as those of others is satisfying and is part of being a well-rounded, educated person (Mowen, 1987).

"Consumer behavior is the study of human responses to products, services, and the marketing of products and services" (Kardes, 1999, p. 14).

3.4.1 Consumer lifestyle and consumer decision

Nature of consumption

The marketing manager can most appropriately view the consumer as a problem solver (Hawkins, 2002). A decision-making unit (individual, family, household, or firm) that takes in information, processes that information (consciously and unconsciously) in light of the existing situation, and takes actions to achieve satisfaction and enhance lifestyle.

Problem arises for consumers in their lifestyle. Past decisions, time-related events such as aging, and external events such as an illness or job change lead to lifestyle changes that pose additional consumption problems and result in new purchases, new attitudes, and related changes that in turn bring about further lifestyle changes. It must be stressed that most consumer problems and the resulting decisions involve very little importance or effort on the part of the consumer. Satisfying based on limited information processing is the norm (Hawkins, Best, and Coney, 1989, p.21).

Consumer Lifestyle

What do we mean by the term consumer lifestyle, and why is it so vital to an understanding of how and why consumers act they do? Quite simply, your lifestyle is how you live. It is the product you buy, how you use them, and what you think about them. It is the manifestations of your self-concept. The total image you have of yourself as a result of the culture you live in and the individual situations and experiences that comprise your daily existence. It is the sum of your past decisions and future plans (Hawkins, Best, and Coney, 1989, p. 21).

Lifestyle is the way of living that an individual chooses according to his/her activities interests, and opinions. People who have similar in culture, social class or occupation may have different lifestyles. According to Kotler (2008, p. 252) “Lifestyle is a person’s pattern of living as expressed in his or her activities, interests and opinions”. Lifestyle captures a person’s whole pattern of acting or interacting in the world more than profiling a person’s whole pattern of acting or interacting in the world more than profiling a person’s social class or personality

According to Boyd and Levy (1963) “Everyone’s life has a style of some kind and he wishes to develop it, sustain it, show it and make it a coherent and visible things that other people can recognize”.

We live in a world that significantly influenced by marketers we are surrounded by marketing stimuli in the form of advertisements, shops and products competing for our attention and our cash. Much of what we learn about the world is filtered by marketers by marketers, whether through conspicuous consumption depicted in glamorous magazine advertising or via the roles played by family members in TV commercials. Ads show us how we ought to act with regard to recycling alcohol consumption and even the types of house or car we aspire to. In many ways we are “at the mercy” of marketers, since we rely on them to sell us products that are safe and perform as promised, to tell us the truth about what they are selling and to price and distribute these fairly (Solomon et al., 2002, p. 13).

Both individuals and families exhibit distinct lifestyles. We often hear of “career-oriented individuals” “outdoor families” devoted mothers”, or “swinging singles”. One’s lifestyle is determined by both conscious and unconscious decisions. Often we make choices with full awareness of their impact on our lifestyle, but perhaps more frequently we are unaware of the extent to which our decisions are influenced by our current or desired lifestyle (Hawkins, Best, and Coney, 1989, p. 21).

Consumerism and consumer behavior

Unfortunately, not all managers, politician, doctors, educators, and others who attempt to influence consumer behavior are ethical. Further, even highly ethical individuals may occasionally engage in activities that others consider question able. In response to real and perceived unethical marketing practices a consumerism movement has emerged. We define consumerism as the set of activities by individuals, independent organizations, government agencies, and business designed to protect the consumer from unethical market conduct.

Effort to protect consumers interests require as through an understanding of consumer behavior as does marketing to the consumer. For example, the American

Cancer Society wants teenagers to avoid smoking. Various churches would like them to attend their services. Seven-Up wants them to consume its brand. All three organizations face very similar problems and require similar types of knowledge to product effective solutions.

The marketing decisions of nonprofit organization generally face more constraints. Examples of applications of consumer behavior knowledge by nonprofit organizations are integrated throughout the text (Hawkins, Best, and Coney, 1989, p. 21).

According to Hawkins, Best, and Coney (1989, p. 19) government actions relative to consumerism and marketing generally focus on requirements (food products must list advertising). Sound regulation of marketing activities requires through understanding of consumer behavior. Specific regulatory issues are discussed in relevant portions of the text.

One American consumer researcher has developed a classification scheme in an attempt to explore the different ways that products and experiences can provide meaning to people. This consumption typology was derived from a two-year analysis of supports of a baseball team, but it is easily transferable to the European context (Solomon et al., 2002, p. 15).

This perspective views consumption as type of action in which people make use of consumption objects in a variety of ways. Focusing on an event such as a football match is useful reminder that when we refer to consumption, we are talking about intangible experiences, ideas and services (the thrill of a goal or the antics of a team mascot_ in addition to tangible objects (like the food and drink consumed at the stadium). This analysis identified four distinct types of consumption activities:

1. *Consuming as experience*– when the consumption is a personal emotional or aesthetic goal in itself. This would include activities like the pleasure derived from learning how to interpret the off-side rule, or appreciating the athletic ability of a favorite player.
2. *Consuming as integration*– using and manipulating consumption objects to express aspects of the self. For example, some fans express their solidarity with its traits. Attending matches in person rather than watching them on TV allows the fan to integration his or her experience more completely with his/her self-the feeling of “having been there”.
3. *Consuming as classification*– the activities that consumers engage in to communicate their association with objects. Both to self and to others. For example spectators might dress up in the team’s colors and buy souvenirs to demonstrate their to others that they are die-hard fans. Unfortunately, the more

hard-core express their contempt for opponents to supporters violently. There is a profound 'us' and 'them' dichotomy present here

4. *Consuming as play*– consumers use objects to participate in a mutual experience and merge their identities with that of a group. For example, happy fans might scream in unison and engage in an orgy of jumping and hugging when their team scores a goal – this is a different dimension of shared experience compared with watching the game at home (Solomon et al., 2002, p. 15).

3.5 Marketing planning

According to Kotler and Keller (2002) marketing planning can function from two points: strategy and tactics. In most of organizations, “strategic planning” is an annual process.

Marketing mix strategy involves the coordination of activities in four areas product, promotion, pricing, and distribution. Each of the consumer schemas has relevance to the development of marketing strategy. For example, one component of individual consumer schema is information process and this area of study has important application to pricing a product or service. Particularly when changing prices, the manager must consider whether a price change is perceptually meaningful is found in the rebates so frequently used by automobile companies.

The term “marketing mix” was first coined by Neil Borden, The president of the American Marketing Association in 1953. It is still used today to make important decisions that lead to the execution of a marketing plan. The various approaches that are used have evolved over time, especially with the increased use of technology.

A key issue concerns how large the rebate on a car must be before it influences consumer demand. If the rebate is too small, it may not be meaningful and may have little influences on demand. The net result would be lowering of profit margins. The lower margins would occur because no more cars would be received. The issue of how large to make a rebate depends upon having an understanding of perceptual processes (Mowen,1987).

Segmentation – the market segmentation is mentioned as being one of the key elements of modern marketing and is the process of dividing the market into several groups and/or segments based on factors such as demographic, geographic, psychological and behavioral factor. By doing so the marketers will have a better understanding of their target audience and thereby make their marketing more effective (Gunter and Furnham, 1992, p. 1).

Market segments can be characterized in different ways one way is to characterize the preferences of the target customers; *homogeneous preferences*, referring to customers that roughly have the same preferences and finally *clustered preferences* which mean that the natural market segments emerge from groups of consumers with shared preferences (Kotler and Keller, 2009, p. 249).

