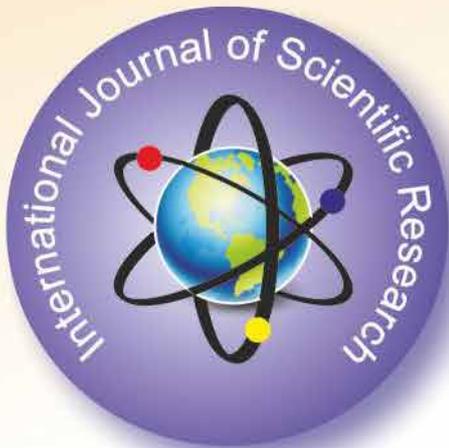


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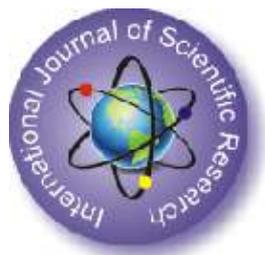
Indexed with International ISSN Directory, Paris

Volume 1 | Issue 2 | July 2012



ISSN No. 2277 – 8179

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ISSN No. 2277 – 8179

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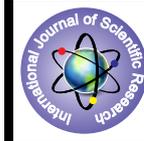
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Consumer Behaviour towards Broiler Chicken Retail Stores With Reference to Madurai City



Commerce

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ABSTRACT

India constitutes a large potential market for poultry meat. Poultry production and consumption in India appears to be expanding rapidly, fueled by rising income as well as changes in the structure of poultry production and consumption. The key structural changes in production growth are emergency of integrated producers, which are combining breeding, feed milling, contract growing sales and marketing. Since 1970's global production, consumption and trade of poultry meat has grown faster than that of any other meat. During 1990's when demand growth slowed for other meat, including fish demand growth for poultry meat accelerated and poultry continued to lead the expansion of meat trade, although demand for poultry meat was strong relative to demand for other meats in development countries. The rapid global gain in poultry meat supply, demand and trade were lead by gains in development countries. Expansion has been most rapid in the Asia region including China, South Asia, as well as Latin America. The present study aims at showing how the emergency of the poultry section in developing countries, such as India, has the potential to affect global and the US market for poultry product, feed and related input.

Introduction

India constitutes a large potential market for poultry meat. Poultry production and consumption in India appears to be expanding rapidly, fueled by rising income as well as changes in the structure of poultry production and consumption. The key structural changes in production growth are emergency of integrated producers, which are combining breeding, feed milling, contract growing sales and marketing. Since 1970's global production, consumption and trade of poultry meat has grown faster than that of any other meat. During 1990's when demand growth slowed for other meat, including fish demand growth for poultry meat accelerated and poultry continued to lead the expansion of meat trade, although demand for poultry meat was strong relative to demand for other meats in development countries. The rapid global gain in poultry meat supply, demand and trade were lead by gains in development countries. Expansion has been most rapid in the Asia region including China, South Asia, as well as Latin America. The present study aims at showing how the emergency of the poultry section in developing countries, such as India, has the potential to affect global and the US market for poultry product, feed and related input.

Indian overview

Indian poultry industry is on cross- road-Considerable progress is already made but we have to go miles Most of the global brands are available in India, still there are some opportunities for technology transfer particularly organic brand. And processing is as good as non-existent. There is a great potential for exports which is yet to be tapped. Indian Poultry Industry provides direct and indirect employment to about 3.0 million people especially in much needed rural India, and contributes to about Rs.29,000 crores to the National GDP. Poultry is the only sector in Agriculture steadily growing at a healthy rate of 7% - 8% in layers and 15% in broilers since last 2 decades. Through a well-planned indigenization and acclimatization, the productivity has been improved systematically to the levels on par with the developed countries. The per capita availability in India has increased to about 42 eggs and 1.6 kilogram poultry meat.

Broiler Industry

The broiler industry operates completely as a live bird market (or 'wet' market), with birds retailed as live birds and slaughtered in front of the customer in the retail shop. Almost 98% of the consumption is in live-form limiting therefore the area that can be catered from a production centre. Customers have over the years developed a perception that fresh poultry meat purchased as live bird and slaughtered on site in their presence is better in quality as problems may be difficult to detect until it is thawed.

