Socio-Economic and Demographic Factors of Beef Offal Demand in Indonesia: A Case Study for Makassar City, Indonesia

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This paper examines the effects of socio-economic and demographic factors on beef offal demand in Makassar city, Indonesia. Makassar is purposively selected as the study area for this research. This selection is based on local offal food traditions, the number of population and the city as the center of trading activities in South Sulawesi Province. For the empirical study, a consumer survey was conducted at traditional markets and supermarkets throughout Makassar city. A Probit model is used to analyse the socio-economic factors affecting beef offal expenditures. Our findings suggest that income (high income), ethnicity (Bugis and Makassar) and level of education (university graduates) are significant factors for local offal expenditures. For imported beef offal, age, level of education (senior high school), income (high and medium) are found to be statistically significant. With regard to consumers’ attitudes on imported beef offal, it is found that product quality and price affordability are positive and statistically significant factors in the model estimated.

JEL Codes: C25, C35, D12

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