

## The Opportunity of Premium Beef in Phnom Penh

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### Abstract

The premium beef is certified as the superior in quality and taste with higher level of juiciness, tenderness and rich in flavor. Increasing economic growth, population, and urbanization may cause the change of meat consumption patterns. Moreover, people recently put more concern on their health, as well as on the quality and safety of their meals. This study aims to explore the new lifestyle patterns and buying behavior of Cambodian consumers and provide the marketing mix strategies for premium beef. In this research, data was conducted in Phnom Penh with the sample size of 403 by using online survey and analyzed by using descriptive analysis, factor analysis, and analysis of variance (ANOVA). The result showed that more than half of Cambodian adults preferred the high quality of premium beef to the local beef. When Cambodian bought beef, their concerns based much only on quality and taste. They mostly bought up to 1 kg of beef every week or at least once a month at a wet market because the price of beef in the wet market is lower than the other channel. Based on the new lifestyle patterns, Cambodian were classified into three groups: socialized group, budget concerned group, and sportsman group. These three groups have different perceptions on the characteristics of product, price, place, and promotion. Socialized group and sportsman group are potential consumers who prefer buying premium beef. Therefore, there is an opportunity for both local beef producers and beef exporting countries to provide a high quality and safety of premium beef to Cambodian market.

**Keywords:** *premium beef, lifestyle, consumption, buying, behavior, marketing mix*

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### 1. Introduction

Beef is a common food in Cambodia. Cambodia had about 3.43 million cattle heads in 2013 and the growth in beef supply per capita increased 1.7% over the period of 2000 to 2013 (Pham, Smith, Sotheun, & Vitau, 2015). Due to the increased economic growth, population, and urbanization, the livestock sector is growing rapidly in developing country; people consume more meats than that in the past. Since 1980, the Cambodian population has been significantly grown up until 15.6 million in 2015 (WorldBank, 2015a). It is one of the countries that has an extremely rapid rate of urbanization. The urban population of Cambodian in 2015 is 20.7% and it is expected to be on the rise in the following years (WorldBank, 2015b). Cambodia has had a high growth rate of meat production (7.75%) and consumption (8.6%) since the 1980s. In 2010, an estimated demand of cattle is about 324,000-365,000 heads per year. Phnom Penh has the highest demand of beef consumption followed by Siam Reap (Muniroth 2010). As growing demand on beef in the urban area, the price of beef was increased from US\$7 per kg in 2010 to over US\$9 per kg in 2013. However, the cattle production of Cambodian farmers is still small and is based on low nutrition inputs and high labor demand without quality control, food safety standard and traceability (Pen, Savage et al. 2014). In contrast, the premium beef in United States is certified by USDA as the superior in quality and taste with higher level of juiciness, tenderness and rich in flavor followed by traceability system, food safety and quality control standard (Tatum & Collins, 1997).

Since there is no governmental organization who can grade, control, and certify the quality and safety of the beef in Cambodia, most beef products are graded by sellers and retail stores, who make their business on imported beef, and promote imported beef as premium. Together with this promotion, the Cambodian perceive the definition of premium beef as imported beef which is safer and has higher quality than the local one. In 2016, the average price of local beef is about US\$ 10 per kg, whereas the average price of imported beef from Australia and Thailand ranges from US\$ 15.90 per kg to US\$ 48 per kg (Ross, 2016). Thus, most imported beef products are available in major cities because people in urban area have higher income than those in rural area and the price of the beef is higher compared with other meats.

Knowing consumer lifestyles, behavior and perception are the key success factors of business because these factors are closely connected to product profiles and brand creation, as well as helping marketers to understand how to communicate their products to the right consumers (Solomon, 2014). Nowadays, Phnom Penh residents are mixed between traditional and modern, especially Y generation, who was born between 1980s and 2000. Thus, people become more segmented and have different needs. Several previous studies on food consumption and buying behavior have focused on various marketing factors such as price, distribution channels, and packaging. Lifestyle is often used as a tool to understand consumer buying behavior and to classify cluster group (Krishnan, 2011). Demographics (Kumar, 2014) and marketing mix or 4P (Gilaninia, Taleghani et al. 2013) have an impact on consumer buying behavior. In general, people with different ages, genders, educations, occupations, and incomes prefer different choices, as well as different lifestyles and consumer attitudes toward products have a strong influence on buying decision (Carlucci et al., 2015). Marketing mix comprises of four decisions such as product, price, place and promotion (Singh, 2012). The combination of different marketing mix decisions and a set of controllable variables are used to design the strategy to meet customer needs, challenge competitors, achieve the company's objectives, and decide marketing budget. Thus, the marketing mix strategies are very important information to success in the business and to challenge the competitors.

