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THE EFFECTS OF AFRICAN SWINE FEVER ON CONSUMER'S BUYING PREFERENCES OF MEAT PRODUCTS IN DOLORES EASTERN SAMAR

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ABSTRACT

In the midst of the COVID-19 pandemic facing our country, Dolores Eastern Samar also experienced another and different kind of outbreak called African swine fever (ASF). African swine flu expanded widespread in 2019 and had a significant impact on many Filipino households, particularly on their buying pattern of meat products. Where African Swine Fever can be directly contained by livestock's meats especially pigs. The collected data are tallied and presented in tables to aid analysis and interpretation. The findings revealed that majority (70%) of the respondents were female, while male consumers account for 30% of the total respondents. 0ne-third ((26.7%) were adults (26 to 35 years of age). The highest participant (68.7%) among the respondents were Roman Catholic, considering that almost the majority of catholic eat meat. Moreover, 34.7% of the respondents were workers and capable of purchasing meat products. The conducted study revealed the pattern of consumer buying preferences is significant in understanding the consumer. In assessing the factors affecting the consumer buying preferences during the pre and post surge of ASF, the researchers concluded that food safety, price and quality are the top factors in considering the consumer's behavior. It is reasonable to conclude that a variety of determinants influences the consumer buying preferences for meat products. Thus, consumer buying preferences for meat products are diverse and influenced by socio- demographic, patterns and factors that include food safety, price and quality of the meat products.

Moreover, there has been no conducted study that assesses the effect of African Swine Fever on Consumer's Buying Preferences of Meat Products in Dolores Eastern Samar. So, the researchers pursue this study at the said municipality.

KEYWORDS: *African Swine Fever (ASF), Socio- Demographic Profile, Pattern of Consumer Buying Preferences, Food Safety, Price, Quality*

CHAPTER I
INTRODUCTION

Background of the Study

African Swine Fever (ASF) is a highly contagious viral disease affecting domestic and wild pigs, first identified in Kenya in 1921 by Robert Eustace Montgomery. Caused by a DNA virus of the *Asfarviridae* family, ASF leads to significant economic losses in hog production and can spread through infected pigs, pork products, contaminated feed, and fomites due to the virus's environmental resilience. Effective control measures are critical, as outbreaks result in substantial livestock and capital losses.

Meat remains an essential component of the human diet, providing protein, vitamins, and minerals. Consumer purchasing behavior is influenced by quality, price, type, flavor, health, animal welfare, origin, and organic production, highlighting the importance of understanding preferences to guide suppliers and retailers. In the Philippines, the average annual meat consumption per capita is approximately 28.8 kg, predominantly pork and chicken.

In Dolores, Eastern Samar, ASF was first reported on April 7, 2021, in Barangay 13 Poblacion, affecting backyard hog raisers, with subsequent cases following Typhoon Besing. The local government implemented preventive measures, although no comprehensive data on affected hogs or raisers was recorded. Despite the outbreak, no study has examined its impact on consumer meat-buying behavior in the municipality, which this research seeks to address.

Objectives

This study aimed to assess the effects of African Swine fever on Consumer's Buying Preferences of Meat Products in Dolores Eastern Samar, specifically aims to;

1. Identify the demographic profile of consumers at Dolores E. Samar.

Considering the following:
- 1.1 Gender
- 1.2 Age
- 1.3 Religion
- 1.4 Occupation

2. Determine the pattern of consumer buying preferences of meat products in Dolores Eastern Samar.
Considering the following variables:
- 2.1 Meat Products
- 2.2 Frequency of purchased
- 2.3 Weight of meat products
- 2.4 Market type

3. Determine the factors affecting the consumer buying preferences of meat products during the surge of African swine fever in Dolores E. Samar.
Considering the following variables:
- 3.1 Quality of meat
- 3.2 Affordability/Price
- 3.3 Food safety

4. To present with an action plan based on the recommendation.

Significance of the Study

The result of this study would be significantly beneficial to the following;

To Future Researchers. This study gives enough information that they can use it in their study. They can use this research study as their basis or Review related literature and other educational purposes.

