

Consumer perception on consuming poultry products and their personal safety while buying poultry products during COVID-19 pandemic in Bangladesh



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Take home message

- Consumers reduced or even stopped purchasing chickens since the COVID-19.
- Consumers reported significant fluctuations in the retail market prices of chicken and eggs prior to, during, and after the lockdown.
- Rumors referring to chicken and eggs as a route of COVID-19 transmission spread across the country,
- Those rumors affected some consumer's chicken purchasing and consuming habits, but the impact was not significant.

Background

In 2020, the COVID-19 pandemic had a detrimental effect on the supply chains for poultry around the world and greatly changed how consumers saw chicken and eggs. This semi-structured questionnaire survey evaluated the perceptions, knowledge, and safety concerns of chicken and egg consumers while purchasing, handling and consuming poultry products.

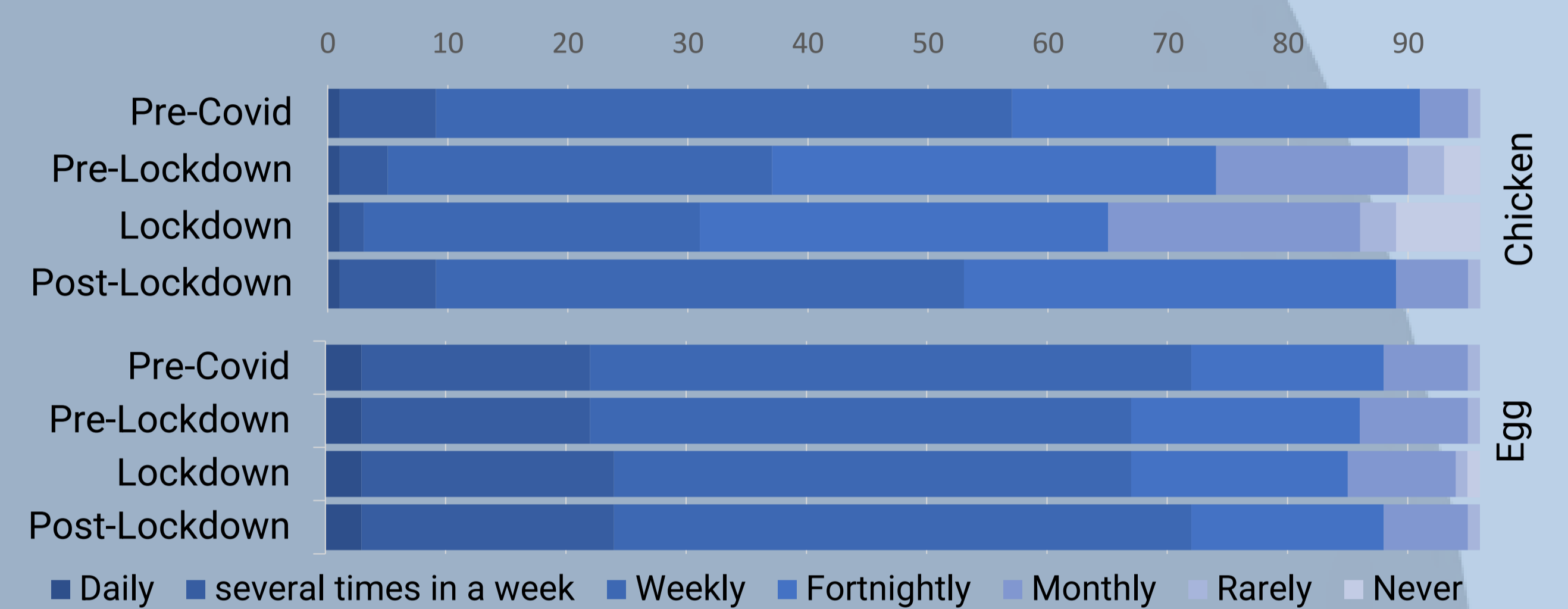
Objectives

- Evaluate the impact of COVID-19 on chicken and egg consumers' reported purchasing and consumption behavior
- To evaluate the consumers' perception of rumors of COVID-19 concerning the demand for poultry products
- To record the range, content and sources of rumors concerning COVID-19 and poultry and reported consumer behavior