Since there is an increasing in urbanization, population, and monthly income of the Cambodian, the pattern of beef consumption may change. It is one of the business opportunity in Cambodia. That is why we aim to study on the opportunity of premium beef in Phnom Penh, Cambodia.

## **2. Objectives**

The objective of this research aims to explore the new lifestyle patterns of Cambodian on beef consumption and buying behavior. Moreover, the clusters of the Cambodian and the marketing mix strategies of each cluster will be studied.

## **3. Materials and methods**

Data were conducted in Phnom Penh by using online survey (Prentice & Handsjuk, 2016). Phnom Penh was selected due to its highest demand for beef. A number of respondents who completed the survey are around 400 respondents.

The questionnaire was divided into four parts: demographics, lifestyles, buying behavior and marketing mix. For the parts of demographic questions, respondents were asked to select a choice which is relevant to their personal information such as gender, age, marital status, family members, children, education levels, occupation, and monthly income. Within the lifestyle section, questions were designed to learn about the activities and perceptions related to beef consumption such as health concern, perception on fresh, chilled, and frozen beef, perception on imported beef, brand, origin and quality of beef, enjoying activities, sports, and meat consumption. A 5-point Likert scale was used to measure the respondent's opinion. In buying behavior, respondents were asked about how often they buy, which countries of imported beef they have ever eaten, what kind of beef they buy, where they usually buy, how many kilogram they buy each time, reasons of buying beef, willingness to pay for high quality beef and intention of repurchasing. Finally, respondents were asked to give the importance score (5-point Likert scale, 1-not very important, 2-not important, 3-don't know, 4-important, 5-not very important) for each characteristic of product, price, place, and promotion they prefer (Kikulwe, Wesseler, & Falck-Zepeda, 2011).

Data were analyzed by using SPSS version 17.0. Demographics and buying behavior of respondents were analyzed by using the descriptive analysis technique (Missen, McKenna, Beauchamp, & Larkins, 2016). Lifestyles were analyzed by the factor analysis technique to evaluate interrelationship of each type of lifestyles in an effort to find a new group of lifestyles (Thompson, 2004). Marketing mix was analyzed by using one way ANOVA to determine whether there are any statistically significant differences between the means of two or more independent groups (Finnell, John, & Thompson, 2016).

## **4. Results and Discussion**

The questionnaires of 403 respondents in Phnom Penh were fully completed and used for the analysis. Quantitative questions of consumer lifestyle of Phnom Penh residents and marketing mix were analyzed by using Cronbach's Alpha to see the reliability. The reliability of the questionnaire was shown in Table 1. According to the study by Vehkalhti, Puntanen, & Tarkkonen (2006), Cronbach's Alpha with the

value more than 0.7 is reliable. Findings indicated that data of 5-point Likert scale of consumer lifestyle and marketing mix questionnaire are reliable.

**Table 1** Reliability test of 5-point Likert scale questionnaire part

Questionnaire Parts	Number of Items	Cronbach's Alpha
Consumer lifestyle of Phnom Penh residents	14	0.783
Marketing mix	37	0.964

#### 4.1 Demographics of respondents

As shown in Table 2, the total of 403 respondents are Cambodian who live in Phnom Penh city (83.1%) and are the major beef consumers (97.5%). Respondents are female (43.2%) and aged from 16 to 25 (84.6%) who are expected to be a potential group for current and future beef market. Most respondents are single (95.3%) and live with their family (83.4%). As they are single, the percentage of zero child was high (95.3%). More than half of them (65.8%) are students and the rest are self-employed (3.5%) and wage-employed (30.5%). Since they are students and some of them have just started their works, their income is low, lower than US\$ 100 (37.5%), US\$ 101-300 (34.2%), US\$ 301-600 (20.1%), and US\$ 601 up (8.2%). The levels of education of respondents is divided into three parts, below high school (28.3%), bachelor degree (57.6%), and master and above degree (13.1%). Four key demographic variables such as gender, age, levels of education, and income must be focused (Mas'od & Chin, 2014). With the high cost of imported beef as mentioned in the introduction, the potential target group is supposed to have a higher monthly income which is more than US\$101 and levels of education higher than high school since they have the ability to afford for the price and have enough knowledge to judge, perceive, value the beef and be able to differentiate the premium beef with the local beef.