To the Consumer. This study provides information on how they respond and how they handle their buying preferences of meat products in spite of the African swine fever.

To Entrepreneurs and Businessman. This study gives them the idea and strategy on how to meet and deal with the demand and expectation of the consumer into the meat products in spite of the African swine fever outbreak.

To the Community. This research study can be used as their basis and guide knowing about the effects of African swine fever on consumer buying preferences of meat products.

Scope and Delimitation of the study

This study examines the effects of African Swine Fever (ASF) on consumer buying preferences for meat products in Dolores, Eastern Samar, during the early surge of the COVID-19 pandemic. The first ASF case in the municipality was reported on April 7, 2021, in Barangay 13 Poblacion. The study analyzes consumers' demographic profiles, including gender, age, religion, and occupation, and investigates their meat purchasing patterns. It aims to identify factors influencing consumer preferences, focusing on meat quality, price, and safety. The study involved 150 conveniently selected consumers aged 18 to 60, who are household heads or independent purchasers and residents of the municipality for at least 2–5 years. Data collection was conducted over 2–3 weeks in Dolores.

CHAPTER II
REVIEW OF RELATED LITERATURE AND STUDY

This chapter presents the literature and studies that help determine and evaluate the effects of African Swine Fever (ASF) on consumers' buying preferences for meat products in Dolores, Eastern Samar.

Consumer Behavior

Consumer behavior refers to the processes involved in selecting, purchasing, using, and disposing of products and services to satisfy needs and wants (Solomon, 2006). Consumer buying preferences describe how individuals decide which products or services to purchase. Understanding these behaviors is essential for consumers, producers, and marketers as it provides a competitive advantage (Kotler & Keller, 2015). Consumption of livestock products continues to grow globally due to increased demand and improved marketing strategies (Durif, Roy, & Boivin, 2012).

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African Swine Fever

African Swine Fever (ASF) was first identified in Kenya in 1921 by Robert Eustace Montgomery. It is a highly contagious viral disease affecting domestic and wild pigs, causing severe economic losses. ASF spreads through live and dead pigs, pork products, contaminated feed, and objects exposed to infected materials. The virus, belonging to the Asfarviridae family, can survive in harsh environments and has no cure or vaccine. ASF has spread across Africa, Europe, Asia, and South America, killing millions of pigs and severely affecting the hog industry.

Impact of ASF in Asian Countries

ASF has heavily affected Asian countries such as China, Vietnam, Cambodia, Korea, Laos, Myanmar, the Philippines, Timor Leste, and Indonesia. The disease devastates smallholder and commercial farms, impacting families who depend on pigs for income, food, and financial security. In China, pork prices rose by 78% in September 2019. Vietnam culled around six million pigs—20% of its pig population—causing billions in losses. ASF outbreaks also result in loss of international trade status and high government spending on disease control.

African Swine Fever in the Philippines

ASF hit the Philippines in 2019 and spread across 12 regions, 46 provinces, 493 cities/municipalities, and 2,561 barangays. President Duterte declared a state of calamity (Proclamation No. 1143). Affected areas experienced massive hog mortalities, especially in Luzon and Visayas. ASF causes up to 100% fatality in pigs, as noted by the OIE.

Economic Impact in the Philippines

ASF significantly affected the Philippine swine industry. Fitch Solutions predicted a drop in pig output to 1.6 million tons. The meat processing sector estimated ₱50 billion in losses due to shipping restrictions during peak seasons. Pork shortages and high prices affected consumers, despite ASF posing no risk to humans. ASF also influences trade of animal feed products and shifts consumer demand toward other meats such as chicken and beef.

Consumer Meat Consumption

Meat is an essential source of protein, vitamins, and minerals. Consumption levels vary globally, with the United States, Australia, Argentina, New Zealand, and Spain among the highest meat consumers. In Asia-Pacific, meat consumption continues to increase, especially pork, chicken, and beef. In the Philippines, pork remains the most consumed meat, with an average consumption of 14.2 kg per person annually. Filipinos prioritize product quality, price, cleanliness, and safety when purchasing meat.