Methods

Sampling: Probability proportional sampling with replacement
Area: Chattogram **Duration:** September and November (2020)
Market: Live bird market: 8 Super shops: 3
Participant: 96 (Male: 81, Female: 15)
Interview: Over the phone

Changes in chicken and egg purchasing in COVID period

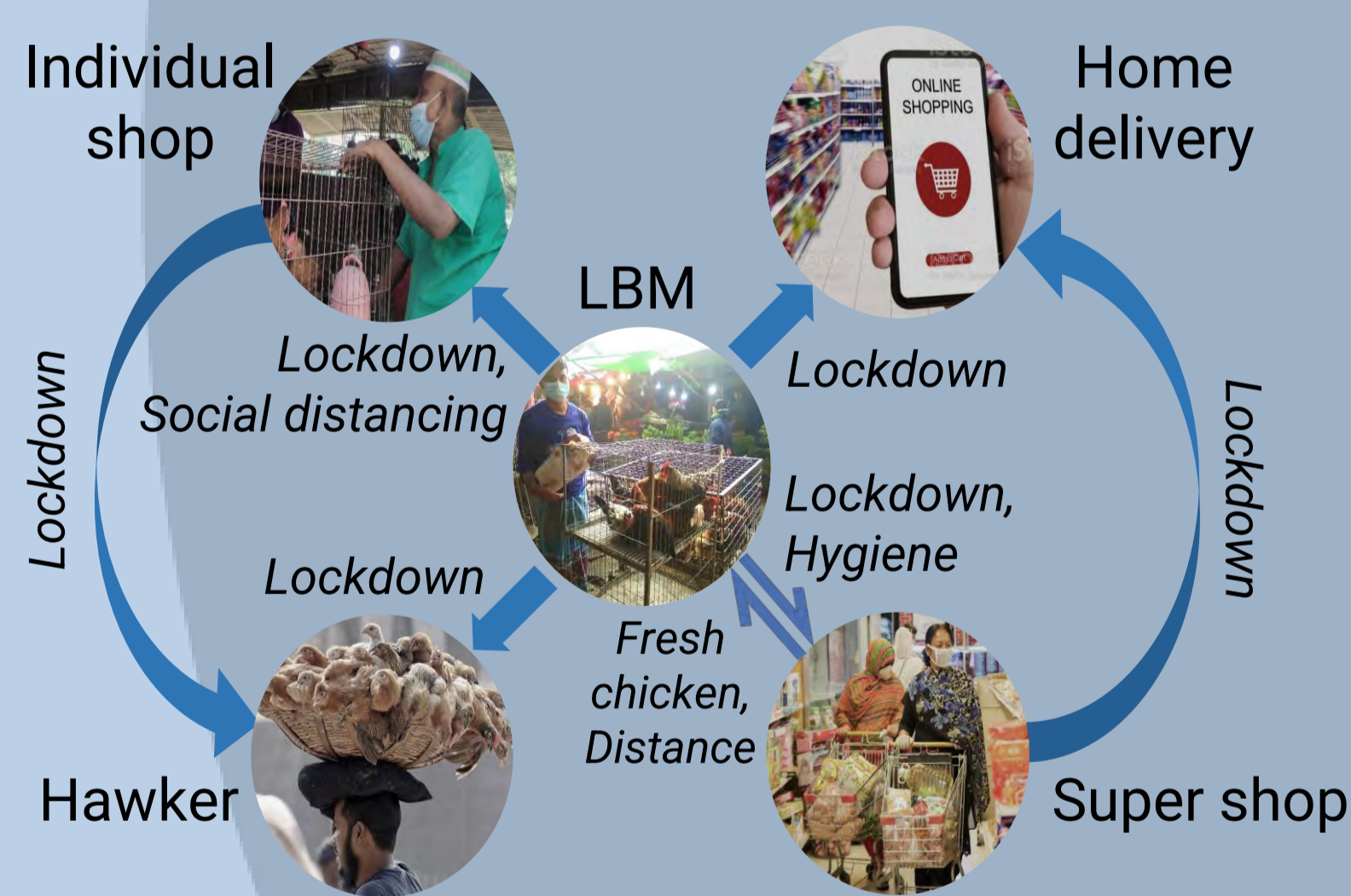


Factors associated with changes in chicken purchasing frequency during lockdown