Broiler bird trading is very volatile where prices are deter-

mined based on demand -supply in a given market for the day. The broiler prices fluctuate widely and even short surpluses result in a very wide fluctuation in market prices. Consumption of poultry and other meats is adversely affected during religious festivals leading to significant drop in demand. With the little scope for sale of frozen products or inter regional movement due to preference of live birds, the seasonal swings in demand are causing high volatility for market prices of broilers. India has considerable progress in broiler production in the last decades. High quality chicks, equipment, vaccines and medicines are available, with an annual output of 41.06 billion eggs and 1000 million broiler, India ranks fifth largest poultry broiler in the world.

Broiler Retail Stores

In Madurai City, broiler meat through broiler retail stores has become very popular business. In each area three are many broiler stores, handling sales of broiler in a common marketing strategy. The price, infrastructure of the store, promotional activities are common in every shop. Some retail stores handle different promotional activities in Madurai city like providing free egg for every kilogram of broiler, providing discount on price and freely offering the broiler liver, legs and the like. The demand for the broiler store is high at on wednesdays, Thursdays, Saturdays and Sundays. The time for demand for broiler takes place from morning to afternoon only. The festival days create peak demand for broiler, like Deepavali, New Year and the like.

REVIEW OF LITERATURE

Bhardwaj and Ashok Kumar in their study entitled "Economic Study of Poultry Development in India, a Regional Approach", fund allocation for poultry development during the various plans are very minimal. Most study are less development like Andhra Pradesh, Tamil Nadu, Punjab, and the like are surplus in production. The marketing operates in a family competitive environment. The price movements in wholesale market as well as in the retail market over the years have grown height, which implies strong integration in the commodity market and price movement in one market fully transmitted to another market.

Branchi et al in their study entitled "The Influence of the Season and Class Broiler Chicken on Meat Quality Traits", found that during summer broiler meat undergoes depression of its functionality and quality. Moreover the market class of bird also determined some differences in breast meat quality attributes.

Karlan opined that an enabling environment would give all the villagers access to poultry farm input supplies and services; have the way for disbursement of micro-credits in a cost-effective way, facilitate easier formation of associations through formalized village livestock groups, help people acquire the

skills that are required for a business set-up, form the basis for a marketing organization for farm products and can be used by other NGOs, having the same target groups, to implement other development activities.

Statement of the Problem

Due to increase in demand and consumption of broiler chicken, the number of broiler chicken stores increase at high growth rate. The broiler chicken stores can be open by any person easily. The importance given to infrastructure is less which result in bad environment / place in many stores. In most of the road side broiler chicken stores cutting and cleaning processes are done in the same store or in same places. But the demand of the consumers is to continue. Even through the consumers find lack of hygiene condition in the stores, the consumers continue for purchase. The present study has been undertaken to analyze consumer behavior in respect of broiler chicken store.

Scope of the study

The present study is aimed to analyze the consumer behavior in respect of broiler chicken retail stores in Madurai city. For the purpose of the study, the consumers of Madurai have been selected. The study has been approached from the stand point of the need of consumer to satisfy with broiler retail stores in Madurai city.

Objectives of the study

The following are the specific objectives of the study.

1. To study the factors that influences the consumers to make broiler purchase.
2. To study the factors that is given more importance to take decisions regarding broiler retail stores.
3. To study the satisfaction levels of the consumers about broiler.

Methodology

In this section an attempt has been made to describe the methodology adopted for the present study which includes, study area, sampling procedure, data source, tools used for analysis and limitations. This study is conducted in Madurai city. The primary data or the present study have been collected by using interview schedule. Secondary data have been collected from the Magazine, News Papers and different websites relating to the project. The madurai city has been selected as the area of the study. The data collection was carried out during the month of November 2011 to February 2012. A sample of 150 respondents was selected using convenient sampling technique. Pilot study was also conducted with few questions based upon the opinions of the respondents, the interview schedule was modified and then the final data were collected. The collected data were properly tabulated and analyzed. The relevant statistical tools used for present study are chi-Square test, factor analysis and K S test.

Limitations OF THE STUDY

Though this study has been conducted systematically and scientifically it is not free from few limitations. The study covers only the consumers and broiler chicken stores and not the contract farmers in broiler farming. Though the primary data were collected from the consumers, the answer were what they recalled from the memory and the efforts were made to minimize the re-call bias. The research cannot vouch for total accuracy. Due to lack of availability of information of broiler chicken retail stores, the information in collected less. The result and findings are based on the opinion of the respondents of Madurai city and it cannot be generalized.