Product positioning involves the process of influencing how consumers perceive a brand relative to competitive offerings. Products may be positioned based upon their characteristics (Mowen, 1987).

Product differentiation is the process of positioning the product by manipulating the marketing mix so that consumers can perceive meaningful difference between a brand and competing brands. Highly differentiated brands may have a strong competitive advantage because it is easily recognizable as being different from competitors (Mowen, 1987).

Environmental analysis consists of the assessment of the various forces that act upon the firm and its markets. Through environmental analysis, managers can identify potential marketing opportunities and liabilities. Of course, the forces that result in opportunities and liabilities are the very ones that make up the micro and macro environments, thus, environmental analysis is concerned with identifying the micro and macro environmental factors that may have an impact on consumers and on the firm (Mowen, 1987).

Market research may be thought of as applied consumer research. The market researcher attempts to analyze consumers and markets in order to provide information to managers. The analysis of consumers and markets should be based upon knowledge of consumer behavior principles. The problem is analogous to attempting to forecast the economy. One presumes that knowledge of economics is necessary to predict economic movements. Similarly, in order to predict the behavior of consumers one should have knowledge of consumer behavior (Mowen, 1987).

Consumer behavior is a broad field that studies how individuals, families and groups acquire, consume, and dispose of goods, services, ideas, and experiences. The principles of consumer behavior are useful to business managers, government regulators, non-profit organizations. And everyday life“ (Mowen, 1987).



Figure 1: 4 P's

Source: Smartdraw.com, 2015, <http://www.smartdraw.com/marketing-mix/examples/marketing-mix-4p>

4 Methodology

The main objective of this bachelor thesis is to analyze the meat consumption in Libya and to make an international comparison between Czech Republic and Libya. Preliminary part includes problem definition and goal determination, development of an approach and research design formulation and a questionnaires design.

Problem definition and goals determination

In this thesis we are going to characteristics of behavior of Libyan consumers on the meat market and characteristic of meat consumption. These findings will be then compared with Czech consumers.

Development of an approach to the problem

The information for the positional analysis was collected from the international sources such as articles and studies. There are different types of cultures mentioned in the thesis, the Libyan culture which is Arab and the Czech culture which is European. The list of sources mentioned in the list of references.

Research design formulation

Author has approached 200 respondents, however, only twenty-nine questionnaires were returned from Libya and mostly from the city Tripoli. The problem with reaching more respondents might have been due to the conflicts inside the country and the troubles of visiting other cities. The final version of the questionnaire is attached in the Appendix in both Arabic and English version for better understanding. However, the questionnaire was distributed only in Arabic.

Questionnaire design

During the questionnaire design author focused on the simplicity of the questions, and the questionnaire includes fifteen questions, and it includes the age and gender and predominant occupation and the education and the quality of meat. The questionnaire was adapted from a Czech questionnaire designed by the Department of Marketing and Trade at Mendel University in Brno for the use in the Czech Republic.

Data information collecting

Secondary data was collected from mostly electronic sources that are available on the web sites: Food and Agriculture organization of the United States (FAO) and The Nutrition country profile and Food security in Libya and other important sources which mentioned in the references.

Primary data was collected via printed questionnaires and collected from the Libyan people in Libya. After the questionnaires were returned, the answers were transferred into digital version with use of online questionnaire created with use of UMBRELA questionnaire system developed by Department of Marketing and Trade at Mendel University in Brno. The goal was to have a database with all answers that could be then processed with statistical software.

The survey was administered from November 2014 until April 2015, despite this long period the return rate was very low. Only 29 fully completed questionnaires were acquired.

Table 1. Description of sample respondents

Gender	
female	12
male	17
Highest level of completed education	
tertiary (university)	20
higher vocational training	4
secondary without school leaving exam	2
n. a.	3
elementary	0
Predominant occupation	
employee	11
other	7
entrepreneur	4
student	4
n. a.	3
retired	0
housewife	0
farmer	0
unemployed	0

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

Another aspect that might be interesting to know about the sample is their role in shopping for meat products.

Table 2. Role in shopping

	Frequency
I mostly shop not only for myself, but often also for the entire household	21
I mostly shop just for myself, only occasionally for the entire household / or I live alone.	8

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

Due to lack of secondary sources describing the characteristics of local meat consumption and cultural aspects, as another source of information was used author's own experiences, because he has lived in Libya for most of his life and has

his family and friends there, therefore, he has a very good understanding of the situation there.

Data processing

The data from the UMBRELA questionnaire system was exported in Excel format and then imported to statistical software Statistics v. 12. The basic statistics were calculated: frequencies for all variables, and for the integer ones also means, modes, medians and frequencies of modes.

The results of all analyses were then process in tables and graphs and most of them are presented in the chapter 5 Results.

5 Results

5.1 Economy overview in Libya

Libya is highly dependent on the oil sector, reflecting favorable development in world oil market (IMF, 2005). Nearly all export earnings are from the oil sector and it is about 25% of the GDP. The non-oil manufacturing sectors are processing mostly the agricultural products, production of steel, aluminum and petrochemicals (FAO, 2005a). The public sectors represented 53% of total employment of Libyan nationals (IMF, 2003).

Table 3. Basic economic indicators

LIBYA	Indicator value	Year
Surface Area (square kilometers)	1,759,540	2008
Population in 2008 (estimated.000)	6,294	2007
Population growth rate (avg. annual %)	2.10	2008
GDP. Gross domestic product (million current US\$)	90,822	2005-2010
GDP: Growth rate at constant 1990 prices (annual %)	6.7	2008
GDP per capita (current US\$)	14,429.5	2008
GNI: Gross national income per capita (current US\$)	14,581.9	2008
Agricultural production index (1999-2001=100)	102	2008
Unemployment (% of labor force)	N/A	N/A
Labor force participation, adult female pop. (%)	26.1	2008
Labor force participation, adult male pop. (%)	77.2	2008
Sex ratio (men per 100 women)	107.0	2009
Life expectancy at birth (women and men, years)	76.9/71.7	2005-2010
Infant mortality rate (per 1000 live births)	18.0	2005-2010

Source: Source: United Nations Statistics Division – Sept. 2010

<http://home.wfp.org/stellent/groups/public/documents/ena/wfp234964.pdf>

Oil revenues represent about 95% of the Libyan exports and it constituted 60% of the budgetary revenues in 1997–2002. According to the International Monetary Fund (IMF) country report of 2005 the share of the oil sector increased to more than 55% of the GDP. Public sectors counts for 73% of all imports, represented mainly by machines and semi-finished goods, equipment, food commodities and consumer products (IMF, 2003).

Libya is on the Mediterranean Sea on its north and it has second largest desert in Africa. It covers 95% of its territory. It has a total area of about 1.7 million km², it's bordered by five countries, Egypt and Sudan from the east and Tunis from the west and Chad and Niger from the south. In the northern narrow Mediterranean strip reside about 75% of the 5.7 million of total population.

Annual rainfall is extremely low, with about 93%. The highest rainfall occurs in the northern Tripoli (Jifrah Plain, and Nafusa mountains) and in the Benghazi city there is (jabal Al Akhdar), these two areas are being the only ones where the average annual rainfall exceeds the minimum value (250–300 mm). Mostly the rainfalls are in the winter months and the average annual rainfall for the country is 25 mm (FAO, 2005a).

