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A study on consumer's preference and purchase intention towards organic poultry

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Abstract

The consumer of today places increased importance on food safety, environmental and health issues and quality, hence some are willing to purchase organic meat. Evaluation models used in previous organic food research have identified variables such as health consciousness, environmental concern, animal welfare and income as important determinants of organic food choice. The objective of this research was to examine the Preference of consumers towards Organic Poultry and to find the Purchase intention of consumers towards Organic Poultry examine consumer perceptions of organic meat. A questionnaire was completed by 150 respondents, which were representative of the Coimbatore city people, It has been clarified that most of the consumers' purchase motives are only with taste and health dimensions. So the future purchase of Organic Poultry will aim to satisfy the consumers' dimensions. The study has clearly depicted that Organic Poultry are tastier and healthier than any other poultry and it makes consumers to purchase accordingly.

Keywords: consumer's preference, organic poultry, purchase

Introduction

Organic foods are grown and processed differently than conventional agricultural products. Meats like Chicken are fed organic feed and provided with access to the outdoor. Organic Chickens receive a balanced diet and clean housing, which helps decrease the propensity of disease. The use of antibiotics and feed made from other animal parts cannot be used in organic chicken farming.

Codex alimentations commission defines organic farming as "A unique production management system which promotes and enhances agro – ecosystem health, including biodiversity, biological activity."

There are various issues of organic farming along with necessary interventions required in Poultry breeding, feeding, housing and health care management under Indian scenario. Poultry sector plays a significant role in improving the socio – economic condition of rural masses by generating gainful employment and augmenting family income particularly among the marginal farmers and women in rural areas FAO / WHO. Poultry is one of the fastest growing segments of the agricultural sector in India today. Production of eggs and broilers is raising at much more faster pace than that of production of agricultural as a result; India is now world's fifth largest egg producer and eighteenth largest producer of broiler. In spite of all the positive aspects still the issues of food safety and quality remains unaddressed. Hence in the Poultry world new interventions in the form of "Organic Poultry Farming".

Statement of the problem

Consumers have been come to know about many poultry and among those poultries, Organic Poultry has become popular nowadays. However, there is another form of poultry which is fast developing from recent years Organic Poultry. The organic poultry has been worldwide and the consumers believe that it is better in safety and quality of health Organic Poultry is the poultry which attracts consumers through various features. The number of consumers who is consuming Poultry is constantly increasing, which is also significant that Organic Poultry is increasing rapidly. Through the rapid increasing of purchase of Organic Poultry among consumers, there is a better increase of retailers. The level of consumption and satisfaction through poultry and organic poultry differ and that is based on several process

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that influence purchasing choices. The researcher in this context felt a need to identify the preference and satisfaction level in the Organic Poultry, so that inferences can be drawn about the number of consumers who prefer Organic Poultry.

1. To what extent do the consumers prefer Organic Poultry?
2. Have the consumers Satisfied through the Organic Poultry after the consumption?

Objectives of the study

To study the Preference of consumers towards Organic Poultry.

To find the Purchase intention of consumers towards Organic Poultry.

Research Methodology

The main objective of this research is to study the Consumers preference and Satisfaction towards Organic Poultry.

Area of the study

The study was undertaken in and around Coimbatore city.

Data Source

Primary Data

Primary data has been collected through self constructed questionnaire considering the objective of the study.

Secondary Data

The secondary data was collected from Journals, Newspapers, Magazines, and websites, reports, research studies.

Sampling Size

Data has been collected from 150 respondents.

Sampling Technique

Convenience Random Sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. The Convenience Random Sampling is used in the study.

Review of literature

Fanatico *et al.* (2009) ^[1] conducted a study on “Organic poultry production in the united states”, in the journal of poultry science association. The study examined that organic poultry production in the United States has been described in terms of living conditions, health, and origin of birds, feed, and processing and allowed materials. The tool used in this study is Analysis of Variance (ANOVA). The study concludes that the slow-growing birds do not have lower methionine requirements than the fast birds; the use of synthetic methionine is a key issue for organic broiler producers because there is an upcoming ban by the non-organic poultry.

Maria Eriksson (2010) ^[2] conducted a study on “Protein supply in organic broiler production using fast-growing hybrids”, in the journal of Doctoral thesis of Swedish University of Agricultural sciences, Uppsala. The study examined that currently available organic protein feedstuffs generally contains only low levels. The objective has explained that effects of health and behaviour are access to outdoor pasture. The tools used in the study are Percentage

analysis, ANOVA and Univariate to show the health effects of organic poultry. The study concludes that the diets used in the thesis were not efficient enough to reduce growth rate to comply with the slow-growing broiler.