ANALYSIS AND INTERPRETATION OF DATA

The data collected through the well structured questionnaire are analyzed and the interpretations made on the basis of such analysis are represented below:

GENDER AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORE

Table 1 reveals that out of the 150 respondents 76% of the re-

spondents are men and 24% of the respondents are women. In order to test whether there is any significant difference between opinion levels of the male and female respondents, chi-square test was applied.

**TABLE 1
GENDER AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORE**

Sl. No.	Gender	Opinion Level			Total
		Low	Medium	High	
1.	Men	15 (12.16)	55 (60.8)	44 (41.04)	114
2.	Women	1 (3.84)	25 (19.2)	10 (12.96)	36
	Total	16	80	54	150

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the gender of the respondents and the opinion levels of consumer behaviour in respect of broiler chicken store is not significant.

As the calculated χ^2 value (5.96) is less than the table value (5.991) at 5% level of significance for 2 degrees of freedom, the null hypothesis is accepted and it is concluded that the gender of the respondents does not influence the level of opinion of consumer behaviour in respect of broiler chicken retail stores.

MARITAL STATUS AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORE

It is observed that out of the total 55.33% of the respondents are married and remaining 44.67% of the respondents are unmarried. In order to test whether there is any significant difference between opinion levels of married and unmarried respondents, chi-square test was applied. Table 2 shows the working of the chi-square test.

**TABLE 2
MARITAL STATUS AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORE**

Sl. No.	Marital Status	Opinion Level			Total
		Low	Medium	High	
1.	Married	8 (7.14)	31 (35.73)	28 (24.12)	67
2.	Unmarried	8 (8.85)	49 (44.26)	26 (29.88)	83
	Total	16	80	54	150

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the marital status of the respondents and the opinion levels of consumer behaviour in respect of broiler chicken store is not significant.

As the calculated χ^2 value (2.45) is less than the table value (5.991) at 5% level of significance for 2 degrees of freedom, the null hypothesis is accepted and it is concluded that the marital status of the respondents does not influence the level of opinion of consumer behaviour in respect of broiler chicken retail stores.

SIZE OF THE FAMILY AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORE

It is clear from the table that 42% of the respondents come under live in families of 3 - 4 members, 40% of the respondents live in families of 5 - 6 members, 10% of the respondents come under upto 2 members and the remaining 8% of respondents come under 7 and above members. In order to test whether there is any significant difference between size of family members chi-square test was applied. Table 3 shows the working of chi-square test.

TABLE 3
SIZE OF FAMILY MEMBERS AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORES

Sl. No.	Size of Family Members	Opinion Level			Total
		Low	Medium	High	
1.	Upto 2 members	3 (1.6)	8 (8.0)	4 (5.4)	15
2.	3 - 4 members	4 (6.72)	39 (33.6)	20 (22.68)	63
3.	5 - 6 members	9 (6.4)	24 (32.0)	27 (21.6)	60
4.	7 members and above	0 (1.28)	9 (6.4)	3 (4.32)	12
	Total	16	80	54	150

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the size of the family of the respondents and the opinion levels of consumer behaviour in respect of broiler chicken store is not significant.

As the calculated χ^2 value (11.02) is less than the table value (12.59) at 5% level of significance for 6 degrees of freedom, the null hypothesis is accepted and it is concluded that the size of family of the respondents does not influence the level of opinion of broiler chicken stores.

EDUCATIONAL QUALIFICATION AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORE

From table 4 it is seen that, 32.66% of respondents are graduates, 28.67% of the respondents are qualified upto higher secondary, 26% of the respondents are qualified professional degrees and the remaining 12.67% of the respondents are illiterates. In order to test whether there is any significant difference between educational qualification of respondents, chi-square test was applied. Table 4 shows the working of chi-square test.

TABLE 4
EDUCATIONAL QUALIFICATION AND OPINION LEVELS OF CONSUMER BEHAVIOUR IN RESPECT OF BROILER CHICKEN STORES

Sl. No.	Educational Qualification	Opinion Level			Total
		Low	Medium	High	
1.	Illiterates	6 (3.29)	9 (9.37)	4 (6.33)	19
2.	Higher Secondary	10 (7.45)	19 (21.21)	14 (14.33)	43
3.	Graduates	9 (8.49)	26 (24.17)	14 (16.33)	49
4.	Professional Degree Holders	1 (6.76)	20 (19.24)	18 (13.0)	39
	Total	26	74	50	150

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the educational qualification of the respondents and the opinion levels of consumer behaviour in respect of broiler chicken store is not significant.