“The main crops produced in the country are wheat, barley, maize and millet as cereal crops; potatoes as root and tubers; dry beans, broad bean, peas, chickpeas and groundnuts as pulses; tomatoes, cabbage, cauliflower, pumpkin, squash, cucumber, eggplant, onions, garlic, green peas, carrots, water melons, cantaloupes, mush-melons as vegetables; grapes, dates, olives, apples, pears, peaches, plums, oranges, lemons, apricots, almonds, and tobacco as fruits and industrial crops” (Leipzig, 1996).

5.2 Libyan meals for their daily life

Food in Libya is one of the most important activities for every Libyan family. In Libyan traditional culture it is common to offer meat on every holidays as a kind of hospitality. Olive oil is the main ingredient of nearly any meal in Libya.

As Libya is in the Mediterranean area the people who live in the coasts use Mediterranean diets which has always been associated with good impact on health and preventing major diseases such as stroke, heart disease and lung cancer. There are four main ingredients in traditional Libyan food: olives and palm dates and milk.

There many different kind of meals in Libya according to the author of this thesis experience Libyan people have experienced different kind of foods due to rich colonization history and various influences on the local cuisine. Libyans had the Italian colonization and Othman empire in the country a few decades ago. That's why Libyan people have made for example the El mbakba (pasta type dish) and learned how to cook pasta by their own way from the Italian colonizers and they do it in the Libyan traditional way, and there is a traceable influence from the Othman colonization as well.

At most important social occasions in Libya such as weddings or consolation (at funerals) it is common to offer a very strong, tick syrup-like black tea, after boiling water in a tea pot, and leave it boil for a very long time (ten or twenty minutes), add sugar to it and when the tea is ready it should be removed from fire. It is served in small glasses. It is traditional for family occasions (temehu.com, 2015).

Bazinis the most popular Libyan traditional food. It's a dish made of dough and sauce. The dough is kneaded into a semi spherical ball and placed in the middle of a large bowl, in which the sauce is poured making it look like a rock island surrounded by water

Rice in Libya is cooked many times a week as a source providing calories. It is a Libyan agricultural commodity with the third-highest worldwide production, after sugarcane and maize according to FAOSTAT (2012). In Libya it can be either boiled with sauce, or steamed with vegetables and with meat sauce on it. The same way as what is common for cooking Libyan couscous.

Libyan Mbakbka is popular for most of Libyan families. Its preparation is different from the European way of boiling pasta or spaghetti in water, the Libyans boil pasta normally with sauce. It's the simplest dish, it involves frying onions in oil with tomato puree and chili powder. And the proper way to do it is to add some lamb meat and chickpeas. It is usually cooked in every house in Libya.

Couscous is one of the most widely popular dishes in Libya and in the whole North Africa as well. It is traditionally served with meat, lamb, fish, sheep, chicken. The couscous is made of wheat or barely. Nowadays couscous is cooked in a modern way is by placing the ready-mixed couscous in a saucepan called "Keskas" in Libya. It's more or less like a steamer and it covers boiling water for a few minutes.

There is also a special summer salad which is called "*Sarmula*". It is a main meal eaten with bread, as the main dish, not as a side dish. This is traditional summer salad, often prepared in farms for barbecue events and by the beach, for an easy light lunch after swimming.

5.3 Agriculture in Libya

Agriculture contributes by about 9% of the gross domestic product (GDP). The country is mostly dry and hot desert, less than 10% of the total surface is sustainable for farming. This area is along the Mediterranean coast, and it has oases, in the desert and mountains such areas are very limited. Agriculture in Libya is seasonal and 78% of the cultivable area is not irrigated (FAO, FAOSTAT Database, 1996).

The agricultural production in Libya mainly depends on the private sector. Private farms owned by individuals are producing the biggest part of the agricultural products.

5.3.1 Agricultural production of main crops in Libya

The most common crops produced in Libya are presented in the Table 4. It's mostly vegetables and fruits, grains, and olive oil.

Table 4.

Agriculture products	Production (1,000 tons)	Self sufficiency (%)
wheat	101	18
barley	177	125
pulses	18	125
vegetables	998	125
fruits	229	93
Olives oil	27	47

Source: Country report of The FAO international technical conference on plant genetic resources

<http://www.fao.org/fileadmin/templates/agphome/documents/PGR/SoW1/east/LIBYA.pdf>

5.4 Libyan meat market

Libyan people are purchasing only halal meat. The word *halal* is used by Arabs and Muslims, it refers to anything that is considered permissible and lawful under religion, while *haram* is forbidden. Animals such as cows, goats, sheep, chicken and ducks, etc. are halal, but they must be slaughtered according to “Qur’an” in order to be suitable for consumption (Al jallad, 2008).

In Libya the animals must be slaughtered by a Muslim, and they have to be down on the ground. While cutting the throat of the animal the person must announce ‘*bismillalh, allah-u-akbar*’. It contains the name of God and blessing. In Libya every butchers and supermarket in the whole country is selling halal meat, because Islam is the main religion in Libya (99% of the population).

“Animal production contributes approximately 30% of the total agricultural production, providing meat, milk, dairy products and egg, sheep goats and camels are the main livestock species. The supply of animal products does not meet the national demand partly because of climate conditions, feed shortage and lack of governmental support” (Al-masri, 2000).

Poultry meat and eggs in the past were produced in small farms, however nowadays, Libya’s poultry industry became a large scale and is run on commercial basis. Poultry meat has become considerable protein source for consumers. Author’s own experience is that poultry in Libya has become a very large industry compare to the old days before discovering the oil in 1950s. The typical Libyan family is having chicken on their meals at least 3 times a week.

“Large numbers of poultry (24.8 million estimated in 2012), small ruminants (5.1 million sheep, 1.9 million goats) and cattle (210,000) are raised, supplying meat and

dairy products. Only small amounts of meat and dry milk are imported” (Gueye 2004).

The estimate for the number of camels for 2012 was 71,000. They are also kept not only for meat production, but also their milk and also for transportation especially in desert areas.

Fisheries in Libya are mainly marine, with negligible fisheries and aquaculture. Fish products are destined to local consumption. Per capita supply of fisheries products was of about 7kg per year in 2001 (FAO, 2005b).

Table 5. Livestock and fishery statistics

Livestock production and fishery	Estimate	Units	Reference period	Source
Sheep and goats	5 765 000	Number of heads	2002	FAO
Cattle	130 000	Number of heads	2002	FAO
Fish catch and aquaculture	33 666	Number of heads	2002	FAO
Poultry birds	25 000	Number of heads	2002	FAO

Source: <http://www.bvsde.paho.org/texcom/nutricion/lby.pdf>

5.5 Preferences of Libyan consumers

The preferences of Libyan consumer is highly dependent on sheep and goats according to FAO, Libyan people consume chicken more than any other meat and after chicken fish comes in the second place. Libya is has a coast of 1,700km on the Mediterranean sea, therefore, fish is a very common meat consumed after the chicken, in Libya the preferences of Libyan consumers is changing from place to place because the geographic areas affect the consumption of meat. For example when we mention Tripoli and the meat consumption of the Libyan people in Tripoli there we can see that people consume chicken in the first place and then lamb in the second place as it was also confirmed in the questionnaire survey analysis. Fish is becoming the third most consumed meat in the city.

When we mention Tripoli, it's a mix of people living in the capital and most of the citizen in the city came from different cities in Libya. Geographically Libya has different types of cultures due to the area living conditions. We have people living in the desert – the desert is in the south of Libya so according to the author's experience consumption of fish in the south of Libya is very low, people mostly dependent on lambs, chicken and camel meat. The other region are the mountains, it's located in north east of the country and for the people living in the mountain consumption of fish very low as well, when compared with people who live near by the sea on the coast of Libya. The consumption of fish is higher than any other places in Libya. The

location plays a very strong role in affecting the food consumption and the meat consumption in the country.