Mohammad Kavooosi Kalashami (2012) ^[3] conducted a study on “Investigating consumers’ willingness to pay for organic green chicken in Iran”, in the international journal of Agricultural Management and Development. The study observed that the consumers’ are willingness to pay for organic green chicken in Iran. The study has used the tools of Descriptive statistics of Sample characteristics. The study concludes that consumers’ knowledge and information increase about the advantages of the green products and the effects of an antibiotics on health.

Brunberg *et al.* (2014) ^[4] conducted a study on “Genetics and welfare in organic poultry production” in the Journal of Bioforsk organic food and farming. The study observes that the report is to investigate the suitability of breeds and hybrids available for organic poultry farming. The study is based upon Internet based questionnaire, and it was sufficiently satisfied with Ross Rowan, even if they thought that they still grew too fast. The study concludes that though there is some research on welfare and genetics in organic poultry production, there is a lack of research at a national level.

Table 1

Personal Factors	No. of respondents	Per cent
Age	Below 2years	44 29.3
	26-35 years	49 32.7
	36-45 years	31 20.7
	Above 45 years	26 17.3
	Below 25 years	44 29.3
Education level	School Level	21 14.0
	Degree	54 36.0
	Diploma	29 19.3
	Professional Course	46 30.7
Occupational status	Government Employee	24 16.0
	Private Employee	34 22.7
	Business	33 22.0
	Others	59 39.3
Family income	Up to Rs.20000	21 14.0
	Rs.20001 to Rs.30000	44 29.3
	Rs.30001 to Rs.40000	40 26.7
	Above Rs.40001	45 30.0
Residential Area	Rural Area	42 28.0
	Urban Area	76 50.7
	Semi Urban Area	32 21.3

It is inferred from above table that 32.7 percent of the respondent are in the age group of up to 26-35 years, 36 percent of the respondents are degree holders, 30 percent of the respondents are belong to the income group of above Rs40001, 50.7 percent of the respondents are residing in urban area,

Table 2: Source of awareness

Source of awareness	Respondents	Percentage
Advertisements	36	24.0
Friends and Relatives	63	42.0
Neighbours	24	16.0
Internet	27	18.0
Total	150	100.0

Source: Primary Data

From the above table it is known that 42.0% of the respondents have been aware of Friends and Relatives, 24.0% of the respondents are aware of Advertisements, 18.0% of the respondents are aware of Internet and 16.0% of the respondents are aware of Neighbours. Hence, it is concluded that (42.0%) of the respondents has been aware of Friends and Relatives.

Table 3: Period of awareness

Period of awareness	Frequency	Percentage
Less than 6 months	19	12.7
6 months to 1 year	58	38.7
1 to 3 years	34	22.7
More than 3 years	39	26.0
Total	150	100.0

Source: Primary Data

From the above table it is noted that 38.7% of the respondents has the awareness from 6 months to 1 year, 26.0% of the respondents has the awareness of More than 3 years, 22.7% of the respondents has from 1 to 3 years and 12.7% of the respondents has the awareness of Less than 6 months. Hence, it is concluded that (38.7%) of the respondents has been aware from 6 Months to 1 Year.

Table 4: Place of Purchase of Meat

Place of purchase	Respondents	Percentage
Butchery	29	19.3
Meat Market	72	48.0
Farm	49	32.7
Total	150	100.0

Source: Primary Data

From the above table it has been observed that 48.0% of the respondents are purchasing in Meat Market, 32.7% of the respondents are purchasing in Farm and 19.3% of the respondents are purchasing in Butchery. Hence, it is concluded that (48.0%) of the respondents purchase from Meat Market.

Rank Analysis

Friedman’s rank test

Rank test is done to identify if there are significant differences in ranking the items, by the respondents.

Table 5: Factors which influence to purchase organic poultry

Factors	Ranking	Mean of ranks
Taste	1	3.32
Quality	3	4.04
Digestion	4	4.78
Healthy	2	3.68
Convenience	5	4.79
Ease of Preparation	6	4.92
Future Purchase	8	5.33
Diet Maintenance	7	5.15

Test Statistics

N	150
Chi-Square	92.873
Df	7
Asymp. Sig.	.000

Inference

The above table shows that the respondents have given first rank to Taste of Organic Poultry. This shows that compared to conventional poultry, Organic Poultry is very much tasty. Second rank has been given to Healthy factor, third rank has been given to Quality, while fourth rank has been given to Digestion, fifth rank is given to Convenience and sixth rank to Ease of Preparation, whereas seventh rank has been given to Diet Maintenance and eighth rank has been given to Future Purchase and which shows that respondents do not give much importance to Future Purchase.