As the calculated χ^2 value (6.30) is less than the table value (12.59) at 5% level of significance for 6 degrees of freedom, the null hypothesis is accepted and it is concluded that the education qualification of the respondents does not influence the level of opinion of the broiler chicken stores.

RESPONDENTS OPINION TOWARDS SELECTING THE BROILER CHICKEN STORES BASED ON LOCATION

From table 5 it is understood that out of the total respondents interviewed 82 i.e. 54.67% buy chicken from nearby stores. Remaining 68 respondents prefer the main store for their purchase and they form 45.33 percentage of the total. So it is in-

ferred that distance and convenience are two factors that condition the selection behaviour of the respondents.

TABLE 5
SELECTING THE BROILER CHICKEN STORES BASED ON LOCATION

Sl. No.	Opinion	Number of Respondents	Percentage
1.	Nearby	82	54.67
2.	In the Main Store	68	45.33
	Total	150	100.00

Source: Primary Data

From table 5, it is inferred that 54.67% of the respondents have selected the nearby stores and 45.33% of the respondents select the stores located in the main stores.

LEVEL OF IMPORTANT FOR DECISION MAKING

Whenever we select a particular retail shop for buying any necessities for the family, it is the usual practices of all the buyers to consider various factors before going to the particular shop for purchasing the necessities. Likewise there are a number of importance factors that influence the consumers' behaviour to take decision for buying the broiler chicken in a particular retail shop. The consumer may say different reasons for selecting the particular shop. The following table 6 reveals the factors for which the consumer opts to buy broiler chicken from a particular shop.

TABLE 6
LEVEL OF IMPORTANCE FOR DECISION MAKING

Sl. No.	Factors	HI	I	N	UI	HUI
1.	Environment of the Store	54	34	25	14	23
2.	Neatness of Worker	24	52	50	22	2
3.	Time Management of the Store	20	47	53	25	5
4.	Good Communication	12	53	45	31	9
5.	Promotional Activities	28	45	39	24	14
6.	Cutting Method	25	48	37	28	12
7.	Comparison of Other Stores	32	41	44	28	5
8.	Comparison of other Poultry Product	20	34	55	33	8
9.	Availability of Other or Additional Product	28	45	42	25	10
10.	Price of the Broiler Chicken	36	58	28	22	6
11.	Cleaning Process of the Broiler Chicken	42	48	28	24	8
12.	Purchase According to Religious Day	37	48	38	16	11
13.	Availability of Fresh Chicken	52	40	36	17	5
14.	Quality of Broiler Chicken	55	41	35	15	4
15.	Packing of Broiler Chicken	28	54	44	15	9

Source: Primary Data

From the above table 6, it is inferred that regarding the factors for decision making with regard to environment of the store among 150 respondents 36% of the respondents informed that environment of the store takes high importance for selecting the store for buying broiler chicken, while 9.33% of the respondents opined that environment of the store has in importance for selecting the retail shop for buying the broiler chicken. In the case of neatness of the work 34.66% of the respondents give importance for decision making to buy broiler chicken, whereas 1.33% of the respondents stated that neatness of the employees has high in importance for decision making. But if we consider the time management of the store 35.33% of the respondents are neutral in stating the importance of selecting the particular shop for buying the broiler chicken, 3.33% of the respondents informed that time management of the store is highly unimpor-

tance for decision making to select the retail store for buying the broiler chicken. Regarding the good communication 35.33% of the respondents give importance for taking a decision to buy the broiler chicken from the retail shop, 6% of the respondents informed that good communication is given highly unimportance for selecting a particular retail store to buy broiler chicken. Promotional activities of the retailers have also importance for selecting the particular retail shop. In this regard 30% give importance for decision making to buy broiler chicken, 9.33% of the respondents give highly unimportance in selecting the retailer for buying the broiler chicken in a particular shop.

