

**AN EMPIRICAL INVESTIGATION ON CONSUMER'S  
PERCEPTION TOWARDS POULTRY PRODUCTS IN  
COIMBATORE PROVINCE**

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**ABSTRACT**

India is the second largest egg and third largest broiler-chicken producer in the world — 65,000 million eggs and 3.8 million tonne of poultry meat a year. As, per a report by The Economics Times, India's poultry sector is likely to see double-digit growth in 2015 because of stable feed prices and encouraging rural demand, notwithstanding local and global challenges. Purchasing power of Indians is likely to grow at a much higher rate in the future due to strong economic growth. It is important to understand the consumption growth of poultry chicken. This paper focuses on the demand supply gap of poultry chicken. The objectives of this study are to find demand for the poultry chicken among the Coimbatore people and also the need for required supply.

**Key Words: Demand for Poultry Chicken, Purchasing power, consumption of chicken, supply of chicken.**

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## Introduction

Poultry is one of the fastest growing segments of the agricultural sector in India today. As a result, India is now the world's fifth largest egg producer and the eighteenth largest producer of broilers. Driving this expansion are a combination of factors - growth in per capita income, a growing urban population and falling real poultry prices.

In the context of this emerging scenario, questions are being raised about the impact of the scaling up of production-through structural factors, externalities and policies-on small-scale producers. It is estimated that India presently has about 115 million improved layer and 620 million commercial broiler population. All this will require intense efforts to provide proper infrastructure support sustainable broiler and egg industry in breeding, feeding, management, health control, and infrastructure for collection, processing, preservation and marketing of eggs and poultry products with a view to increasing the food security and improving the overall economy of the country. A strong and internationally integrated poultry industry has evolved that utilizes economies of scale and advanced technology. In developing countries, however, the majority of poultry are still kept by smallholders in less intensive systems. For these households, poultry has served as both a safety net and a means to acquire assets and move out of poverty.

## Objectives of the Study

- a) To study the socio-economic factors of the respondents.
- b) To study about the factors affecting the choice of preferring chicken by the respondents.
- c) To analyze the factors affecting the consumption of chicken by the respondents.
- d) To know the circumstances chicken is avoided by the respondents.

## Research Methodology of the Study

Research methodology refers to the behavior and instruments we use in performing research operations such as making observations, recording data techniques data and the like.

### Area of the study:

The study was conducted to the residents of the different zones of Coimbatore City. The research was to study the affect of consumption of chicken on the residents of the Coimbatore city.

### Period of the study:

The period of the study covers 6 months.

### Sources of data:

The validity of any research is based on the data collected for the study. The present research is based on primary data as well as secondary data. The primary data were collected from the residents of different zones i.e., North zone, South zone, East Zone and West zone of Coimbatore city in the study area. Stratified sampling method is used in selecting the respondents.

Questionnaire was the main tool used for collecting the first hand information from the respondents. Hence, great attention was given to construct the questionnaire. The questionnaire was prepared with the help of the research guide and experts. The questions were framed in a sample manner, capable of being answered easily and quickly by the respondents. The possible answer to every question is to put a tick mark to rank by the respondents wherever necessary.

The study also consists of secondary data, which are collected from magazines, newspapers, journals and also website.

### Sample size:

The sample size selected for the study is 200 respondents.

**Sampling techniques:**

Stratified sampling technique was used to determine the sampling units.

**Tools for analysis:**

The tools used for the purpose of analysis are:

- Chi square
- ANOVA- (F Test)

**Chi square analysis:**

The chi square test is an important test amongst the several tests of significance. The chi square is used to test whether the two factors are independent or not. In other words, this test is to find whether one factor has significant influence over the other factor. Chi square is an important non parametric test and as such no rigid assumptions are necessary in respect of the types of population.

The Chi Square is denoted by  $X^2$  and the formula is given as:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

**F-Test**

An F-test is any statistical test in which the test has an F-distribution under the null hypothesis. It is the most often used when comparing statistical models that have fitted to a data set, in order to identify the model that best fits the population from which the data were sampled.

## Review of Literature

According to FAO (1995) reports, increment of mono-gastric animal production and the more intensive feeding systems with improved genotypes resulted in relatively greater demand for higher quality concentrate feeds.

**SamarenduMohanty and K. Rajendran (2003)** There is a relatively strong growth for egg and poultry meat both in the urban and rural areas in the next two decades. During the same time period, total poultry meat consumption is likely to expand from 687 million kilograms to 1,674 million kilograms.

**Rushton et al (2004)** based on its level of bio-security and birds/products marketed, poultry production sector is classified as industrial, commercial, medium-commercial and village chicken productions system in the world.

**Madan (2005)** The mass production of pigs and poultry needs a larger proportion of the feed crops.

**Jabbar et al (2011)** reported, rising global demands for animal products may be an offer of opportunities to the animal producers. In satisfying such enforced demands of foods of animal origins, the greatest increase is expected from poultry.

## Findings and Conclusion

### Chi-square

1. There is a significant relationship between age of the respondents and reason for in-taking of non-vegetarian.
2. There is significant relationship between age of the respondents and reason of avoiding non-veg at times.

F-test

A- Age of the respondents

B-Reason for in-taking non-veg

X1	$x_1$	$x_1^2$	X2	$x_2$	$x_2^2$
96	46	2116	44	6	36
41	9	81	106	56	3136
38	12	144	40	10	100
25	25	625	10	40	1600
<b>200</b>	<b>92</b>	<b>2966</b>	<b>200</b>	<b>112</b>	<b>4847</b>

$$S_1^2 = \frac{\sum x_1^2}{n_1-1} = \frac{2966}{3} = 988.66$$

$$S_2^2 = \frac{\sum x_2^2}{n_2-1} = \frac{4872}{3} = 1624$$

$$F = \frac{\text{large variance}}{\text{small variance}} = \frac{1624}{988.66} = 1.64$$

**Conclusion**

The chicken poultry industry in India is increasing day by day. People have started consuming chicken not only for its taste but also for its nutritional values. Due to various details and information available online about the benefits of chicken, people nowadays want to consume chicken for various health benefits i.e., body building, iron, saturated and various unsaturated fats etc. this study has found out the chicken poultry has a profitable future ahead. People are also finding out various ways of making chicken healthier. So, chicken is considered as a part of diet not as something that could harm our body.

## Suggestion

The above study was taken to know demand supply gap of chicken poultry in Coimbatore province. Through the results we can say that people have started consuming goods for nutrients sake. So, the demands derived from the consumption of poultry products are dependent on factors such as income growth and income elasticity, urbanization, and population growth. The factors such as tastes and, more importantly, relative product prices could not be incorporated. It is suggested that Seasonal price fluctuations following non-availability of grain as poultry feeds throughout the year should be taken into account to estimate the total poultry feed requirement. Though, a poultry farm investment focusing on broiler production is a relatively easy business to run but as per the study people are more interested in organic farms which the company is suggested to focus on. Poultry farmers require better links to markets for more efficient procurement of inputs and delivery of services e.g. technical training and feed and health inputs. By better linking farmers to markets, producers receive better prices for their chickens. This also opens up opportunities for contracting with traders and processors.

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