

Motivational Study of Consumption of Modern Food in Bel-Air Quarter (Case of Chicken Thighs)

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Abstract: *In this study we want to know more about what drives people in the current era to focus on the consumption of so-called modern foods. This allowed us to make a comparative study between the varieties of meats that have already existed in the city of Lubumbashi in general and in particular in the Bel-Air district and the chicken thighs that made their appearances only last years.*

Keywords: Motivational – Consumption

1. Introduction

The choice of this research is justified by the fact that for some time, the whole variety of meat sold in the city of Lubumbashi, the meat of chicken thighs in particular Bel-Air district becomes the most consumed, which to hold our attention.

The interest of this study is to demonstrate how the population of the Bel-Air district consumes chicken leg meat and the various motivations that are at the base of this consumption.

1.1 Problem

The satisfaction of need, such is the major concern of man. Man needs to find satisfaction in his realization. Thus, he needs to dress, eat, protect himself, in short, he wants to be filled.

In the field of consumer behavior, Alain d'Astous, Noufel Daghfous, Pierre Balloffet and Christelle Boulaire (2014, pp.6-10), the experiential approach recognizes that consumption has several dimensions: hedonistic dimension, dimension sensory, symbolic dimension, emotional dimension and aesthetic dimension. Thus the consumer is not limited to analyzing and comparing the purchase option, or choosing a product or a brand, for its primary function and to satisfy utilitarian needs, but in its mental activities not only the analysis or comparison but also daydreams and fantasies related to a product or a brand and its imagination.

In his relationship with a product or a brand, the consumer also seeks pleasure, amusement, and sensory stimulation, various emotions, which represents the hedonistic dimension of consumption. The concept of consumer goods includes goods and services of a generic nature, tangible products that can be touched; intangible products as a service, an idea. The term (object of consumption), also refers to everything that the consumer considers as such. And in its relation with consumer objects, the consumer pursues consciously or unconsciously the ends.

In the same vein, Armstrong G. and Kotler P., (2013pp. 26-39), still in a consumerist perspective, explain that large companies are carefully studying the many purchasing decisions consumers make every day, to determine the nature, location, quantity, timing and reasons for their

purchases. Thus, in the characteristics that influence their behavior, we can note factors such as:

- Cultural factors where we find cultures, sub-cultures and social classes;
- Social factors, we find the groups and families in which individuals belong (their roles and status);
- personal factors where we have the age and the life cycle, the profession, the economic situation, the personality and the concept of oneself;
- Psychological factors in which we have motivation, perception, learning, beliefs and attitudes.

In the last decade, the food industry has experienced rapid development of food production techniques (drying, dressing, smoking, sterilization) (fishner, 2001, pp.183-184).

We are now witnessing an abundance of food products, or a diversity of already their origins and their production techniques, their modes of conservation and consumption ... (Brume and Pichard 2004. The food development has led to several discussions on the possible relationships between the modes of feeding.

The man wants to dress, that supposes that in his being, the man needs to give sense to his dignity, he wants to take shelter for his safety, and he wants to eat for his health.

We can understand this case already in the story of the creation in genesis chapter 1 when after disobeying their God, Adan and Eve were naked without clothes and immediately, they were looking for ways to hide. The need to dress is also to say that beyond dignity, physical health requires that the body is covered to protect against the weather.

The man wants to protect himself; the security is a very important element for the blooming. Or, he wants to free himself from all restraint, all choking...

Man needs to feed himself, one of the basic needs of the human being whose satisfaction is indispensable no matter what one wants to take. The need to feed ourselves, which is the subject of our study, can take several forms:

- On the quality of the food, that is to say what are the components of the product that one wants to consume? And here we find health security. The consumer takes care of what the product can bring him.
- On quantity, here the consumer is not alone, but it is variable, a load as consumer of the product that is to say it is in a family;

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- On price, in relation to social and economic conditions.

A new and modern food in Lubumbashi, chicken legs are particles of slaughtered chickens that appeared in the years 2007-2008, which today interest more than one Lushois and become a staple food.

This leads us to ask ourselves the following question: what would be the basis of the consumption of meat called chicken legs? A question we will answer in this study.

1.2 Hypothesis

In relation to the question we asked ourselves above regarding the consumption of chicken thighs, we answer it in these terms:

The accessibility to chicken thighs would be a motivating factor for the residents of the bel-air district to consume.

A single objective pursued is to understand why the inhabitants of the bel-air district in Lubumbashi consume more chick thighs. To do this we use the survey method and the interview technique.