**Table 2** Demographic of respondents (n=403)

Characteristics	Percentage (%)	
Phnom Penh residents	83.1	
Beef consumers	97.5	
Female	43.2	
Age	16-25	84.6
	26-35	15.4
Marital status	Single	95.3
	Alone	16.6
Family size	1-4	46.7
	More than 4	36.7
Children	Zero	95.0
	1-4	5.0
Education	Below high school	28.3
	Bachelor	57.6
	Master and above	13.1
Occupation	Student	65.8
	Self-employed	3.5
	Employed for wage	30.5
Monthly income	Lower than \$100	37.5
	\$101-300	34.2
	\$301-600	20.1
	More than \$601	8.2

#### 4.2 Buying behavior

Buying behavior was described in Table 3. Although their monthly income is low, about 61.3% of all respondents used to buy imported beef from Austria (57%), Thailand (27.7%), and others (9.4%). Thus, it is possible that they are the potential target group for current and future premium beef market. People prefer buying fresh beef (90.6%) to chilled (30.8%) and frozen beef (10.2%) since the fresh one is easy to find in wet market which is the major channel and located around their residents. 37.0% of respondent reported that they bought beef every week, 40.7% bought beef at least once a month, and another 22.3% bought beef once in several months. They bought beef at the weight less than 0.5 kg (39.0%), 0.6 to 1 kg

(45.2%), and over 1 kg (15.9%). Since they mostly live with their family, they would buy in small amount of beef but regularly. The main reason for buying beef is quality followed by taste and price. Furthermore, Cambodian do not value much on the country of origin of the beef (13.6%) and brand image (6.2%). People would like to buy beef that has high quality (75.4%), and good taste (49.6%). Half of respondents (56.6%) would like to pay for premium beef at the price between 41,000-50,000 Riels/kg (34.2%) and 51,000 Riels/kg (8.2%), while the rest are willing to pay for local beef at the price from 37,000 to 40,000 Riels/kg. Moreover, the result showed that people got used to buying beef at wet market (85.6%) because it is cheaper than the price in convenient stores (18.9%), supermarkets (20.3%) and other distribution channels (2.2%). The distribution channels that are popular in Cambodia are wet markets, supermarkets and convenient stores, respectively.

In short, people tend to pay more for good taste and higher quality of beef in the future when their income increases. Moreover, it is because the respondents are mostly in their young age or y generation hence their salary is not high. People who have experience with premium beef value quality and taste of the product rather than the price. With all these information, business should consider on improving quality and taste of the beef product in order to export to Cambodia. In addition, the major distribution channel is wet market. Furthermore, people mostly buy in small amount but regularly, so the packaging design is supposed to be small in weight.

#### 4.3 Lifestyle of respondents

Lifestyles of 14 variables were segmented by using factor analysis. Finding from factor analysis shows that KMO test values 0.729, which is suitable to proceed factor analysis. Furthermore, Bartlett's test shows the significant value of 0.000 which is pretty much smaller than 0.05; it means that correlation matrix is not an identity matrix.

Result indicates that variables of lifestyle can be grouped into 3 factors as shown in Table 4. The members of group 1 are characterized by socialized activity. They are social oriented people who enjoy the festival, enjoy time with family, and enjoy traveling and picnic. Moreover, this group concerns much on their health and have high willingness to pay for more quality and fresh product. Because of these reasons, this group gives priority on the brand of the product; they think that branded product has higher quality and more reliability than product without a brand. They have willingness to try on new product and they have the most potential in buying out of the three group.

For the members in group 2 are named budget concern. They don't spend much time outside; they mostly spend their time doing only their favorite activities. The members in this group enjoy cooking. They are economical who have a cleared plan on budgeting their expenses. They do not eat much meat because it is more expensive than vegetable and not good for health. Due to their cleared budget plan, they spend money on necessary goods, and they do not eat much meat, so this group is not a strong target consumer.

Factor 3, people are characterized by their sport activities. Members are athletics and enjoy doing exercise. This group is also considered as a strong target consumer because they need much energy and protein which mostly contain in meat products.

With these consumer lifestyles, potential target group and minor target group are determined. The major target group is socialized people who are willing to pay for higher quality and value the brands of products. Minor target group is sportsman who requires meat in order to gain more energy.