Neatness in cutting is another factor which influences the consumers to select a particular retail shop for buying the broiler chicken. Of the total 32% of the respondents opined that cutting method has importance in selecting the particular retailer shop for buying the broiler chicken, 8% of the respondents consider the cutting method highly unimportance for selecting the retail store for buying broiler chicken. In this regard 29.33% of the respondents are neutral in giving importance to the comparison of other stores before selecting a retailer store for buying the broiler chicken, 3.33% of the respondents told that comparison of the other stores highly unimportance in selecting the retail shop.

Now-a-days many business concerns are involved in poultry farming like the Pioneer chicken, the Suguna chicken and the like. The retailers are dealing with broiler chicken from different company. Hence based on the comparison of various poultry products the consumers may prefer any retail shop to buy the broiler chicken. In this regard 36.33% of the respondents are neutral in stating the importance of decision making to buy broiler chicken after comparing the other poultry products, 5.33% of the respondents say that comparison of other poultry products is highly unimportance in selecting a particular retail shop for buying the broiler chicken.

In the case of availability of other products like chicken masala, mutton and fish 30% of the respondents told that they have much importance in selecting a retail shop for buying the broiler chicken, 6.67% of the respondents conveyed that availability of other products is highly unimportance in decision making to buy broiler chicken from a shop.

Price is the main factor for selecting a retailer for buying the broiler chicken. In this regard 38.67% of the respondents give much importance to take decision to buy broiler chicken from a retail shop, while 4% of the respondents feel that price is highly unimportance for selecting a shop to buy broiler chicken. Regarding cleaning of broiler chicken 32% of the respondents consider it as a factor of importance for taking a decision to buy broiler chicken, whereas 5.33% of the respondents told that cleaning of chicken is highly unimportance factor for selecting a retail shop to buy the broiler chicken.

In some of the family non vegetarian items are purchased at the time of religious function only. In this regard 32% of the respondents give importance to take a decision to buy broiler chicken, 7.33% of the respondents told that religious function is highly unimportance for selecting a retail shop to buy broiler chicken. In the case of availability of fresh chicken 52% of the respondents give high importance to select a particular shop to buy broiler chicken, 3.33% of the respondents told that availability of fresh chicken is of highly unimportance for decision making to buy broiler chicken from a retail shop. Regarding the quality of the chicken 36.67% of the respondents give high importance for selecting a particular retail shop to buy broiler chicken, while only 2.67% of the respondents informed that quality is of highly unimportance for taking decision to buy broiler chicken from a retail shop. Packing is another criterion for selecting the retail shop to buy broiler chicken. In this connection 36% of the respondents give due importance for decision making to buy broiler chicken, while 6% of the respondents informed that packing is of highly unimportance to select a retail shop to buy broiler chicken.

FACTOR ANALYSIS

Factor analysis is a multi-variant statistical technique that explains the inter-relationship among the total set of observed variables. None of these variables is treated more differently than the others. Factor analysis is a way of grouping of variables based on the criterion of common characteristics which would serve as a common denominator for such a classification. It is an analytical tool which can aid preliminary investigations and in the interpretation of the relationship among a large number of inter-related and inter-dependent variables. There are several methods available for factor analysis. But the principle factor method with orthogonal varimax rotation is mostly used and widely available in factor analytic computer programme. One of the final outcomes of a factor analysis is called rotated factor matrix, a table of coefficients that expresses the relation between the variables and the factors that have been prepared. The sum of squares of the factor loading of a variable is called communalities (h²).

The communalities of a factor is common factor variance. The factors where factor loading is 0.50 or greater are considered significant factors. This limit is chosen because it had been judged that factors with less than 50 per cent common variation with the rotated factor pattern are too weak to report. The rotated factor loading received by factors F1, F2, F3, F4, and F5 are presented in Table 7.