This study is conducted in the bel-air district of Kampemba commune in Lubumbashi, during the period 2016-2017.

Through this study, three essential aspects are treated including: the theoretical aspect, the methodological aspect and the results of the research.

1.3 Theoretical Aspect

In this aspect, we will try to define the concepts that we retained such as: Food, consumption and motivation.

1. Aliment: we take it in its etymological sense, a term derived from Latin; "Alimentuin, de olere" which translates everything that is eaten and serves to maintain life. Modern food: is a term derived from food, used to describe the contemporary diet that results from the application of new technologies of food production, Poulin (2002). Sfar and zshal (2008) define food modernity as a contemporary phenomenon that refers to food products that have undergone a transformation allowing them to acquire an added value, appreciated by the consumer because of a saving of time and effort.

2. Drinks: Consumption, as Claude Danielle says (2010: 105), leads to the disappearance, more or less rapidly, by destruction or transformation, of the goods or services used. In its intermediate form, it is the value of goods and services totally, transformed (board for a table) or (electricity) during the production process. We can also approach the notion of final consumption expenditure to say that it is the value of the goods and services acquired for the direct satisfaction of individual or collective needs; it includes the imputed rents that the owners of their dwelling implicitly pay. By themselves, on the other hand, housing purchases are considered an investment. Collective consumption: Consumption of goods or services that satisfy collective needs and who's financing is mainly supported by a public administration (State, local authority, social security).

Consumer for Bernard and COLLIT JC (1983: 430), the consumer is the one who uses the product. It will not necessarily be the buyer, for example: the family members eat chocolate mousse.

3. Motivation: The Grand Dictionary of Psychology (2007: 589) defines motivation as the physiological and psychological processes responsible for triggering and reversing behavior. Motivation is one of the concepts introduced in psychology to account for the fact that faced with a constant environment; an organism does not always react in the same way. Private food, a rat through an electrified grid to get, satiated, he refuses. The difference in behavior here finds its reason in an internal difference.

But a hungry individual does not eat anything: a rat refuses bitter foods or those, which have been associated with such taste. The concept of motivation reflects the factors that trigger, maintain or stop behavior, and the factors that drive it. (Kotler, P. Kevin Keller, Delphine Manceau, 2014, p.191). The needs felt by an individual are very diverse natures. Some are biological, resulting from states of physiological tension such as hunger; others are psychological, generated by psychological comfort, for example the need for recognition.

As far as we are concerned, the motivation, in the field of consumption, is a fact that can be physiological or psychological that pushes the man to act before a choice to operate.

1.4 Previous Studies

We are not the first to address the issue of meat consumption. Other studies have already been discussed. The case of KAPEMB MUSAS, 2010 "study of the meat market in the commune of Lubumbashi. He asked himself the following questions:

- 1) Who are the consumers of meat?
- 2) What kind of meat do they consume?
- 3) Where do they get their supplies?

It happens that the consumption of meat is determined mainly by economic factors, that is to say, the purchasing power of the Lushois.

For this purpose, we obtain supplies in the butcher shops or at the market according to the variety and quality of the meat.

As for the application of marketing in this sector, it seems mixed.

The marketing of livestock and poultry meat varies according to the social and economic factors that are price and income.

However, for the meat consumer the two factors are very important.

The study by WEJDENE YANHUI, NIBRASS HAJTAIEB EL AOUD, (2015), these authors conducted a study on "the need for reassurance: from psychology to consumer behavior. A theoretical investigation applied to the case of modern food consumption. The interest of this work derives

essentially from the development of food production techniques which present a risk for the consumers.

For these authors, the industrialization of food production is a phenomenon that has not ceased to increase. On the one hand, this industrialization has made it possible to improve the quality of the products offered, especially in terms of nutritional value. On the other hand, she has tried to minimize the negative effects that certain foods may have.

The results obtained from this qualitative phase are part of the identification of elements that will clearly define the need for reinsurance in a food context. Compared to our study, the two previous ones speak, one in the meat market based on social and economic factors; the other on the need for reinsurance, based on how industrialization has improved the quality of products offered to consumers and minimized the negative effects of certain foods. But we, we are not very far from these ideas, only that of our part, we approached the question by being based on the motivations which make the inhabitants of the district Bel-Air, in the commune Kampemba find good to consume thighs chickens.

2. Methodological Aspect

In this point, we present our investigation framework which is the Bel-AIR district, one of the districts of Kampemba commune in Lubumbashi; we also present the methodology we used to achieve our goal.

