

CONSTRUINDO SABERES, FORMANDO PESSOAS E TRANSFORMANDO A PRODUÇÃO ANIMAL

## CHARACTERIZATION OF CONSUMERS OF PRODUCTS OF CAPRINE ORIGIN

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The study of the agroindustrial system of caprinocultura has as important the knowledge of all the productive chain of which it involves, being able to understand the impacts and socioeconomic importance of goat breeding. The objective of this work was to characterize the consumers of products of goat origin (meat, milk and their derivatives) present in the city of Aracaju / SE. A total of 222 semistructured questionnaires were randomly applied at several sites in Aracaju: central of Aracaju, Federal University of Sergipe and supermarkets. The questionnaires dealt with socioeconomic aspects of consumers (sex, age, family income and schooling), as well as consumers' preference for consumption of products, places of purchase, consumption frequency and why they were consumed or not. Data were analyzed in Excel® worksheets. It was observed that 50.9% of the respondents stated that they consumed some product of caprine origin, of which 55.5% consumed both meat, milk and their derivatives and 44.9% consumed these products on certain occasions. The study showed that 32.8% of the consumption of goat meat is superior when compared to the consumption of milk and its derivatives, showing greater potential in the consumer market in the region of Aracaju. Among the places of acquisition, 27.0% of the respondents acquired them mainly in fairs, supermarkets and restaurants. In terms of product offerings in the market, 57.9% of respondents stated that they find them easily in local commerce. However, interviewees who did not consume products of caprine origin (48.6%) reported difficulties in finding them on the market, in addition to the lack of product disclosure. Based on these data, it can be seen that the consumption of goat origin products is related not only to the lack of the product in the local market, but also to an inefficiency of the practices of product dissemination, thus, there being a greater supply besides marketing practices which show the benefit and where to find them, could enable a growth of consumers and future adepts of products of goat origin.

**Keywords:** goat breeding, marketing, derivatives, marketing

Promoção e Realização:



Apoio Institucional:



Organização:

