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[Field Research]

A Study on Sales depending upon Meat Consumption Class: Focused on Hanwoo meat 1A Class Consumption Class**

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Abstract

The study investigated consumption patterns and inclination of consumers of Hanwoo meat being more expensive than imported meat and/or beef cattle meat based on the author's business experience at the shop in Budang Seongnam. The author who has managed shop firstly investigated customers' inclination and/or propensity. The author heard specific customer's story at neighboring shopping center, and each customer's buying method, occupation, financial power and apartment size and others, and forecast visiting customer's buying and demand upon part of the beef that customer asks for. The author who sold out limited scope of beef product at limited area thought that he did narrow scope of business. The author would make effort to sell product enough to meet customer's taste by better quality product from point of view of customers. The author would make effort to supply good quality beef products to the customers who relied upon the author's butcher's.

Keywords: Sales, Meat Consumption Class, Hanwoo Meat, Korea.

1. Introduction

In modern days of diversification and pluralism, citizens paid much attention to their own health. Citizens spent much time and invested money to take care of their health. This study investigated sales trends based on consumption class of Hanwoo meat 1**A class that was representative meat.

Analysis upon men's daily lives according to division of classes was not needed and not only analysis upon consumption classes inclination but also sales strategy was needed from point of view of enterprises and/or commerce and industry. Retail business managers including the author who contacted consumers by themselves always experienced such a thing on-the-spot.

The study investigated consumption patterns and inclination of consumers of Hanwoo meat being more expensive than imported meat and/or beef cattle meat based on the author's business experience at the shop in Bundang Seongnam.

2. Main Text

2.1. Analysis upon Shop and Consumers' Residence

The author's shop was placed at underground floor of apartment and shopping center building at Bundang. All of the butcher's shops had area of 2,523m² mostly occupied by food shop. The author's shop with area of 93m² had similar facilities as those of remaining butchers.

Competitors were butcher's of Lotte Department Store and neighboring apartment shopping centers to compete keenly each other. Main customers were residents at two dong, and customers at other areas had less than 10% of the sales to record low profit considering delivery time and labor cost.

The customers had residential areas on average of apartment of both 60 m² and 85m² consisting of 75% to be more spacious than area of Bundang-gu on average. The author's shop was said to be placed at good business place even if size of residential area did not coincide with buying class of consumers.

2.2. Hanwoo meat Consumption Class and Patterns

Main customers were women even if men customers sometimes did shopping, and the author shop's main customers were also housewives in the latter half of their fifties ranging from the forties to the sixties. Many customers still preferred Hanwoo meat; And, the ones who returned to Korea earlier after studying abroad and/or the ones whose children returned to Korea on vacation consumed beef cattle's meat and/or imported meat without prejudice.

Female beef cattle was raised to produce milk, while male beef cattle was done to supply meat after

castrating to have good price competitiveness and taste as much as Hanwoo meat and to have wide range of customers from their thirties having young kids to old age. Those customer group was given special attention considering potential customer of Hanwoo meat in the future.

3.3. Aging and Storage Management

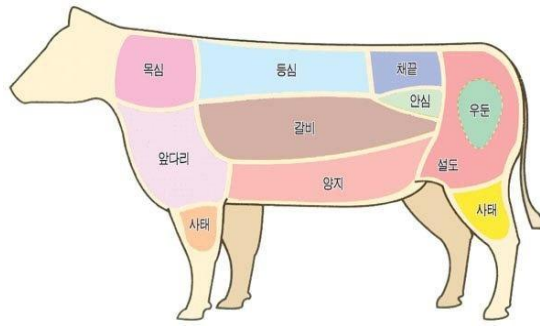
Hanwoo meat was supplied by auction after slaughtering to include expenses of auction, transportation and removal of bones: However, head, foot and internal organs were separately supplied. Low yield after disassembling at the shop had difficulty at recovery of the cost, and income could be disclosed at the sales of all of the parts of the meat.

Parts were not sold out immediately after disassembling, for instance, bones had difficulty at the sales than meat: So, the meat was kept at aging room by vacuum packing immediately after disassembling, and bones that were affected by four seasons should be quickly kept at the aging room after vacuum packing. Leg bone after boiling should make soup to be packed to earn money and to lessen stock. Miscellaneous bones were supplied to customers free of charge and were donated to orphanage, daycare centers and/or community food service centers. Hanwoo meat with 16 grades has identified quality grade and quantity grade. The meat quality grade that citizens often said had identified meat quality grade according to distribution of Marbling.

These days, citizens have been accustomed to soft food such as fast food of the Western countries to have hard and/or tough food. As such, most of consumers like beef with marbling having good texture of food to breed not in pasture but in cattle shed in scientific way.

Citizens hate fat (saturated fat) considering their health. On the other hand, someone says variation of grade control. Some of specialists say that intake of suitable amount of animal fat can produce not only masculine hormone but also muscle to be essential for masculine production, physical exercise and manual labor work.

Hanwoo meat has rather lower grade than imported meat and/or beef cattle meat have because of artificial breeding to get good judgment. Immediately after slaughtering, 7 to 14 days of aging in refrigerator is needed depending upon shop.



<Figure 1> Names of Each Part of Hanwoo

2.4. Sales Management

Ten years has elapsed since opening of the author's shop. In the beginning, the author committed trial and errors of the sales because of poor experience, inadequate meat control and customer control. The author classified customer's buying inclination depending upon buying quantity, prices and parts of the meat to prepare for meat products and to research sales promotion.

<Table 1> Use of Each Part of Hanwo

Part of the beef	Name of the beef	Use
Loin	Loin meat, marbled beef, chuck tail flap	steak, jeongol, food boiled down in soy, sanjeok
Neck	neck meat	roast, soup material, bulgogi
Blade	chuck tender, rib eye cap, oyster blade, shoulder	yukhoe, maeuntang, jangjorim, bulgogi
Rib	beef rib, maguri, thick skirt, thin skirt, neck chain	tang (stew), steamed beef, meat roasted
Brisket and flank	the brisket of beef, eopjinsal, beef brisket, thin flank	soup, soup material, beef slices
Shin & shank	center heel of shank, front shank, rear shank	yukhoe, steamed beef, jorim, stew
Topside/ inside	eve of round, rump	sanjeok, japchae, jangjorim
Butt & rump	rump round, outside round flat, knuckle	sanjeok, beef jerky, jangjorim

Striploin	Striploin meat	steak, roast beef, jeongol
Tenderloin	Tenderloin meat	steak, shabu-shabu

The beef has been divided into many parts. Each part of the beef was not sold out in balanced way depending upon cooking methods and customers' taste to vary a little: The author who sold out high quality beef should find out customers' taste to recommend part of the beef and satisfy customers and to control in-stock rate.

The author's butcher's circulated beef product's circulation quickly to provide customers with fresh product and to satisfy them all the time. The butcher's that belongs to food industry should control hygienics carefully to keep clean all the time and to let customers rely upon it. In other words, the author has kept clean knives, cutting board and meat & bone cutter to boil and sterilize them and to control environment when business hour is over.

3. Conclusion and Recommendations

The author who has managed shop firstly investigated customers' inclination and/or propensity. The author heard specific customer's story at neighboring shopping center, and each customer's buying method, occupation, financial power and apartment size and others, and forecast visiting customer's buying and demand upon part of the beef that customer asks for. The author who sold out limited scope of beef product at limited area thought that he did narrow scope of business. The author would make effort to sell product enough to meet customer's taste by better quality product from point of view of customers.

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