**Table 3** Descriptive statistic of buying behavior

Buying behavior	Percentage	
Used to buy imported beef	61.3	
Used to buy imported beef from	Australia	59.1
	Thailand	27.5
	Others	10.2
Types of beef that used to buy	Fresh beef	90.6
	Chilled beef	30.8
	Frozen beef	10.2
Frequency of buying beef	Every week	37.0
	At least once a month	40.7
	Once in several months	22.3
Weight of beef buying each time	Less than 0.5kg	39.0
	0.6-1kg	45.2
	More than 1kg	15.9
Main reason for buying beef	Quality	75.4
	Tasty	49.6
	Price	29.3
	Brand	6.2
	Country origin of beef	13.6
Repurchasing beef	84.1	
Willing to pay for high-quality beef	3700-40000 riel/kg	56.6
	40001-50000 riel/kg	34.2
	50001-80000 riel/kg	7.7
	Higher than 80001 Riels	1.5
Place that usually buy	Wet market	85.6
	Convenient store	18.9
	Supermarket	20.3
	Others	2.2

**Table 4** The factor analysis of lifestyle of Cambodian people

Factors	Percentages	Characteristics
1: Socialized people	34.74%	Enjoy traveling and picnic Willing to pay for more quality Eating fresh produce Product with brand Enjoy festival Health conscious Enjoy time with family
2: Budget concerns	32.75%	Enjoy cooking Vegetarian or reduce meat consumption Economical person
3: Sportsman	32.51%	Athletic Doing exercise

#### 4.4 Marketing mix of each cluster

##### 4.4.1 Product

Nineteen product characteristics such as taste like fresh beef, good taste, nutrition values, no food additives, freshness, consisting of quality assurance standard, convenient packaging, eco-friendly packaging, showing brand and manufacturer name, labelling a country of origin, customer service hotline, labelling of nutrition facts, providing the history of product on the label, reusable packaging, beautiful appearance, company concerns about animals welfare, product traceability system of the company, the reputation of food manufacturing, and the reputation of the country of origin of the product, were rated by 5-point Likert scale to see the most important characteristics of beef products. The results from one way ANOVA test and descriptive test between groups on product were summarized in Table 5. It indicated that three groups had similar perception on the following product's characteristics: consisting of quality assurance standard, eco-friendly packaging, and product traceability system. There were significant differences in the product characteristics

among the three consumer's clusters. Furthermore, within all eight product characteristics that consisting of the differences between groups clusters, the first group, socialized people, took the highest important score in each characteristic. Budget concerns group gave the higher important score comparing to sportsman group because they are a health conscious group.

Moreover, within all product characteristics, consisting quality assurance standard (m: 4.20, std.: 0.904), good taste (m: 4.20, std.: 0.863), animal welfare (m: 4.19, std.: 0.955), freshness (m: 4.19, std.: 0.904), company tractability system (m: 4.10, sd.: 0.946), taste like fresh beef (m: 4.05, std.:0.930), no food additives (m: 4.02, std.: 1.061), nutrition values (m: 3.99, std.: 1.032), eco-friendly packaging (m: 3.93, std.: 1.016), were the most concerned characteristics amongst the three groups. Therefore, in order to make a beef business in Cambodia, these characteristics should be taken into consideration.

**Table 5** The ANOVA test and descriptive test between groups on product characteristics

Product characteristics	Sig.	Clusters	Mean	Standard deviation
Taste like the fresh beef	.000	Socialized	4.34	.685
		Budget concerns	3.92	.920
		Sportsman	3.89	1.089
		Total	4.05	.930
Good taste	.000	Socialized	4.41	.587
		Budget concerns	4.17	.843
		Sportsman	3.99	1.059
		Total	4.20	.863
Nutrition value	.005	Socialized	4.21	.871
		Budget concerns	3.92	1.082
		Sportsman	3.83	1.102
		Total	3.99	1.032
No food additive	.005	Socialized	4.24	.934
		Budget concerns	3.98	1.011
		Sportsman	3.83	1.195
		Total	4.02	1.061
Freshness	.000	Socialized	4.44	.681
		Budget concerns	4.15	.887
		Sportsman	3.98	1.059
		Total	4.19	.904
Consisting quality assurance standard	.063	Total	4.20	.913
Eco-friendly packaging	.151	Total	3.93	1.016
Labelling a country of origin	.044	Socialized	4.01	.898
		Budget concerns	3.79	1.013
		Sportsman	3.73	1.056
		Total	3.85	.995
Company concerns about animals welfare	.027	Socialized	4.36	.833
		Budget concerns	4.14	.959
		Sportsman	4.07	1.050
		Total	4.19	.955
Company has product traceability system	.059	Total	4.10	.946
The reputation of food manufacturing	.004	Socialized	4.02	.917
		Budget concerns	3.72	.979
		Sportsman	3.64	1.064
		Total	3.80	.998