2.1 Presentation of the Kampemba Commune

The commune of KAMPEMBA comes from the former common ELLISABETH common Lubumbashi. The ordinance-law which sanctioned its birth to give to Bel-Air district and its surroundings the name of commune KAMPEMBA, name which comes from a stream which crosses it in fact, three appellations had been proposed it is about:

BEL-AIR, DILUNGU, KAMPEMBA, the first name was eliminated while DILUNGU seems to insinuate a valley of brook. The choice was focused on "KAMPEMBA" creek which separates it from the annexed commune. Kampemba is the diminutive of "Pemba" the kaolin of our ancestors.

As we said above, we conducted our investigation in the Bel-Air district, one of the large neighborhoods of the said commune.

2.2 Population

The population to be studied must be defined with the utmost care (for example, the population of households residing in France for a certain period excluding collectivities, the passengers of an airline during a given moment ... this definition includes units to be sampled that are the subject of the observation (individuals, households, housing, businesses, institutions).

In many cases in marketing, we are not concerned with the entire population, but rather with consumers of this or that product in the classroom, products that are the target of the

actions envisaged Yves Evrard at Al. (2009, p.219), quoted by Claude Demeur.

Talking about a population in statistics as Nicolas Gueguen puts it (2005: 59) we often tend to associate the word population with certain demographic aspects: French population, the population of Breton agglomerations, and the Parisian population.

As far as we are concerned, our population is made up of the inhabitants of the Bel-Air district of Kampemba commune in the city of Lubumbashi. Which means that our population is infinite.

2.3 Sample

A sample such as Nicolas Gueguen (2005: 61) is a subset (we could also use part or portion) of a population from which we measure. The results from these measurements will be used to draw conclusions about the population from which this sample was extracted.

For Anne Myers and Christian H. Hansen (2003, p.92) a sample of subjects is a group that is a subset of the reference population. The data collected from the sample can be used to derive references to a population that cannot be examined by all members. The precision with which we can generalize the result of a particular sample extracted from the population depends on its representativeness.

As far as we are concerned, we can consider the sample as a diminutive, a representative part of the characteristics, way of life and / or the fundamental values of the mother population.

Our representative sample consists of: 21 households, 15 restaurants, 8 men and 5 women.

In other words, we drew a sample of the 50 consumers. These are the people we exchanged with.

2.4 Method

To better conduct our study, we used the survey method: A sample survey.

The sample survey is based on the quantitative study, which allows us to measure opinions or behaviors. It is most often based on a survey conducted on a representative sample of the population to be studied. The quantified results from sampling give, after analysis, the measurement of the studied phenomenon. (For example, measuring brand awareness), Claude-Demeur (2003: 59).

This method helped us to discover the motivations that make the inhabitants of the Bel-Air district find it good to consume the chicken legs.

2.5 Technical

As far as the technique is concerned, we used the maintenance technique. As we could not give our subjects the freedom to answer our questions on a sheet, we

exchanged face-to-face with our respondents, giving them the freedom to express themselves in depth and freely.

In our survey we used the cluster survey. That is to say, we targeted a few households, some neighborhood restaurants, and some male and female passersby.

3. Results of Research

In this point, we present, analyze and interpret the results of our study.

Table 1: Motivation in relation to the variety
 Question: What did you care about chicken legs when there is a wide variety of meat on the market?

Motivation	Workforce	percentage
Price	32	64%
Abundance	13	26%
Origin	5	10%
Total	50	100%

The results of this table indicate that in all consumers, in relation to the question of motivation, 32 consumers or 64% prefer to consume chicken thighs for price per kilogram as opposed to other meats; 13 consumers (26%) state that chicken thighs are an abundance of meat on the market and give access to everyone, even at large ceremonies; and 5 consumers, or 10%, have confirmed that they consume, by their origin, because they are foreign meat.

2) Table No. 2: Particularity of chick thighs.
 Question: What is special about eating chicken legs?

Replies	Numbers	percentage
Amount	39	42%
Quality	11	16%
Total	50	100%

In this table, it appears that 39 consumers or 78% buy thighs chickens following the amount that is beyond the local chicken if it is for a household especially; and 11 consumers, 22% believe that the quality of chicken legs is good.

Table 3: Monthly frequency of consumption of chicken thighs by consumers. Question: How often do you eat thighs a month?

Frequency	Category	Numbers	percentage
households	8	14	42%
Mens	12	20	16%
Women	5		10%
Restaurant	30	16	32%
Total		50	100%

This table explains that 21 households said that the frequency of consumption is about 8 times a month, the equivalent of twice a week; 8 men we interviewed said that they even take it four times a week, which is at least twelve times a month, which is what they find better to consume. They can see it every day of the week, especially when they are drunk with whiskey; the women we met said that under the influence of drunkenness they can take it at least five times a month or once or twice a week; is finally a few vendors and restaurants sellers said they buy every day of

the week is thirty days out of thirty as the customers need it so much.