5.5.1 Poultry

“Poultry meat and eggs were produced in Libya only on small-scale (family) farms using local or indigenous breeds. Since then, Libya’s poultry industry has become established on a large-scale and commercial basis. The commercial poultry sub-sector has become a considerable protein source of income for poultry keepers with steadily increasing poultry produce. The expansion has resulted from increased. The expansion has resulted from increased public and private investment in the industry. The commercial poultry sub-sector is also a source of employment. It is estimated that about 14,000 people (of 180,000 people working in the agricultural sector) are directly involved in this sub-sector” (Gueye, 2004).

Poultry industry in Libya has been developing since the seventies of the 20th century, where the breeding process of chicken for meat production as well as for egg production started intensify. The increase of the per-capita income in Libya has led the increases in consumption and demand for meat in particular (Grepay, 2009).

It’s considered as one of the most important sources of cheap protein in Libya. The white meat (poultry meat) is cheap compared with the red meat. The price of kg bigger animal meat is equivalent to the price of 3–4kg of poultry meat (Khalid, 1983).

Chicken is called the backbone of the poultry breeding process. The success of poultry breeding process depends mainly upon the right choice of poultry strains (Grepay, 2009).

Poultry statistics

Livestock population statistics in Libya indicate poultry to be the most numerous species of farm animals. Chicken largely dominate poultry flock composition. The total chicken population of Libya tends however to be constant. Whereas statistics on ducks, geese and turkeys are not available.

“Between 1985 and 2003 the growth in chicken population was higher in Libya compared with Africa and the world. Nevertheless, over the same period, the ratio of chicken to human population was estimated at 3.66 in Libya, compared with 1.44 in Africa and 2.33 in the world. This ratio increased from 1985 to 1995 before decreasing after 1995” (Gueye, 2004).

Libya has kept importing 100 million broiler hatching eggs per year and they have imported 8 million layer hatching eggs. This was during the mid eighties and in the beginning of nineties, Sanctions continued after that for eleven years during the

regime of Gaddafi in order to give a larger place to the private sector (El kaboti, 2014).

Table 6. Chicken meat and egg consumption in Libya, Africa and the world

	1970	1982	2003
Chicken meat consumption (kg/person/year)			
Libya	1.3	9.5	10.7
Africa	3.0	3.2	3.8
World	2.3	5.5	12.2
Egg consumption (No of eggs/person/year)			
Libya	42	98	223
Africa	40	42	41
World	100	118	195

Source: Libya's secretariat of Agricultural, Land Development and Animal.

http://www.worldpoultry.net/PageFiles/25067/001_boerderij-download-WP5983D01.pdf

Consumers prefer ready-made meat because of the higher prices of the local meat is very expensive. The most important issues are that the animal feed is expensive which makes the prices of the local chicken meat higher and a serious lack of training has been observed (El kabti, 2014).

5.5.2 Fisheries

Despite 1,770 km of coast and a potential growth, fishing activities are limited with most of the fish products consumed domestically. The sector employs a very low portion of the labor force (1%) and contributes to a low share of the agricultural GDP (estimated at 9% in 2003). In 2001, per capita fish supply was low at only 7kg per year.

Overall production remained very limited, between 30–40 tons, until the late 1990s when new farms were established and European seabass and gilthead sea bream fingerlings, imported by the government, were made available to the private sector at a subsidized price. By 2004, total production for two finfish species had reached 231 tons.

Marine fish culture

The main marine species cultured on a commercial basis in the Libya are gilthead seabream (*Sparusaurata*), European seabass (*Dicentrarchuslabrax*), and Atlantic Bluefin tuna (*Thunnusthynnusthynnus*). All the cultured species are native to the Mediterranean Sea.

Freshwater fish culture

Freshwater fish species cultured include several species of carps (*Cyprinus caprio*), bighead carp (*Hypophthalmichthysnobilis*), silver carp (*Hypophthalmichthysmolitrix*)

and grass carp (*Ctenopharyngodonidellus*) and catfish. Carps were originally cultured in reservoirs and small lakes, however, this farming practice ceased in 1992 and the existing stocks left survive on natural food sources.

Nile tilapia (*Oreochromis niloticus*) and red tilapia sp. are the most important freshwater fish cultured and are widely distributed in irrigation ponds on agricultural farms along the coast, and in rural and southern areas of the country. As a result of their good growth rates, ease of breeding and country. The farm consists of a large hatchery and 78 concrete tanks.

Libya does not have any endemic freshwater species and all freshwater species were introduced in the 1970s and 1990s.

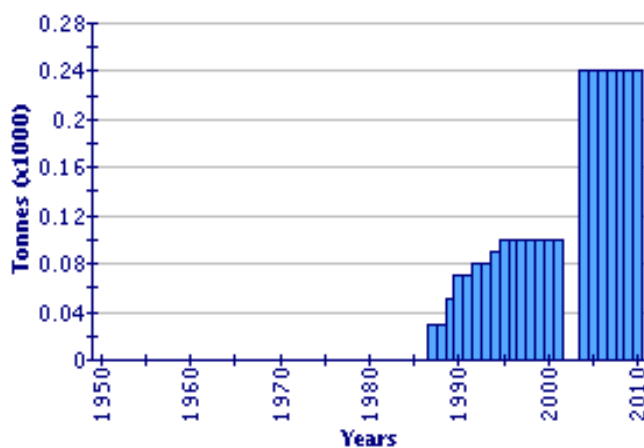


Fig. 2. FAO fishery statistics, Aquaculture production

Source: http://www.fao.org/fishery/countrysector/naso_libya/en

5.5.3 Goats and cattle in Libya

Libya had 2.5 million heads of goats (AOAD, 2009). Libyan local goats (mahali) represent more than 90% of total population. Mahali goats breed is kept mainly for meat production and it is more concentrated along the coastal area. Other breeds like Targhai, Kardi, and Tibawi is basically limited in the south region. They are small in number and mostly have their origin in Chad and Niger (FAO, 2003). Goats are medium in size, of different colors, black, brown, red, grey, white or mixture of these colors. Horns are quite large extending sideward in bucks and short in does. Goat population have been increased during the period of 2000 to 2006 (FAO, 2003).

Production systems leads to dependence on supplements with imported concentrates. Goats graze together in flocks composed of only goats are common in mountainous region (Jabal Al-akdar) in the east of Nafusa in the west of Libya.

Damaszuz, Marciano-Grandina, French Alpine and Saanen goats were imported (mainly to research stations) in order to study the productivity of their crossings with Mahali goats. Productivity, crossing results and production constraints of Mahali goats are reviewed and discussed. Sheep and goats are mostly in the same flocks with different number with different sheep to goats ratio, and more sheep than goats it's normally 80% of sheep (FAO, 2003).

Goats breeds were introduced from Malta and Italy long time ago, these breeds were intermixed with Mahali goat breed and no longer exist. In 1998, the Ministry of Animal Wealth imported about 20 thousand goats (Shami) from Cyprus and 5 thousand Murcaino-Granadina from Spain (FAO,2003; Hermas et al., 2010).

The Libyan biotechnology research center imported a limited number of French alpine and Saanen goats in order to study the improvement of crossing. Data on the improvement in milk production from crossing with Saanen and Alpin goats were absent or are inaccessible.