Quality factors include appearance, color, flavor, texture, freshness, and safety from pathogens (Purslaw). Economic factors such as poverty, pandemic effects, and rising prices also affect purchasing behavior. Due to ASF, many consumers fear buying pork despite scientific evidence that ASF does not harm humans.

Meat Consumption Trends During ASF Surge

ASF severely affected pork supply, increasing global pork prices by 17–85%, resulting in higher demand for alternative meats. According to Visayas State University, pork remains safe for consumption if sourced from NMIS-approved establishments. Meat from unverified sources remains unsafe, especially if pigs carried secondary infections. Risk perception significantly reduces consumer purchase intent during disease outbreaks. Similar to avian flu cases, ASF led many consumers to shift temporarily to chicken and other meats. However, rising prices of non-pork meats during holidays also affected buying decisions.

In the Philippines, ASF caused estimated losses of $20 million per month from 2019–2021. Pork remains a key part of Filipino cuisine, making supply shortages especially impactful.

Situation in Dolores, Eastern Samar

Dolores is among the ASF-affected municipalities. Cases were detected in several barangays beginning April 7, 2021. Multiple hog mortalities were reported, prompting the LGU, provincial veterinary office, and ASF task force to implement rapid containment protocols. Symptoms observed included high fever, weakness, vomiting, diarrhea, and internal bleeding leading to rapid death.

Many hog raisers were compensated by the government to encourage the culling of infected animals. Pork prices increased dramatically (from ₱220–₱230 to ₱400 per kilo), while chicken prices rose due to limited supply.

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Consumers in the area showed reluctance to purchase pork but continued buying despite the high prices due to cultural preference and reliance on pork as a main meat product.

CHAPTER III
METHODOLOGY

Research Design

This study utilized a descriptive research design to describe the demographic profile of consumers in Dolores, Eastern Samar, their buying preferences, and their level of satisfaction regarding factors affected by African Swine Fever (ASF). Descriptive research collects data qualitatively and analyzes it quantitatively, focusing on observing a sampled population in its natural setting (Nassaji, 2015).

Locale of the Study

The study was conducted in Dolores, Eastern Samar, a coastal municipality with a land area of 308.58 square kilometers and a population of 44,626 based on the 2020 Census. The town has 46 barangays.

ASF cases in Dolores were first reported on April 7, 2021, in Barangay 13 Poblacion when a resident observed symptoms in her boar. This led to the disposal of two sows and four fatteners. After Typhoon Bising on April 17, 2021, similar cases were reported in Barangay 15, where backyard raisers experienced hog mortalities reaching up to 23 heads. Reports soon emerged from 4–5 barangays, prompting the LGU to implement immediate preventive measures to contain the outbreak. No official record was provided on the total number of culled hogs or the exact number of affected hog raisers.



Figure 5. Map of Dolores, Eastern Samar (*source: rappler.com)*

Respondents of the study

The respondents of this study were consumers of meat products aged 18 to 60 years old residing in Dolores, Eastern Samar. Individuals below 18 and above 60 were excluded. The study focused on convenient consumers, such as household heads and independent buyers of meat products. All respondents were citizens or residents of the municipality for at least 2 to 5 years. According to the 2020 Census, Dolores has a population of 44,626. From this population, the researchers selected 150 respondents, considering them sufficient and accessible to answer the survey questionnaire and provide the needed data.

Sampling Procedure

In this study, the researcher used convenience sampling which is basically gathering data through a conveniently available pool of respondents during the survey process. Saunders, M., Lewis, p. & Thornill, A. (2012) describe this sampling as a type of non-probability sampling where the first available primary data source is utilized for the research without additional requirements. Non-probability sampling is a method of selecting units from a population using a subjective (i.e. non-random) method. Then followed by a snowball sampling Procedure. This is a recruitment technique in which research participants are asked to assist researchers in identifying other potential subjects. Snowball sampling may be justified, but care will be taken to ensure that the potential subjects' privacy is not violated.