Table 4: Motivation in relation to the consumption of chicken legs. Question: Why do you think it's good to eat chicken legs?

View	Workforce	percentage
Foreign meat	14	28%
Easy to prepare	20	40%
Economical in vegetable oil	16	32%
Total	50	100%

In this table, in relation to consumption of chicken legs, fourteen consumers (28%) say that they eat this meat regularly because it comes from abroad. As many people say that what comes from abroad is good; twenty or 40% say that the time that this meat puts on fire during cooking is too small. Hence the possibility of having the meal has a small duration compared to other meats that take a lot of time; is finally sixteen consumers or 32% say that the chickens have fats that we already save vegetable oil that is to say with a small amount of oil, it has a good sauce.

Table 5: consumer judgment between chicken legs and traditional chicken. Do you think that chickens' thighs bring you more than traditional chickens?

Reaction	effective	percentage
Yes	37	74%
No	13	26%
Total	50	100%

In relation to the consumers' judgment, the results of this table reveal that the chicken thighs have a predominant contribution in quantity compared to the so-called traditional chickens on everything if one wants to feed a big household, that is to say 74% against 26%. Of those who said no to say that they are good of course, but not in the sense of top the mystified.

4. Interpretation

To the question of what makes consumers interested in chicken legs, our topics show that price is the most striking factor and it is the price that gives rise to accessibility. And this factor is observed at 64%.

In other words, we can say that the economic life of our consumers that we met in the neighborhood Bel-Ar does not allow everyone to regularly access other varieties of meat when necessary. Their purchasing power is too low to consume other meat such as beef, pork, buffalo, goat, fresh fish, etc., outside the thighs.

In terms of particularity, the quantity in kg is higher than that of other meats sold, and this gives the answers which amount to 78%.

Another observation that we have raised is the fact that many consumers in front of a product to consume rely more on the quantity than on the quality whatever the product may have the effect. Consumers have found less beneficial the amount that takes 1kg of other meats compared to that of thighs. While 1 kg of other meats cannot easily feed a household.

As for the monthly frequency, all the subjects we met showed that they regularly buy thigh meat, in particular households and vendors and vendors of restaurants reporting high demand, the percentage of which was 42% for households 30% for sellers and sellers.

We also add that they do not spend days without our consumers eating their thighs. It is a meat most solicited by more than one. This attendance is explained by the fact that when we had to meet some vendors and vendors in different restaurants in the Bel-Air district, they showed that of all the meals we offer to our customers, the demand for chicken legs is more intense. What makes us, in our turn, as sellers and sellers; we happen to go regularly to sales outlets or in butcher shops to get us. Consumers in households say that attendance is a bit big especially when every time there is visitors at home.

To the question why do you find it good to consume, the predominance has been in households and restaurants. The chicken legs have a meat whose cooking time is very minimal. It is a meat whose preparation time is minimal. She is a light meat that 40%.

The reactions of our consumers make us discover a reason to consume the chicken thighs by the fact that the chicken legs take a short duration of cooking. It presents a nature of meat too light. If it's in a restaurant, customers can order and in a short time they are served.

And finally it is a meat that is too beneficial because it offers a large quantity.

In connection with the judgment, all our consumers still appreciate that chicken legs are good meat.

At this point, chicken thighs have reduced the cost of buying consumers simply because before they arrived, meat accessibility was a problem for consumers. The cost of living did not allow the consumption of meat to be regular, it was necessary for the chicken legs to appear in replacement of other meats so that access is easy.

5. Conclusion

Here we are at the end of our study entitled: "Motivational study of the consumption of so-called modern foods in the Bel-Air district" Case of chicken thighs.

We have shown that man, in his way of life, he has always expressed a need to be filled: in terms of clothing, food and security. That's why we targeted the food industry to find out at least what its concern is.

Our whole approach explaining the theories on the motivation of the choice of foods to consume, through the methodology that made us obtain the results, and even the opinions of our investigations, we realized that at the time he In fact, there is intense consumption of chickens' thighs all over the city of Lubumbashi, especially in the Bel-Air district in Kampemba commune where we focused to study the issue.

The field is vast; we could not exhaust all the material. From where we also leave the possibility to other researchers to deepen the question. And we also suggest that in this deepening that special attention be paid to what thighs can have as effects on human health.

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