Production system in the country is mainly based on rain-fed rangeland and crop residues, while in the western and southern area limited forage production is practiced, In southern area (with limited number of goats). (Akraim, 2012)

The main constraints in goat production is when the feed supply is insufficient. And for the poor flock management and health care. Normally the goat milk it has nothing to do with goat raising economy; usually kids left with their mothers in most flocks until they get to the market age (Akraim, 2012).

5.6 Typical purchases of meat products

Consumption of meat in Libya as it's shown in the survey of the Libyan consumption of meat products, in Libya the most consumed meat product is chicken as it comes in the first place of the consumed meat, then lamb meat is the second consumed meat in the city of Tripoli, and the fish comes in the third place as the third most consumed meat in the city, due to the conflicts of the country it was hard to pick have more Questionnaire from different cities but according to the author's experience in the south region of Libya consumption of lamb meat can be at the first place of consuming meat in the south of the country where desert covers most of it. Favorite type of meat according o the survey chicken becomes in the first place of the most favorite meat in the city of Tripoli, then lamb is the second most favorite meat in the city and then fish takes the third place of the most favorite meat product of Libyan people in Tripoli.

5.6.1 Shopping for meat

In Libya shopping for meat is very traditional and it's more like a habit for families and persons to buy meat in special occasions, for example in the wedding in the Libyan family it very necessary to have a large portion of meat. It can be lamb or camel meat, in the Libyan wedding it's very traditional to cook Libyan traditional meat covered with lamb meat or camel meat for all people that are invited, and it's very normal to slaughter 5–10 sheep and 1 or more camels in the wedding, cooking meat for the guests is kind of respect and welcoming them, and also in another different occasions like consolation for some families they usually cook lunch and dinners for the people who is coming to consulate them at funerals, as the social cohesion is very strong in Libya. In the religious holidays as well Libyan people and families are cooking a very large portion of meat for example in Eied al Adha. In this religion at holiday it's obligatory to slaughter a sheep in every family. Of course for poor families it is not obligatory. And during the weekends (on Friday the main weekend starts in Libya) so most of the families meet together and cook a Libyan traditional food and having a barbecue.

Table 7. Loyalty of respondents to outlets where they do their shopping for meat products

	Frequency
I have one favorite store where I do my regular shopping. I go elsewhere only exceptionally.	16
I have several stores I prefer, and I make my choice of a particular outlet.	11
I have one favorite retail chain where I do my regular shopping. I go elsewhere only exceptionally.	2

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

In this table we can see that most of the Libyan people go shopping to their favorite stores, they tend to be loyal and don't really like going to different stores, trying different type of meats, so most of the people they like shopping in their favorite stores.

Table 8. Importance of factor in outlet choice (1 = very important,5 = completely unimportant)

	1	2	3	4	5	n. a.
A convenient store location	11	6	3	2	7	0
A possibility to park next to the store	5	10	6	2	6	0
Proximity to public transport stops	1	2	2	4	20	0
Low prices	2	6	13	5	3	0
Friendly and courteous store staff	12	3	5	5	3	1
Short waiting times at cash registers	3	1	4	4	12	5
Cleanliness and store layout	17	4	3	1	4	0
Wide assortment	5	13	5	3	3	0
Fresh products	23	3	1	2	0	
Quality of merchandise	3	11	12	1	2	0
Habit / tradition	4	7	5	9	2	2

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

The factors that influence the choices in Libya, a convenient store location is very important to the Libyan consumers, for the author's experience Libyan people they like to go shopping in the location where it's close to their houses or their work places. Then parking near to the stores is important as well. The capital Tripoli is usually crowded, people like to travel by their cars and parking is sometimes a problem for the citizens. Public transportation is not important due to weak public transportation offer and it is hard to get to exact destination through the public transport.

As we can see prices were marked most of all with level 3 which means a middle level of importance. It may be due to the fact that meat prices normally are the same in every store or butcher. Some supermarkets sell at higher prices for the reason of different meat products, normal purchasing of meat is at the same price in every store.

Friendliness of the staff is very important factor and plays a very good role in bringing costumers. Good behavior and friendly way is letting costumers come back to store again and again. Caring for costumers is very important in the business of meat sales in Libya.

Completely unimportant seem to be the time lost in waiting at the cashier just because meat markets are always fast and busy. Fresh product is very important for the consumer, and the quality of merchandise is important as well. The means of the answers are presented in the table 9 and individual factors are then organized in order according to the mean value.

Table 9. Importance of factors for the consumers in outlet choice

	No. answers	Mean	Median	Mode
Fresh products	29	1,45	1	1
Cleanliness and store layout	29	2,00	1	1
Friendly and courteous store staff	28	2,43	2	1
Wide assortment	29	2,52	2	2
Quality of merchandise	29	2,59	3	3
A convenient store location	29	2,59	2	1
A possibility to park next to the store	29	2,79	2	2
Habit / tradition	27	2,93	3	4
Low prices	29	3,03	3	3
Short waiting times at cash registers	24	3,88	4,5	5
Proximity to public transport stops	29	4,38	5	5

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

Butchers is the most common store buying meat usually Libya consumers they go shop for meat from butchers, mostly because the meat is fresh and daily slaughtered, not frozen, so that's the main factors for the people of going to buy meat from butchers, market is mainly for vegetables or other food products.

Table 9. Most preferred outlet types when shopping for meat

butchers	23
big grocery stores (hypermarkets)	10
markets	3
convenience stores (with late opening hours)	2
stands, mobile stores	0
other	0

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

The most common day to do shopping for meat is Thursdays because the weekend in Libya starts from Friday and Saturday and Thursday is the last day for workers and students. Buying meat on Thursday is very important, on Friday butchers are closed and Libyan families usually meet and cook traditional Libyan food at lunch after the prayers.

Table 10. Typical days for doing shopping of meat products

Monday	5
Tuesday	1
Wednesday	1
Thursday	21
Friday	7
Saturday	0
Sunday	0
Irregularly, on days when it is necessary or as time allows.	0

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

Times usually for shopping meat is in the morning between 9–12 am in the week days and in the weekend Libyan people working times start at 8 am and they mostly go shopping when the butchers and supermarkets open. It is mostly at 8 o'clock and people go between 9–12.

Table 11. Typical time for doing shopping of meat products

	Week days	Weekends
Early mornings (between 5 and 9 am)	8	6
Mornings (between 9 and 12 am)	14	13
Afternoons (between 12 and 6 pm)	3	1
Evenings (between 6 and 10 pm)	3	1
At nights (after 10 pm)	2	3

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

Note: Choice of more than one option was allowed.

Cars is the main transport way in Libya due to the weak public transportations, there is no trains and trams in Libya people is highly dependent on their cars.

Table 12. Means of transport used when shopping for meat products

	Week days	Weekends
By walking	2	2
By car	25	19
With public transport / transport free of charge	1	1
On a bike	0	1

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

According to the author's experience meat in Libyan is in every daily meal and people they normally go shopping and buy large purchases for the family that can last for 3–4 days so one or twice a week is highly rated in the survey. People don't make meat purchases only for one or two persons. It is mostly fathers or the person in the family who can afford buys the meat.

Table 13. Frequency of meat purchases

	Frequency
3 or more times a week	12
1 or 2 times a week	17
Approx. 2 times a month	0
Less frequently	0

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

Table 14. Frequency of meat consumption

	Frequency
Everyday	13
Several times a week	13
Less often	3

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

Taste of a product is very important for the Libyan consumers whether the meat is fresh or not and the meat content is important as well due to the health problems Libyan consumers they are very careful about the meat contents when there is a lot of problems form meat which cause the high cholesterol in the body.