Data Gathering Procedure

In this study the researchers gathered the data through a survey method. The researchers will give the survey questionnaire to the respective respondents and retrieve it personally. Then, the researcher's will tally the result immediately.

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Research Instrument

This research study used a survey questionnaire as an instrument to easily conduct the study and to gather the data and information to evaluate the Effects of African swine fever on consumer's buying preference of meat product of Dolores Eastern Samar. This instrument is the device that researchers use to collect data, and it is one of the significant steps in conducting this research according to Arikunto (2006:126). The first part covers the demographic profile of the respondents. The second part contains the question that comprises Fifteen (15) items regarding purchasing of meat products which then be categorized in their sections- food safety, price and quality. Those questions contain the choices of whether the consumers are satisfied- it can be rated as (5) Strongly Agree, (4) Agree, (3) Fair, (2) Disagree, (1) Strongly Disagree.

Measurement of Data

The gathered data tallied and organized in tables to facilitate analysis and interpretation. Socio-demographic profiles are analyzed through frequency counts and percentages, the total profile will be included. The level of agreement will be analyzed through the use of Likert Scale and interpreted with the use of the table of interpretation below: the first part contains information of the respondents – name of the consumer (optional),Gender, the age, the religion and the occupation or source of income of the consumer. The second part shows the pattern of consumer purchasing behaviour and the third part contains the question that comprises fifteen (15) items, regarding purchasing of meat products which then be categorized in three sections – food safety, price, and quality. Those variables contain the choices of whether the consumers are satisfied – it can be rated as (5) strongly agree, (4) agree, (3) fair, (2) disagree, (1) strongly disagree. Further questions will be based on the respondents' reasons.

In determining the indicators to the purchasing behavior of meat products in Dolores Eastern Samar, a Modal Value was used. It is a five-point scale, each corresponding to a likert item

Formula:

$$X \frac{\sum WX}{N}$$

Where: W = points (5, 4, 3, 2, 1)
X = number of respondents
N = total number of respondents

Table 1. Distribution of Modal Value and it's Verbal Interpretation

Modal Value	Verbal Interpretation
5	Strongly Agree
4	Agree
3	Fair
2	Disagree
1	Strongly Disagree

Data Analysis

The gathered data and information were analyzed through descriptive statistics. It assessed the total number, percentage and frequency distributions in the study. Measuring the central tendency of data mode were exploited. Descriptive statistics summarized the data gathered through tabulated description, graphical description and statistical commentary. It presents the raw data in a more meaningful way which allows simpler interpretation of data. Results of the data analysis were displayed in tabular and graphical forms to facilitate ease of interpretation.

Ethical Considerations

Prior to conducting the survey, the researchers sought permission from the barangay captains of Dolores, Eastern Samar to facilitate the dissemination of questionnaires. Respondents were provided with printed questionnaires and a consent form outlining the study's purpose, ensuring voluntary participation, anonymity, and confidentiality. Participants were informed of their right to decline or withdraw from the study at any time without consequence.

Data collection followed health protocols to minimize risk. No financial or material incentives were provided, and participants received no direct personal benefit; however, their responses are essential for achieving the study's objectives. All data gathered will remain confidential and accessible only to the researchers. Upon completion of the study, raw and analyzed data will be securely stored for three years or until publication. The data will not be used for other studies without explicit consent from the respondents.

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CHAPTER IV
RESULTS AND DISCUSSION

This chapter contains a presentation of the analysis and interpretation of the data collected in this research study. The different findings, together with a commentary and explanation, are displayed in the tables below. It also addressed a problem presented in the previous chapter.

Socio-Demographic Profile of the Respondents

The present study was conducted in Dolores, Eastern Samar. The demographic profile variables include the respondents' gender, age, religion, and employment. Consumers' purchase choices for meat products are influenced by the factors.