#### 4.4.2 Price

There are three price statements, which are reasonable price versus quality, reasonable price versus quantity, and low price. The ANOVA test and descriptive test between three clusters were described in Table 6. Within the error of 5%, there is no significant difference between groups. The reasonable price versus quality (m: 4.12, std.: .872) was more concerned comparing to the reasonable price versus quantity (m: 3.99, std.: 0.932) and cheaper price (m: 3.60, std.: 1.045). Although they have low monthly income,

they still concern on the quality more than price and they would pay higher price for the premium products rather than local beef if the beef has better quality than the local one. Thus, there is an opportunity for premium beef market for current and future market because people tend to be more health conscious.

**Table 6** The ANOVA test and descriptive test between groups on price

Price	Sig.	Clusters	Mean	Standard deviation
Reasonable price versus quality	.077	Total	4.12	.872
Reasonable price versus quantity	.186	Total	3.99	.932
Low price	.611	Total	3.60	1.045

#### 4.4.3 Place

There are eleven types of distribution channels which were picked to be used in this study such as traditional market or wet market, premium and high-quality product, near-by location (to home or office), safe and convenient car parking, well known/ famous, good reputation about high quality imported product, variety of product displaying, categorized product managing, well decorated product, hygienic place or cleaned place, and online order service. The ANOVA test and descriptive test between groups on place were summarized in Table 7. In eleven characteristics of places, there is only one significant difference between groups on hygienic place which socialized group has the highest important score (m: 4.46, std.: 0.826), while budget concerns and sportsman group have (m: 4.31, std.: 0.878) and (m: 4.14, std.: 1.047), respectively. Consumer prefers shopping at hygienic place (m: 4.31, std.: 0.928), at place that has good management on product categories (m: 3.90, std.: 0.921), at traditional market (m: 3.85, std.: 1.023), and at place consisting of variety of products (m: 3.70, std.: 1.021) rather than other places. Hence, four main characteristics of the distribution channels for premium beef are hygienic place or clean place, good management in product category, consisting of variety of products, and a traditional market.

**Table 7** The ANOVA test and descriptive test between groups on place

Place	Sig.	Clusters	Mean	Standard deviation
Traditional market	.317	Total	3.85	1.023
Variety of product	.544	Total	3.70	1.021
Managing product category	.094	Total	3.90	.921
Hygienic place	.014	Socialized	4.46	.826
		Budget concerns	4.31	.878
		Sportsman	4.14	1.047
		Total	4.31	.928

#### 4.4.4 Promotion

Four types of promotion were studied including providing trial, reducing product price, providing premium, and advertising. The ANOVA test and descriptive test between groups on promotion were described in Table 8. Different cluster groups value the types of promotion differently. On providing trial product (m: 3.74, std.: 1.077) and providing premium (m: 4.44, std.: 0.879), socialized group valued higher than other groups. Within all four promotions, consumers preferred premium providing (m: 4.28, std.: 0.913) and price reduction (m: 3.71, std.: 1.024) to trial product providing (m: 3.54, std.: 1.144) and advertising (m: 3.34, std.: 1.088). The good promotion for Cambodian are premium quality providing, price reduction and trial product providing. However, the advertisement does not affect much on purchasing decision. Since the different importance score of four promotions are not so much different, a beef company should provide the combination of promotion strategies (i.e. providing premium product, price reduction, and providing trial).

**Table 8** The ANOVA test and descriptive test between groups on promotion

Promotions	Sig.	Cluster	Mean	Standard deviation
Provide trail product	.002	Socialized	3.74	1.077
		Budget concerns	3.60	1.121
		Sportsman	3.27	1.191
		Total	3.54	1.144
Price reduction	.242	Total	3.71	1.024
Provide premium	.012	Socialized	4.44	.807
		Budget concerns	4.28	.879
		Sportsman	4.11	1.021
		Total	4.28	.913
Advertisement	.128	Total	3.34	1.088

## 5. Conclusion

Since economic growth, population, and urbanization have increased, meat consumption patterns of Cambodian have changed. Because of these reasons, the lifestyle of Cambodian on beef consumption, buying behavior, clusters of Cambodian people, marketing mix of each cluster were studied. The research was conducted in Phnom Penh and was analyzed by using descriptive analysis, factor analysis, and ANOVA.