Table 15. Criteria representing qualities for respondents when shopping for meat products

	Frequency
Taste of the product	20
Meat content	12
Smell of the product	10
Product durability	5
Product appearance	2

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

5.7 International comparison

5.7.1 Economy overview in the Czech Republic

Czech Republic is a stable and prosperous market economy, especially when the country has joined the EU in 2004. Czech Republic considered as one of the most developed industrialized economies. It has a GDP per capita at purchasing power parity was estimate \$ 27,100 in 2011, which is 85% of the EU average (CIA, 2015).

Czech Republic produced more than a million cars for the first time in 2010, Czech economy remains heavily dependent on the industries like iron and steel production and electronics and transportation and equipment and textiles and pharmaceutical. The main agricultural products are fodder roots and potatoes and wheat and hops. As the real result GDP fell sharply in 2009 and in 2012 have been growing, however, the country pulled out if recession in the 2013 and most analyst expect modest, but steady, growth through 2013 and following years.

5.7.2 Meat consumption in the Czech Republic

Pork remains the most popular type of meat in the country, despite the overall meat consumption in the country remains highly consumed from the perspective of a healthy diet as well as compared with other countries. A moderate increase in beef consumption and after some fluctuation also in pork is envisaged in the future (Kubíčková, Šerhantová, 2005).

Czech people changed their habits since the 1989. They have started eating less bread and less potatoes and less meat and they eat more vegetables, rice and baked goods from the white flour, according to data from the Czech Statistical Office (CZSO / ČSÚ).

The beef meat consumption sank from 30 kg per capita to 8 kilogram a year and that's due its rise for the prices, when the communist was overthrown. The total meat consumption was recorded over 97 kilograms per capita a year. It has been falling since then, in 2012 it's only 77.4 kilograms per capita (ČTK, 2014).

During the period of 1994 to 1999, meat consumption have shown slightly growing trends. Everything has changed even the structure of the meat consumption. Beef consumption have majorly reduced (from 1989 to 1996), as well as for the pork consumption have decreased, the poultry meat consumption is consumed at about stable around 25 kg per capita. Beef consumption have grown much better in 1995 but it declined again in 2000 and this declining tendency has continued ever since (Kubíčková, Šerhantová, 2005).

Czechs have been drinking more milk several years ago, but the consumption of dairy products was lower. Egg consumption has tumbled by almost a third, Czech people they eat less lard and butter consumption dropped by nearly a half and people now they eat more oils and fats of plant origin (ČTK, 2014).

Table 16. Meat consumption development in the Czech Republic (kg/capita/year)

Tab. 03.02 Food consumption in Czech Republic per capita (selection)

	Unit jednotka	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
01.1.2 Meat with bones																									
total consumption of meat	kg	97.4	96.5	88.4	86.6	84.3	81.2	82.0	85.3	81.5	82.1	83.0	79.4	77.8	79.8	80.6	80.5	81.4	80.6	81.5	80.4	78.8	79.1	78.6	77.4
pork	kg	49.9	50.0	47.8	48.8	48.1	46.7	46.2	49.2	45.8	45.7	44.7	40.9	40.9	40.9	41.5	41.1	41.5	40.7	42.0	41.3	40.9	41.6	42.1	41.3
beef	kg	30.0	28.0	22.4	20.4	19.8	18.4	18.5	18.2	16.1	14.3	13.8	12.3	10.2	11.2	11.5	10.3	9.9	10.4	10.8	10.1	9.4	9.4	9.1	8.1
veal	kg	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
lamb, goat, horse meat	kg	0.5	0.6	0.6	0.5	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4
poultry	kg	13.0	13.6	12.8	12.5	11.7	11.6	13.0	13.6	15.3	17.9	20.5	22.3	22.9	23.9	23.8	25.3	26.1	25.9	24.9	25.0	24.8	24.5	24.5	25.2
game	kg	0.4	0.5	0.5	0.5	0.5	0.4	0.4	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.6	0.6	0.5	0.8	1.1	0.9	0.9	0.7	0.9
rabbits	kg	3.2	3.4	3.9	3.6	3.5	3.5	3.4	3.4	3.4	3.3	3.1	3.0	3.0	3.0	3.0	2.9	2.8	2.6	2.6	2.5	2.3	2.2	1.8	1.4
offals	kg	5.5	5.4	5.2	4.9	4.4	4.3	4.3	4.4	4.2	4.2	4.2	4.0	4.0	4.1	4.1	4.1	4.2	4.1	4.1	4.2	4.1	4.1	4.1	4.0
01.1.3 Fish (dead weight)																									
Fish	kg	6.0	5.4	3.8	4.6	4.5	4.8	4.9	5.2	5.5	5.3	5.2	5.4	5.4	5.3	5.3	5.5	5.8	5.6	5.8	5.9	6.2	5.6	5.4	5.7

Source: CZSO.cz, 2014

According to CSU “Food consumption was affected by higher prices, lower domestic production of meat, fruit and vegetables and lower imports of some products”.

5.5 Conclusions and recommendations

The consumption of meat in Libya is very important to the Libyan citizens and therefore, it is very important for the livestock production as well. Libyan consumer focus on the fresh products and prefer the national meat products. Due to this higher demand for Libyan products the prices of locally produced meat are higher than for the imported meat. It makes the livestock market in Libya rich and successful in the business. However, if we compare the government’s involvement in the market safety control, Czech Republic is doing a better job. All meat that is let to the market needs to be approved by State veterinary administration (Státní veterinární správa) assuring the meat is of high quality.

Author of this thesis would recommend the Libyan government:

- To pay also more attention to the meat market to secure the quality and health standards too, because it is such a viable industry. Libyan consumers consume meat products on daily basis, in everyday meal there is always meat whether its lamb or chicken.
- To keep statistics and make it publically available. Information of this kind is very limited and obsolete to ensure better information level in meat production and also due to better control over the securing of sufficient supply for the Libyan market.
- To provide support to distributors of meat to build better facilities where the meat is sold. The improvement could be in creation of market halls where meat vendors would concentrate and the hygiene standards would be met better than at most current butchers’ outlets, because many of them don’t meet very high cleanliness standards at the moment.

What the results of questionnaire survey allow to see, customers pay attention to some factors that are not met by many vendors at the moment. Author, therefore, recommends:

- Shop owners (butchers etc.) should pay more attention to cleanliness of their stores and keep higher standards of hygiene, because that is of high importance to the customers.
- Owners of the stores should focus more on the parking lots next to stores or supermarkets, because most customer go shopping by car and they find it more convenient if they can park near by the stores or the supermarkets

- Stores could also consider offering a service to deliver meat to families that don't have cars and they cannot reach the shops with public transport.

There is a difference in purchasing meat products in Libya by regions, for the citizens who lives on the coast, they consume fish products more than the citizen who lives in the desert, and for the citizens in the desert they consume more camel meat, and also for east side of the country they consume more camel meat and lamb than other cities, for the capital city Tripoli according to the author's experience the citizen they consume less meat than other cities, due to the busy life in the city and time consumed in cooking meat in the daily life.

- Author recommends to educate people in areas that have nowadays limited access to certain meat types about how to use it for cooking and increase their interest in them, so their demand would rise too.
- Then the businesses should improve their distribution channels to these areas and supply their meat products there (e.g. fish in the desert and mountain areas and such).