The study revealed that the majority of respondents were female (70%), while males comprised 30%. Research indicates that women have significant purchasing power, often making 70–80% of consumer decisions for households. In terms of age, 26.7% of respondents were adults (26–35 years), and 10% were older adults (46–65 years), reflecting age-related differences in consumption behavior. Most respondents (68.7%) were Roman Catholic, and 34.7% were employees while 4.7% were self-employed, indicating stable income sources to support meat purchases.

Table 2. The distribution of respondent according to demographic characteristics

Variable	Frequency (n-150)	Percentage (%)
Gender		
Male	45	30
Female	105	70
TOTAL	150	100
Age		
18-25	30	20
26-35	40	26.7
36-45	35	23.3
46-55	30	20
56-65	15	10
TOTAL	150	100
Religion		
Roman Catholic	103	68.7
Muslim	12	8
Iglesia ni Cristo	30	20
And other Religion	5	3.3
TOTAL	150	100
Occupation		
Pensioneer	18	12
Worker	52	34.7
Employee	33	22
Self- Employed	07	4.7
Household Head	40	26.7
TOTAL	150	100

Pattern of Consumer Behavior on Meat Products

The study examined consumer patterns in meat product preferences, including preferred types of meat, purchase frequency, quantity, and place of purchase. Results showed that half of the respondents (50%) preferred chicken due to its affordability, nutritional value, taste, and soft texture, aligning with global consumption trends. One-third (33.3%) purchased meat bi-weekly, budgeting for the week, while half (50%) bought 1 to 3 kilograms per purchase. In terms of purchase location, 50% preferred wet markets for convenience, whereas only 6% purchased meat online, reflecting concerns about quality. These findings indicate that wet markets remain the most preferred venue for meat purchases.

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Table 3. Distribution of Respondents according to patterns of consumers purchasing behaviour towards Meat Products.

Variable	Frequency (*n*=150)	Percentage (%)
Meat Products		
Pork Meat	45	30
Chicken	75	50
Carabao Meat	10	6.7
Goat Meat	0	0
Processed Meat	20	13.3
TOTAL	150	100
Frequency of purchased		
Daily	20	13.3
Weekly	40	26.7
Bi-Weekly	50	33.3
Monthly	12	8
Twice a Month	20	13.3
Occasionally	8	5.3
TOTAL	150	100
Weight of meat products		
1-3kl	75	50
4-6kl	50	33.3
7-10kl	17	11.3
10 kl above	8	5.3
TOTAL	150	100
Market type		
Wet market	75	50
Dry market	46	30.7
Local market	20	13.3
Online	9	6
TOTAL	150	100

Factors Affecting Consumer Purchasing Preferences on Meat

African Swine Fever (ASF) is a fatal pig disease that has reached East Asia, severely affecting the pork industry. In Dolores, Eastern Samar, consumer behavior changed after the outbreak. Before ASF, consumers were unconcerned about meat safety, but post-ASF, preferences shifted. Key factors influencing meat purchases include food safety, such as market hygiene and regulatory checks; price, due to increased pork costs; and quality, including appearance, color, flavor, texture, juiciness, and odor. Understanding these factors is essential for suppliers and retailers to adapt strategies and meet consumer expectations in affected areas.

The Table below shows the distribution of modal value and its repeatability based on the respondent's level of agreement in terms of the factors affecting consumer purchasing behaviour of meat products.

Table 4. Distribution of modal value and repeatability based on respondents' response in terms of the factors affecting consumer purchasing behaviour of meat products.