It can be seen that Taste (Mean=3.32) is ranked higher by the respondents followed by Healthy factor (Mean=3.68); Quality (Mean=4.04); Digestion (Mean=4.78); Convenience (Mean=4.79); Ease of Preparation (Mean=4.92); Diet Maintenance (Mean=5.15); Future Purchase is ranked the Least (Mean=5.33).

The ranking as per the above table is valid as the chi square table values ($\chi^2 = 92.873, p < 0.000$) are statistically significant.

Chi-Square Test

H0: “There is no significant relationship between Occupational Status and Preference towards Organic Poultry.”

Table 6: Relationship between occupational status and preference towards organic poultry

Cross Tabulation			
Occupational Status	Preference		Total
	High	Low	
Government employee	5	3	37
Private Employee	10	14	24
Business	6	32	38
Others	6	45	51
Total	27	123	150

Source: Computed Data

From the above given table, out of 150 respondents, 37 respondents are of Government Employees in which 5 has high Preference and 32 has low preference in Organic Poultry, 24 respondents are of Private Employees in which 10 have high Preference and 14 have Low Preference in Organic Poultry, 38 respondents are of Business in which 6 have high preference and 32 have low preference in Organic Poultry and 51 respondents are of Other occupational status in which 6 have high Preference and 45 have low preference in Organic Poultry.

Table 6a: Chi-Square Test

	Calculated value	Degree of freedom	Sig.	Remarks
Chi-square	11.081	3	0.011	Rejected

S- Significant at 5% level

Chi square test is applied to find the relationship between Occupational Status and Preference towards Organic Poultry. As the chi-square significant value ($p < 0.011$) is less than 0.05, hence there is significant relationship between Occupational Status and Preference towards Organic Poultry. Hence, the hypothesis is rejected.

ANOVA (F-Test)

H0: “There is no significant association in mean Purchase intention score of the respondent towards Organic Poultry based on their Occupational Status.”

Table 7: Association between purchase intention by the consumer among occupational status towards organic poultry.

Occupational Status	Purchase Intention Score		
	Mean	S.D	No.
Government Employee	3.9667	0.42965	37
Private Employee	3.6122	0.66190	24
Business	3.7126	0.57305	38
Others	3.8733	0.54628	51
Total	3.8138	0.55686	150

Source: Computed Data

Mean Score were found out for each group of Occupational Status. The highest mean score is 3.9667 for the Government Employees, Private employees has the lowest mean score of 3.6122.

Table 7a: ANOVA for Purchase Intention by the consumer

	Sum of square	Degree of freedom	Mean	F	Sig	Remarks
Between Group	2.411	3	0.804	2.679	0.049	Rejected
Within Group	43.793	146	0.300			
Total	46.204	149				

S- Significant at 5% level

ANOVA is applied to find the association between Occupational status and Purchase Intention towards Organic Poultry. As the sig. value ($p < 0.049$) is lesser than 0.05, hence there is significant association between Occupational status and purchase intention. Hence, the hypothesis is rejected.

Correlation

Table 8: Relationship between age and preference towards organic poultry

Descriptive Statistics			
	Mean	Std. Deviation	N
Preference	2.5940	.15979	150
Age	2.76	.967	150

The Preference has the highest mean value of 2.5940 and Age group has the mean value of 2.76.

Correlations				
Pearson's	Preference		Preference	Age
		Correlation Coeff.	1	.134
		Sig. (2-tailed)		.102
	N	150	150	
	Age	Correlation Coeff.	.134	1
		Sig. (2-tailed)	.102	
N		150	150	

Among the variables considered, the above table shows that correlation between the Age group (0.134) and Preference regarding Organic Poultry (1.00) is positively correlated.

Suggestions

Here are some of the suggestions to improve Organic Poultry in such a way that it influences consumer Purchasing decision, which is the ultimate aim of any other Poultry.

There should be more shops to be available for the consumers' to prefer Organic Poultry.

Lack of In-depth of knowledge about Organic Poultry among consumers, so it must be promoted by proper awareness.

It has the clarification of the most important purchase motives, perceived quality cues and quality dimensions, which together with the perceived costs of organic chicken determine the consumers' intention to buy.

Consumers are willing to pay for Organic Chicken as it reduces many diseases and the effects of antibiotics on health would change their tendency towards Organic Poultry.

Conclusion

Organic Poultry is one of the tastier and healthier foods to be considered to be in the present generation. In this study, the consumer is less sensitive to price and is more concerned with attributes of taste and quality. It reduces many diseases and the effects of antibiotics on health would change their tendency towards Organic Poultry. Consumers should also be given factual and balanced information regarding the safety of Organic Poultry and evidence of risks associated with conventional poultry. It has been clarified that most of the consumers' purchase motives are only with taste and health dimensions.

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