6 Discussion

This bachelor thesis discusses factors influencing purchase decision-making process and focuses mainly on the choice of outlet when shopping for meat and products and factors that influences it. The thesis results come from 29 respondents due to the conflicts of the country it was expected to have 100 respondents and unfortunately the problems in the country did not allow the author to have more respondents to the survey conducted in Libya. The data was collected through the UMBRELA questionnaire system.

Lack of secondary data (such as statistics etc.) is also a problem. Author used sources available from international institutions; however, some of them are rather out-dated (the most up-to-date data are several years old). Author implemented his own personal knowledge and experiences about meat consumption in Libya, because he has lived there for most of his life and has an understanding for the culture and consumer behavior patterns.

7 Conclusion

Main objective of the bachelor thesis was to analyze consumer behavior of meat consumption in Libya. Libyan people are heavily buying meat for their daily life, and most common of these purchases are chicken, lamb and camel meat. These three are the most common products for the Libyan consumer. Freshness of meat and meat products is the main factor that influences Libyan consumers.

According to author's survey Libyan consumers have described that eating a daily meal without any type of meat is something unusual nowadays. A few years before discovering the oil in 1950s the consumption of meat was very low, due to the income of people, they were eating much more vegetables than meat, which made them healthier and face less health problems than nowadays. After discovering the oil the income of many people has grown and since then people started to consume more meat and cook their daily food with meat more than ever before. Consumer behavior has changed and people's attitude towards meat.

In the survey it shows Libyan they go shopping for meat by cars mostly because public transport in Libya is very weak. The results shown that the consumers behavior has an influence on the days of purchasing meat and the transportations for buying meat, the results in the survey has shown that majority of the respondents go shopping on Thursdays.

In the primary data of the questionnaire, it shows that male purchasers of meat are more than female purchases, it is because of the high income for the male who can afford buying meat for the whole family than the female, In Libya according to the Author that a father he is more responsible for the needs of the family, and in every family the more who has higher income the more who is able to afford the needs of the family.

This thesis we tried to identify which the amount of meat purchasing per week and the preferable stores for purchasing meat whether it's supermarkets or butchers and what is the favorite meat for the consumer, most of the respondents answered that their preferable meat is fresh meat, and also the importance of the parking lots next to the stores, we have described how important to have for the government to pay more attention at the livestock and to look after the unhealthy products and to make more serious action against unhealthy products.

Comparing to the Czech consumers that the main difference is that Libyan people have zero consumption of pork meat products due to the religious reasons - in Libya about 99% of population are Muslims and pork consumption is not allowed. Consumption of pork in the Czech Republic is highly rated. It remains the most

popular type of meat in the country. Meat consumption after the fall of communist regime in 1989 has been falling 97 kilograms per capita to 77.4 kg in 2012. The Czech consumers and the attitude towards changing in the meat consumption have been changing lately due to healthy lifestyle, health care and health education.

Meat consumption remains an important factor for every country in the world, because consumers still appreciate meat in general, because of it is a tasty source of valuable nutrients (mainly protein, but also vitamins, minerals and micronutrients which are essential for growth and development) and due to its convenience.

Author of the thesis also formulates recommendations for vendors, distributors and Libyan government which are drawn from his results.

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9 Appendix

Questionnaire in Arabic:

الأستبيان في أستهلاك اللحوم

عزيزي المستجيب علي الأستبيان

نأمل من خلال بحثنا هذا استكمال الأجابة علي الأسئلة الأستبيان التي تركز علي فهم ما يفضله سكان دولة ليبيا عند شرائهم لمنتجات اللحوم (غالباً علي سبيل المثال، منتجات اللحوم، المدخنة، المملحة، هذا علي سبيل المثال الدجاج، الأغنام، لحوم البقر، الجمل، السمك، والخ) مما يختارون من المحلات لشراء منتجاتهم، ويوف يستغرق استكمال هذا الأستبيان حوالي عشر دقائق وجمع المعلّومات التي تدلي بها سوف تبقي سرية، تشكرك مقدماً علي تجاوبك واستجابتك علي الأستبيان.

1 ضع علامة علي مايناسبك من أجابة أمام السؤال عن شراء منتجات (اللحوم، المدخنة، المملحة)

- أقوم بشرائها بنفسي. أحياناً لعائلتي بالكامل/أو أعيش لوحدي.
- أقوم بشرائها بنفسي. ولكن غالباً لعائلتي بالكامل.

2 كم عدد الأسواق (المحلات) التي تذهب اليها عادة لشراء منتجات اللحم؟ أختار الأجابة التي تعكس عاداتك في

- التسوق بالفعل.
- لدي محل مفضل أتسوق فيه وأذهب الي محلات أخرى الا نادراً.
 - لدي سلسلة أسواق مفضلة أتسوق فيه. وأذهب الي محلات أخرى نادراً.
 - لدي عديد من المحلات المفضلة واختار محل معين.

3 من 1 وألي 5 حدد أيهما الأهم من العوامل التالية في أختيار محل معين للتسوق لمنتجات اللحوم.

- لدي محل مفضل أتسوق فيه وأذهب الي محلات أخرى الا نادراً.
- لدي سلسلة أسواق مفضلة أتسوق فيه. وأذهب الي محلات أخرى نادراً.
- لدي العديد من المحلات المفضلة واختار محل معين.

5	4	3	2	1	مكان المحل المناسب
					سهولة المقياس السيارة بجانب المحل
					الأسعار المنخفضة
					موظفي المحل لطيفون ومعاملتهم حسنة
					أوقات الأنتظار قليلة عند آلة الصرافة (كاشير)
					المحل نظيف ومنظم
					تنوع السلع

					منتجات طازجة
--	--	--	--	--	--------------

4 ماهي أنواع المحلات التي تفضل التسوق فيها لأجل شراء منتجات اللحوم (ضع علامة أمام المحل التي تذهب أمام المحل التي تذهب اليه بانتظام).

محلات الأسواق الكبيرة (السوبرماركت).

الجزار.

الأسواق.

الأسواق المتنقلة.

أسواق مريحة (مع أوقات متأخرة)

أخرى

5 ماهي الأوقات المعتادة للتسوق لي منتجات اللحوم (أضع علامة أمام أيام الأسبوع من خلال وعاداتك في التسوق).

الأثنين , الثلاثاء , الأربعاء , الخميس , الجمعة

6 في أي وقت من الأوقات تقوم فيه غالبا بالذهاب وشراء المنتجات اللحوم في الأيام العادية أثناء عطلة الأسبوع.

العطلة الأسبوعية	أيام الأسبوع	
		في الصباح الباكر(بين 5 و 9 صباحا)
		في الصباح (ما بين 9 و 12 صباحا)
		بعد الظهر (ما بين 12 و 6)
		في المساء (ما بين 6 و 10 مساء)
		في الليل (بعد 10)

7 ماهي الوسيلة التي تستخدمها غالبا في الذهاب لشراء منتجات اللحوم.

في العطلات الأسبوعية	في الأيام العادية	
		عن طريق المشي
		السيارة
		المواصلات العامة
		بالدراجة

8 كم في الغالب تقوم بشراء منتجات اللحوم.

5 مرات في الأسبوع

3 مرات في الأسبوع

1 أو 2 أسبوعي

مرتين في الشهر تقريبا

نادرا

8 أي من الأعتبارات التالية تمثل الجودة التي تتطلع اليها عند التسوق لشراء منتجات اللحوم.