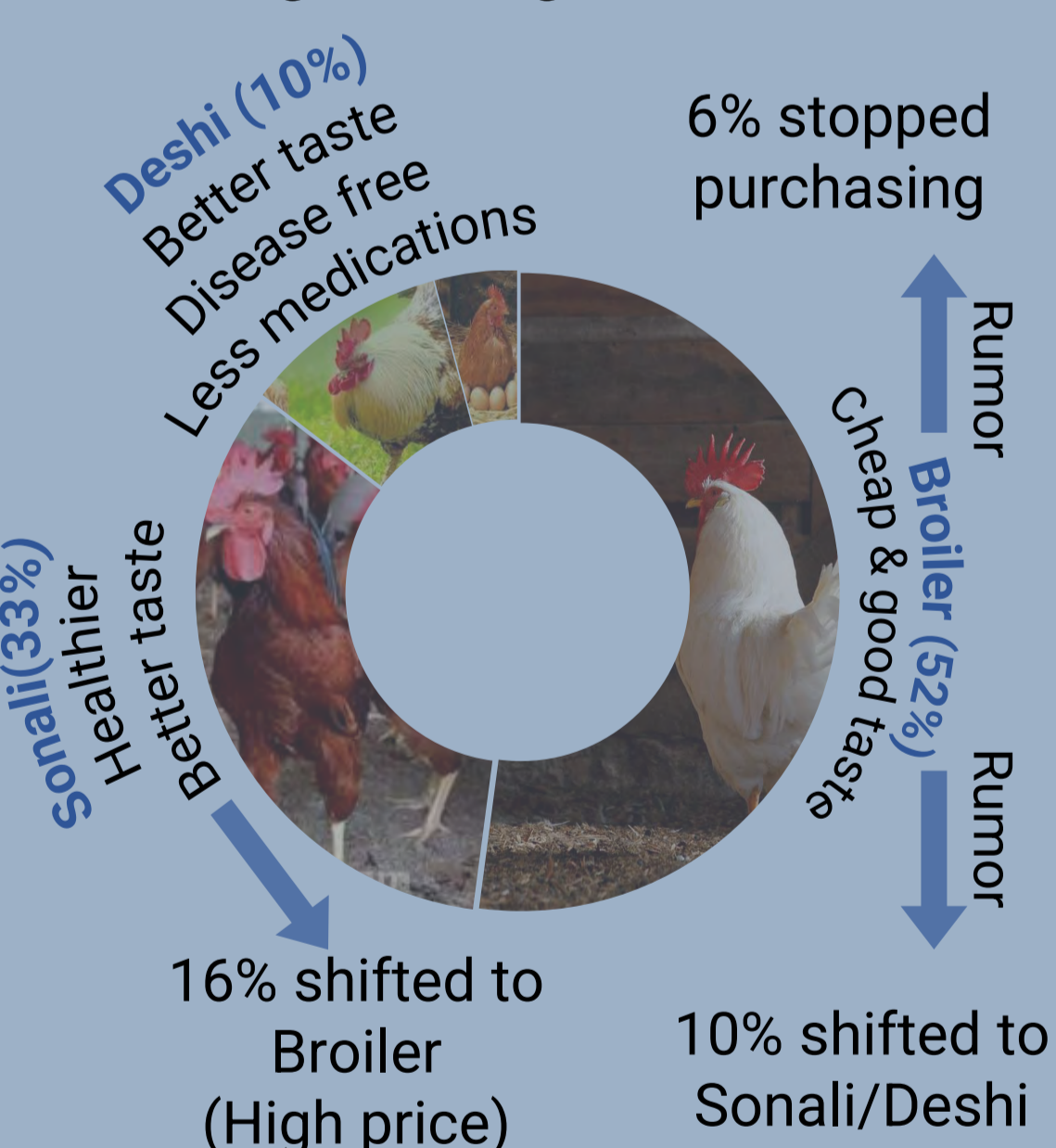
Factor	Category	OR	95% CI	p
Outlet type	LBM-1	Ref		
	LBM-2	1.04	0.37 - 2.90	0.937
	Super shop	0.46	0.16 - 1.32	0.153
Hearing rumor(s) relating COVID-19 and poultry/other animals	No	Ref		
	Yes	1.27	0.52 - 3.13	0.589
Take extra precautions while processing chickens and eggs	No	Ref		
	Yes	2.79	1.15 - 6.76	0.023

