This study explores the consumers’ purchasing behaviour towards poultry products, particularly eggs in Osun state. The study also analyses the factors influencing purchasing behaviour of consumers and non-consumers towards egg and the relationship between volume of egg purchase and income.

A quantitative survey research was employed using primary data collected through structured questionnaire administered in three of the most populous towns in Osun state. 250 respondents were randomly selected and the data was obtained and analyzed using purposive sampling and explanatory method. Nine attributes were used to estimate the personal, psychological, social and cultural influential factors, while the relationship between income and volume of egg purchase was explored.

The result showed that a larger part of consumers (61.7%) consume egg for both its nutritional value and pleasure. From the nine attributes used, size and cleanliness of egg had the most effect on consumer purchase while age had the most effect on consumer consumption. Likewise, the socio-economic characteristics of non-consumers reveal that the dislike for egg and its potential health issues were the major factors influencing their non-consumption.

This information is useful for poultry producers as to grasp a better understanding of consumer attitude and perception towards their products.