طعم المنتج رائحة المنتج مظهر المنتج محتوى اللحم شي آخرو ماهو؟ أذكره.....

9 أذكر مدي موافقتك علي العبارات التالية: (ضع علامة أمام الرقم المناسب)

10	9	8	7	6	5	4	3	2	1	
										أفضل عدم الذهاب كثيرا للتسوق وشراء احتياجات كثيرة
										أنا أحب المحلات القريبة من سكني او محل عملي لا أفضل السفر بعيدا من أجل التسوق
										أقوم بأختيار الأسواق التي يمكنني أن أشتري منها أشياء أخرى
										أفضل المنتجات المحلية علي المستوردة
										أنا لا أتخيل الأكل بدون منتجات اللحم
										السعر هوا أهم نقطة عند أختياري لمكان الشراء
										عند شراء منجات اللحوم, أفضل المنتجات المغلفة
										أعتبر منتجات اللحوم (المملحة والمدخنة) غير صحية

الجنس

ذكر أنثى

12 الي 17 18 الي 24 25 الي 34 35 الي 54

55 الي 64 65 أو أكبر

10 ماهي أعلى مرتبة تعليمية.

أبتدائي أعدادي ثانوي تريب المهني العالي

شهادة جامعية

11 ماهي الأنواع المفضلة في اللحوم.

1

2

3

12 ماهي اللحوم اللتي تأكلها غالبا.

1

2

3

13 مامدي استهلاكك للحوم مؤخرًا.

كل يوم

عدة مرات في الأسبوع

مرات قليلة

شكرا علي اهتمامكم ومساعدتكم

Questionnaire in English translation

Dear respondent,

In our research we kindly ask you to complete a questionnaire that focuses on understanding the preferences of the inhabitants of Libya when buying meat products (e.g. cured and smoked meat products, such as chicken, sheep, goats, camel meat, cow meat, fish, etc.) and a selection of shops for their purchase. Its completion will take approximately 10 minutes. All information you provide will remain anonymous. Thank you very much in advance for completing the questionnaire.

- Mark what applies to you when you shop for meat product (including cured and smoked meat products, applies to all following questions):
 - I mostly shop just for myself, only occasionally for the entire household / or I live alone.
 - I mostly shop not only for myself, but often also for the entire household
- How many outlets (stores) do you usually use for your shopping for these products?** Select the option that most reflects your shopping habits.
 - I have one favorite store where I do my regular shopping. I go elsewhere only exceptionally.
 - I have one favorite retail chain where I do my regular shopping. I go elsewhere only exceptionally.
 - I have several stores I prefer, and I make my choice of a particular outlet.
- On a scale from 1 to 5, mark how important are for you the following factors when selecting a particular outlet for shopping for meat products: (1 = completely unimportant 5 = very important)

	1	2	3	4	5
A convenient store location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A possibility to park next to the store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to public transport stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly and courteous store staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short waiting times at cash registers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness and store layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wide assortment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fresh products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Habit / tradition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- In what types of outlets do you like to do your shopping for meat products (mark all you visit on a regular basis)?**
 - big grocery stores (hypermarkets) butchers markets
 - stands, mobile stores convenience stores (with late opening hours)
 - other?
- What days do you usually do your shopping for meat products? (mark the days that apply to your typical shopping habits)
 - Monday Tuesday Wednesday Thursday Friday
 - Saturday Sunday

🍏 Irregularly, on days when it is necessary or as time allows.

6. **What time do you usually go shopping for meat products on week days and what time on weekends?** (you may mark more than one option)

	Week days	Weekends
Early mornings (between 5 and 9 am)	🍏	🍏
Mornings (between 9 and 12 am)	🍏	🍏
Afternoons (between 12 and 6 pm)	🍏	🍏
Evenings (between 6 and 10 pm)	🍏	🍏
At nights (after 10 pm)	🍏	🍏

7. **How do you usually get to the store where you shop for meat products?** (mark all options that apply to you)

	Week days	Weekends
By walking	🍏	🍏
By car	🍏	🍏
With public transport / transport free of charge	🍏	🍏
On a bike	🍏	🍏

8. **How often do you do usually buy meat products?**

3 or more times a week	🍏
1 or 2 times a week	🍏
Approx. 2 times a month	🍏
Less frequently	🍏

9. **Which of the following criteria represents qualities you look for when shopping for meat products?** (select up to two)

- Taste of the product
 Smell of the product
 Product durability
 Product appearance
 Meat content
 Something else, what.....?

10. **Express the level of your agreement with following statements:**

(1 = I fully disagree 10 = I fully agree)

	1	2	3	4	5	6	7	8	9	10
Prefer to go shopping less often and make larger purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy shopping for meat products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer stores that are closest to place where I live (work), I don't like to travel too far to do shopping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I select the stores where I can also buy complementary goods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price is the most important factor for me when selecting a place of my purchase.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer Libyan national products to foreign ones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When buying meat products, I prefer the ones that are packaged.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can hardly imagine my diet without meat products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	1	2	3	4	5	6	7	8	9	10
I consider meat products (incl. cured and smoked meat products) as unhealthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Gender

- Male Female
- 12 to 17 18 to 24 25 to 34 35 to 54 55 to 64 65 or older

What is the highest level of completed education?

- elementary secondary without school leaving exam
- higher vocational training tertiary (university)

What is your predominant occupation?

- student employee entrepreneur retired
- housewife unemployed farmer other

What is your favorite kind of meat?

1.
2.
3.

What kind of meat do you eat the most?

1.
2.
3.

How often do you eat meat?

- Everyday
- Several times a week
- Less often

Thank you for your willingness and time.

Express the level of your agreement with following statements:

(1 = I fully disagree 10 = I fully agree)

	1	2	3	4	5	6	7	8	9	10	n. a.
Prefer to go shopping less often and make larger purchases	15	5	5	2	2						0
I enjoy shopping for meat products.	9	8	5	2		2	2				1
I prefer stores that are closest to place where I live (work), I don't like to travel too far to do shopping.	13	5	3	5	1		1			1	0
I select the stores where I can also buy complementary goods.	6	4	2	3	3	2	1	1	2	5	0
Price is the most important factor for me when selecting a place of my purchase.	13	3	4	1	1	1		1	4	1	
I prefer Libyan national products to foreign ones.	15	1	5	2		1	1			3	1
When buying meat products, I prefer the ones that are packaged.	5	2	3	3	2	5	2	1		6	0
I can hardly imagine my diet without meat products.	4	3	9	2	1		1		1	6	2
I consider meat products (incl. cured and smoked meat products) as unhealthy	3	3	3	2		4	6		1	5	2

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29

(1 = I fully agree 10 = I fully disagree)

	No. answers	Mean	Median	Mode	Mode frequency
Prefer to go shopping less often and make larger purchases	29	2,00	1	1	15
I prefer stores that are closest to place where I live (work), I don't like to travel too far to do shopping.	29	2,55	2	1	13

I enjoy shopping for meat products.	28	2,64	2	1	9
I prefer Libyan national products to foreign ones.	28	2,96	1	1	15
Price is the most important factor for me when selecting a place of my purchase.	28	3,50	2	1	13
I can hardly imagine my diet without meat products.	27	4,67	3	3	9
I select the stores where I can also buy complementary goods.	29	4,90	4	1	6
When buying meat products, I prefer the ones that are packaged.	29	5,24	5	10	6
I consider meat products (incl. cured and smoked meat products) as unhealthy	27	5,59	6	7	6

Source: Questionnaire survey, 11/2014 – 04/2015, n = 29