P = Fisher's exact test

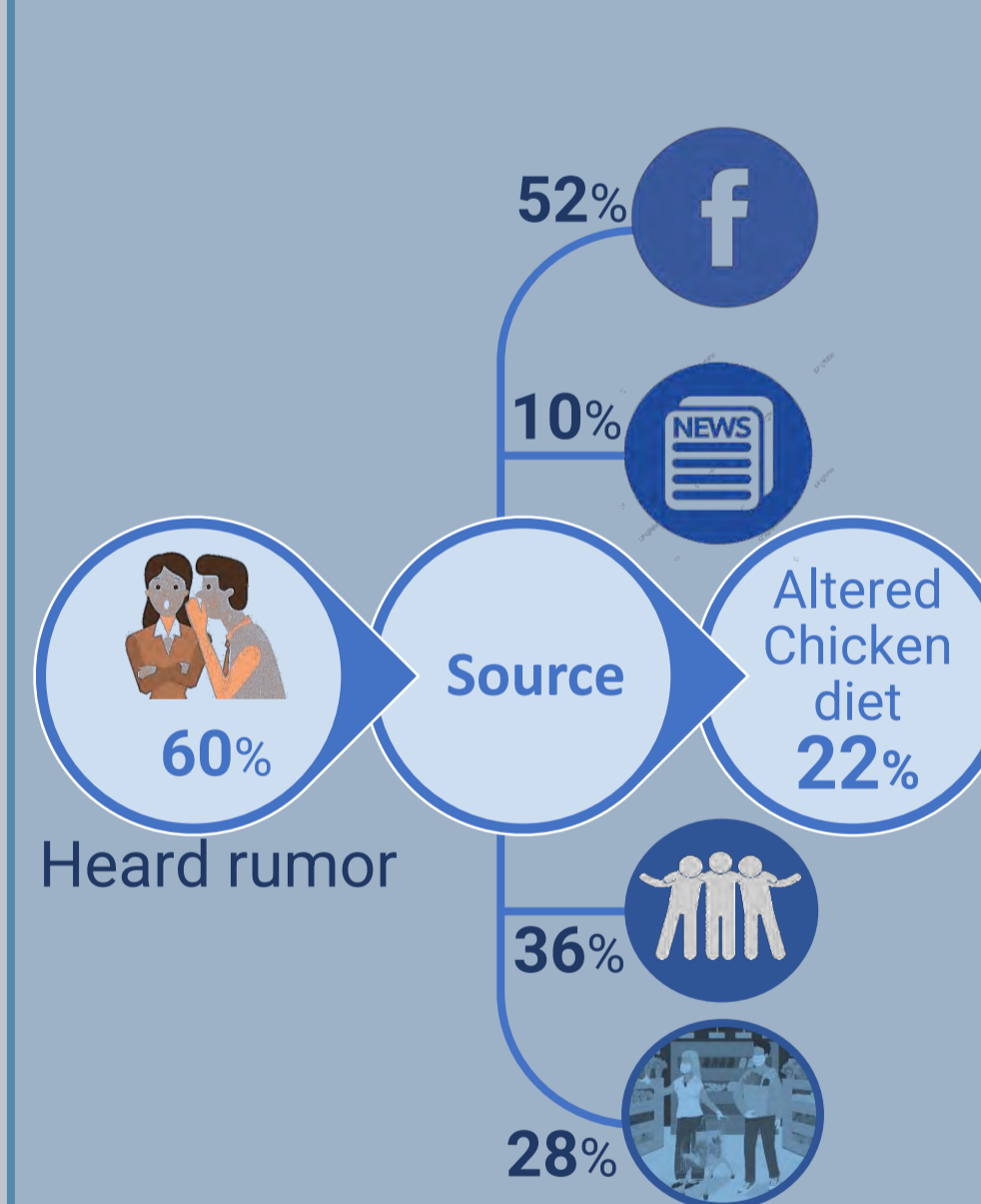
Shifts in purchasing place



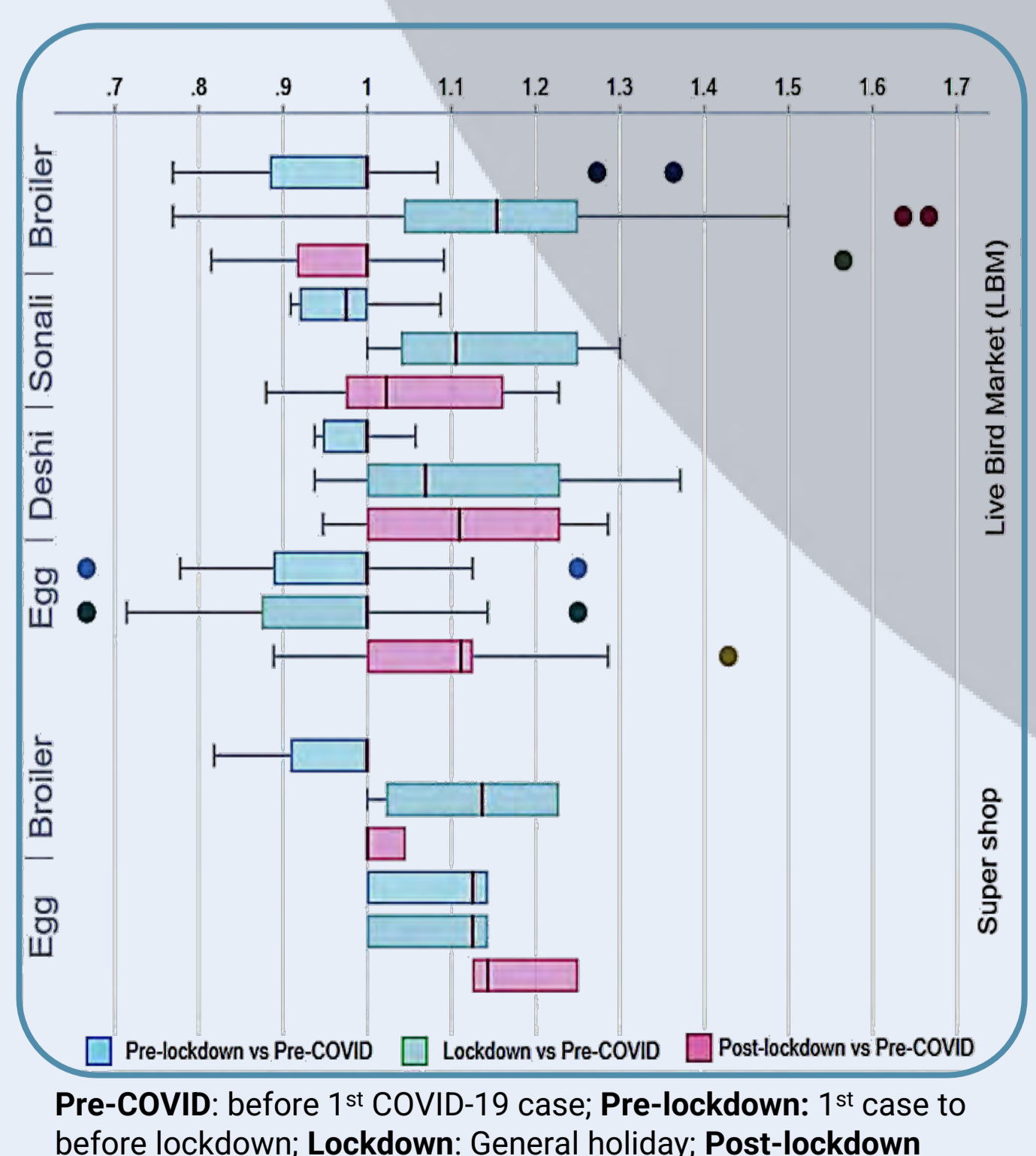
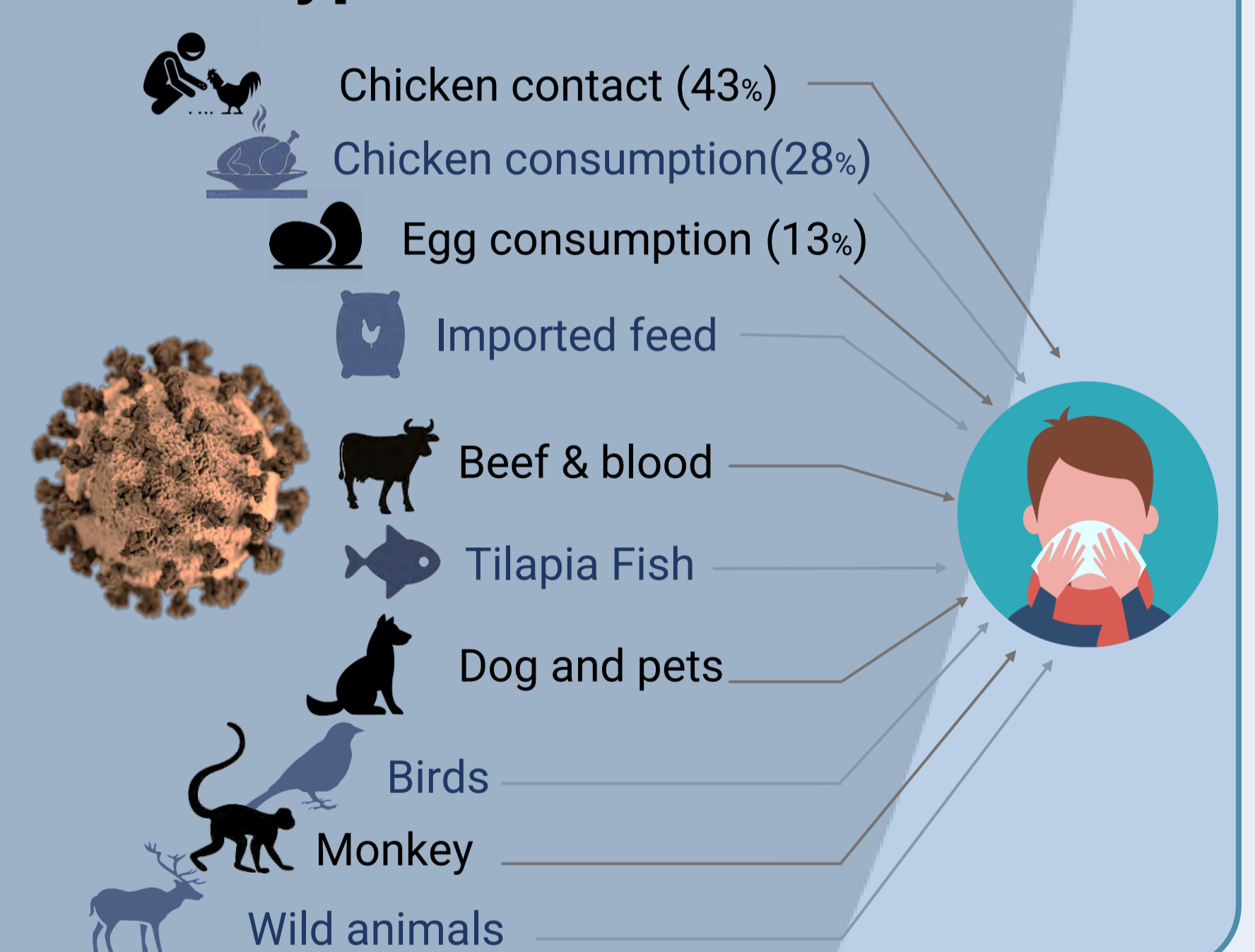
Usual chicken preferences and change during COVID-19



Rumors and sources



Types of rumors



Chicken & egg price fluctuation during COVID-19

Additional precautions

43% participants practiced additional precautionary measures while preparing food during COVID-19

- Spray sanitizer over the packaging
- Soak in normal/warm water
- Soak egg in detergent water
- Extra wash with normal/warm water
- Wash with vinegar solution
- Extra boiling
- Pre-boiling in turmeric water
- Put salt over chicken.

Consumers' knowledge on COVID-19 (in 2020)