Factors	PRE ASF		POST ASF	
	Modal Value	Repeatability (%)	Modal Value	Repeatability (%)
FOOD SAFETY				
Butchers who do not use proper protective equipment (gloves, hair net, apron etc.)	2	80	2	81
After each serve, ensuring that the area is properly sanitized	4	63	4	73
Markets that sell meat items in open packaging on a regular basis	4	53	4	50
Direct product purchases made from locally butchered meat (sitio, barangays etc.)	2	33.3	1	32

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Meat products that have not been properly analyzed by the Food and Drug Administration (FDA)	2	77	1	52
Keeping the meat products safe from other contaminants by keeping them properly.	4	50	1	43.3
PRICE				
Supermarkets that offering higher price than price offered from locally slaughtered meat products	4	40	4	38.7
Locally slaughtered meat products that have higher prices offered compared to the supermarkets.	2	35.3	2	35.5
A drop in the price of all types of meat products, including processed meat products, all of a sudden (Pork, Chicken, Carabao meat, Sausage etc.)	4	40	4	43.3
Markets that give a steady pricing (nothing changed)	4	33.3	3	35.3
QUALITY				
Meat items that have been butchered locally and have a pale appearance.	2	43.3	2	41.3
Pungent smell coming from the meat products displayed on the public market	1	52	2	80
Unfrozen meat and processed meat products	4	33.3	2	33.3
Pork meats with redness in the ears, abdomen, and legs.	5	36.7	4	36.7

Ratings and descriptive equivalent on the Level of Agreement

1- strongly agree
2- Agree
3- Fair
4- Disagree
5- strongly disagree

Food Safety

The data showed a high level of agreement on food safety both Pre-ASF and Post-ASF (modal value = 4). In both periods, the highest disagreement was on butchers not using protective equipment (80% Pre-ASF; 81% Post-ASF). The lowest agreement was on buying meat from locally butchered sources such as sitios and barangays (33.3% Pre-ASF; 32% Post-ASF). This indicates a need to improve cleanliness and sanitation practices.

A related study found that food safety is the most important factor consumers consider when buying food, followed by freshness, flavor, nutrition, price, and quality. About 87.1 percent of respondents were more concerned than usual about food safety, with women being more cautious. Most food safety information came from TV, radio, and the internet. Major causes of food safety incidents included lack of knowledge, weak accountability, poor food distribution, and insufficient legal regulations. Therefore, reliable information and strong government efforts are essential. Overall, results show no major change in consumer behavior before and after ASF, as food safety remained a key factor.

Price

There was a high agreement on the importance of price in both Pre-ASF and Post-ASF (modal value = 4). In the Pre-ASF period, respondents agreed that supermarkets offer higher prices and that there were noticeable price drops in various meat products (40%). Markets with consistent pricing had the lowest frequency (33.3%). Post-ASF results were similar: price drops received the highest agreement (43.3%), while steady pricing had the lowest (35.3%). This highlights the need for proper and affordable pricing.

Price perception strongly affects consumers' choices, as it provides meaning and signals value. It also influences which store or brand consumers prefer. Since consumers aim to receive benefits equal to what they pay,

affordability and proper pricing remain essential. Both Pre-ASF and Post-ASF results show consistent consumer sensitivity to price.

Quality

The results show a strong agreement on quality in both periods. Pre-ASF had a modal value of 5, with most respondents disagreeing with the presence of strong or unpleasant meat odor (52%). Post-ASF results were similar (modal value = 4), with 80 percent still disagreeing that meat in the market had a pungent smell. This means markets must maintain high quality in terms of freshness, color, and odor.

Meat quality is one of the most important factors in purchasing. Consumers evaluate meat based on attitudes, expectations, sensory traits such as appearance, texture, flavor, and smell, and marketing aspects. Studies indicate that intrinsic cues like color, fat content, and marbling, as well as extrinsic cues like price, origin, and labels, strongly influence purchase intentions. Both periods show that meat quality must be preserved to meet consumers' buying preferences.

CHAPTER V
SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter contains the summary and conclusions of the study, as well as the relevant recommendations based on the findings of the study.

SUMMARY

This study examined the effects of African Swine Fever (ASF) on consumers' buying preferences for meat products in Dolores, Eastern Samar. ASF widely affected the Philippines in 2019, yet no previous study focused on its impact on consumer behavior in this municipality. The research identified consumers' demographic profile, buying patterns, and the factors influencing their meat purchases.