Almost half of respondents have had experience with imported beef. Most respondents prefer buying fresh beef compared to chilled and frozen beef. Consumers usually buy beef around 1 kg each time for their whole family with the frequency of buying every week or at least once a month. The main reasons for buying beef are quality and taste. On the contrary, they did not value much beef products on the country origin of beef and brand image. Besides, the channel of distribution of beef products for Cambodian are the wet markets, supermarkets and convenient stores, but the most effective channel is wet market because the cost of beef at wet market is lower than others. Since the respondents are at their young age and their income is low, the willingness to pay for premium beef is still lower than the price of average beef. More than half of them used to buy premium beef from many countries and almost all of the Cambodian value on quality and taste; only 29.3% concerned on price of beef. With these reasons, the premium beef market in Cambodia is expected to continue to grow when the number of middle class income increases in the future. Furthermore, people are used to buy fresh beef, which is the form of current local beef rather than chilled and frozen which are the form of imported beef. This is because the fresh one is easier to find in wet markets, which is a popular channel for Cambodian. People also purchase imported beef because of its quality and taste. Thus, with a high cost of imported beef, the potential target group is supposed to be socialized group and sportsman group since they have a higher concern on health and quality of product, as well as having enough knowledge to judge, perceiving value of the premium beef and being able to differentiate the beef from the local beef. People will have tendency to pay more for good taste and higher quality of beef in the future. In brief, company should consider on quality and taste of the product and choose wet markets and supermarkets as the major distribution channels. Furthermore, people mostly buy in small amount but regularly, so the packaging design should provide for a small packed size.

Cambodian people were classified into three types based on their lifestyle. They are socialized, budget concerns, and sportsman. Socialized and sportsman group are supposed to be potential target groups. Socialized group is a group who has high willingness to pay for imported beef, concern on health and value the brand of the product. Opposite to socialized group, budget concern group is economical people, like cooking and reduce meat consumption. On the contrary to the other two, sportsman group is a group who loves doing exercise.

For the product characteristics, the main characteristics consisting of quality assurance standard, good taste, concerning on animal welfare, freshness, company tractability, taste like fresh beef, no food additive, nutrition value, Eco-friendly packaging. In addition, the price of the product was supposed to be suitable for the quality of the product that was the major concern of consumer rather than the suitable price for quantity and cheaper price. Although they have low monthly income, they still concern on the quality more than price and willing to pay for higher price if the beef is better in quality than the local one. It is a good sign for current and future premium beef market. Moreover, consumer prefers shopping at cleaned place, at place that has good management on product categories, at traditional market, and at place consists of variety of products rather than other places. So the distribution channels for premium beef are supposed



to be a cleaned place, with variety of products, and have good management of product category. The promotions that affect their purchasing decision were providing premium quality, price reduction and providing trial product. Unlike, the advertisement which did not have much effect on purchasing decision. The differences among groups were that the socialized group valued important score on some characteristics such as fresh beef, good taste, nutrition values, no food additives, freshness, labelling a country of origin, company concern about animal welfare, labelling of a country of origin and the reputation of food manufacturing, reasonable price versus quality, hygiene of the place, providing trial product and providing premium, higher than budget concerns group and sportsman group because these groups concern much on health and have willing to pay for more quality beef than the other two.

In order to enhance the consumption of premium beef, a beef business should consider the need of their target groups. The major target group and minor target group for beef market in Cambodia are social group and sportsman group, respectively. To satisfy these two groups, the business should focus on quality and taste of product following by quality standard, animal welfare, freshness, traceability system, taste like fresh beef, no food additive, nutrition value, and eco-friendly packaging. In addition, the major distribution channel for the Cambodian is traditional market follows by cleaned place, good management in product category, having variety of product. In addition, the promotion strategies of providing premium, price reduction, and providing trial should be combined to promote the product to consumers.

This research contributes to beef consumption and buying behavior, and marketing mix in Cambodia. Further research should be studied on the factor impacts on buying decision and attributes toward premium beef to see more on factors that affect buying decision and what attributes of premium beef are supposed to be considered.

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