Data were gathered using a survey with two parts. The first covered respondents' information (gender, age, religion, occupation, preferred meat, purchase frequency, consumption per week, and preferred market). The second part had 15 items on food safety, price, and quality, rated on a Likert scale (1–5). Results were analyzed using frequency counts, percentages, and weighted means.

Most respondents were female (70%), reflecting women's strong role in household purchasing decisions. The largest age group was 26–35 years old (26.7%), and most were Roman Catholic (68.7%). A significant portion were workers (34.7%), showing purchasing capacity. Half of the respondents preferred chicken, citing affordability. About 33.3% bought meat bi-weekly, and 50% consumed 1–3 kilos per week. The wet market was the most preferred place to buy meat (50%) because of convenience, while online buying was least preferred (6%) due to doubts about product quality. There was strong agreement on the importance of food safety before and after ASF. Respondents showed high disagreement toward butchers not using protective gear (80–81%). The findings highlight the need for stricter sanitation and safe handling practices. Both Pre-ASF and Post-ASF results showed high agreement that price affects buying decisions. Respondents noted a decrease in the prices of different meat products during ASF. They also observed that supermarkets tend to have higher prices than locally slaughtered meat. Quality remained a major factor before and after ASF. A large majority (around 80%) disagreed that meat in the market had a strong or unpleasant smell. Respondents emphasized the importance of freshness, color, odor, and appearance when choosing meat.

Overall, consumer buying preferences in Dolores are shaped by their demographics, buying habits, and key factors such as food safety, price, and quality. The study confirms that ASF significantly influenced how consumers choose meat products and heightened their awareness of safety and quality.

CONCLUSION

After analyzing the data, the researchers conclude that socio-demographic characteristics greatly influence consumer behavior. Women play a major role in market decisions and hold strong purchasing power at home. Age also affects decision-making and consumption patterns (Rani, 2014). Most respondents were Roman Catholic and generally consume all types of meat, except during certain religious observances. Consumers' ability to buy meat products also depends on their source of income.

The study also showed clear buying patterns. Chicken was the most preferred meat because it is affordable. Most consumers purchased meat twice a week, usually 1–3 kilos, based on their budget and needs. The wet market was the most preferred place to buy meat due to the availability of freshly butchered products. Regarding the factors

affecting buying preferences before and after ASF, the study found that food safety, price, and quality were the strongest influences. Consumers want assurance that the meat they purchase meets safety standards. This highlights the need for reliable food safety information and continuous government efforts. Price perception also strongly affects purchasing decisions, as it shapes consumers' understanding and value of a product (Kotler & Keller, 2016). Quality—such as freshness, appearance, texture, smell, and overall presentation—remains a major consideration when choosing meat.

In conclusion, consumer buying preferences are shaped by multiple determinants, including socio-demographic factors, buying patterns, and key considerations like food safety, price, and quality.

Action Plan

Based on the findings of the study, the following recommendations and Action Plan were drawn:

	Key Players	Recommendation	Action Plan
1.	Meat Retailers/Vendors	Researchers recommended that meat retailers/ vendors should have knowledge in preventing the spread of African Swine Fever. We also recommend using this study as a guide knowing the effect on consumer buying preferences of meat products.	Ensure their environment particularly in terms of sanitation. Engaged in the sale of meat products while wearing protective gear Preserve the sale of high-quality, affordable priced and safe meat products
2.	Meat Producers	To meat producers we recommend this study as their basis. In terms of selling products meat producers should be observed in meat quality.	Due to the great demand in the market, particularly the wet market, engaged in selling chicken meat
3.	Government Sector (NMIS)	Food Safety Awareness	Improve food safety and consumption to provide consumers with more nutrient information Food safety improvement or enhancement
4.	Meat shops	Be aware in Storing Meat safely to stop bacteria from spreading and avoid food poisoning.	Ensure that the meat items are properly labeled and packaged, properly and affordable price and safe meat products Maintain the right features of the meat products, particularly the smell, color, and freshness.

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