**TABLE 7
FACTOR ANALYSIS FOR LEVEL OF IMPORTANCE FOR DECISION MAKING**

Sl. No.	Motivational Factors	Components					Communality (h ²)
		1	2	3	4	5	
1.	Purchase According to Religious day	0.734	-0.071	0.079	-0.092	-0.021	0.559
2.	Quality of Broiler Chicken	0.668	-0.058	0.056	0.001	0.048	0.455
3.	Availability of Fresh Chicken	0.663	0.214	0.028	-0.168	0.295	0.601
4.	Cleaning Process of the Broiler Chicken	0.652	0.273	0.155	0.117	0.086	0.545
5.	Packing of Broiler Chicken	0.607	-0.227	0.008	0.285	-0.335	0.614
6.	Price of the Broiler Chicken	0.545	0.114	-0.159	0.425	0.316	0.616
7.	Environment of the Store	-0.104	0.866	0.006	0.022	-0.056	0.764
8.	Neatness of Worker	0.069	0.814	0.051	-0.071	-0.055	0.677
9.	Time Management of the Store	0.102	0.701	0.147	0.043	0.099	0.535
10.	Packing of Broiler Chicken	-0.007	0.201	0.757	0.225	0.056	0.667
11.	Good Communication	0.283	0.092	0.730	-0.102	0.018	0.632
12.	Comparison of other Stores	-0.054	-0.060	0.547	0.662	0.122	0.615
13.	Comparison of other Poultry Product	-0.024	0.004	0.116	0.661	0.048	0.700
14.	Cutting Method	-0.018	-0.103	0.488	-0.010	0.687	0.720
15.	Availability of other or additional product	0.301	0.014	-0.091	0.405	0.632	0.662

Table 7 represents the matrix of common factor coefficients or factor loadings. The number of factors extracted was five. The ratios which have the highest loading ($\lambda^2 = 0.50$) in each factor are grouped, that is, the ratios which are more closely related to a particular group are boxed. The last column in the table is

communality (h2) that is the variance explained by the factor. In the following section, these results have been interpreted by carefully examining the significant loading for ratios clustering on each factor:

Factor I (F1)

In the first factor, variables like Purchase According to Religious day (0.734), Quality of Broiler Chicken (0.668), Availability of Fresh Chicken (0.663), Cleaning Process of the Broiler Chicken (0.652), Packing of Broiler Chicken (0.607) and Price of the Broiler Chicken (0.545) have been examined. 'Purchase According to Religious day' (0.734) has the highest significant positive loadings. The variables are characterized as 'Nature of Purchase'.

Factor II (F2)

The second factor consists of three variables namely Environment of the Stores (0.866) Neatness of Workers (0.814) and Time Management of the Store (0.701). Of the three variables, the highest significance positive loading is Time Management of the Store. These variables are characterized as 'Working condition'.

Factor III (F3)

The third factor consists of the two variables namely Packing of Broiler Chicken (0.757) and Good Communication (0.730). Packing of Broiler Chicken (0.757) has the highest significant positive loadings. These variables are characterized as 'Nature of work'.

Factor IV (F4)

The fourth factor consists of the variables namely, Comparison of other Stores, (0.662) and Comparison of other Poultry Products (0.661). These variables are characterized as "consumer behaviour".

Factor V (F5)

The last factor consists of the Cutting Method (0.687) and Availability of other or additional products (0.632). The cutting method (0.687) has the highest significant positive loadings. These variables are characterized as 'Promotional activities'.

**TABLE 8
REASONS FOR CHOOSING DIRECT OUTLET OF BRANDED COMPANY**

Sl. No.	Reasons	Yes	Percentage	No	Percentage	Total
1.	Reasonable price	14	42.42	19	57.58	33
2.	Quality of broiler chicken	29	87.88	4	12.12	33
3.	Good environment condition of store	27	81.82	6	18.18	33
4.	Value added product	16	48.48	17	51.52	33
5.	Neatness of worker	18	54.55	15	45.45	33
6.	Prestige	2	6.06	31	93.94	33

Source: Primary Data

From table 8 it is found out that of the total respondents 87.88% choose direct outlets for quality of broiler, 81.82% choose good environment condition of stores, 54.55% choose neatness of workers, 42.44% choose price of broiler and 6.06% choose as prestige for choosing direct outlet of branded chicken companies.

**TABLE 9
SATISFACTION LEVEL OF BROILER CHICKEN STORES**

Sl. No.	Factors	HS	S	N	DS	HDS
1.	Price of the broiler chicken	19	36	54	25	16
2.	Environment condition of the store	19	34	38	49	10
3.	Neatness of worker	22	44	51	24	9
4.	Personal relationship	57	44	27	17	5

5.	Packing of broiler chicken	18	50	47	26	9
6.	Cleaning process of broiler chicken	23	35	77	13	2

Source: Primary Data

K S TEST

For the purpose of analyzing whether there is any difference in the importance of ratings given by the consumers on various factors, the hypotheses have been formulated. The hypothesis has been tested by the researcher with the help of Kolmogorow - Smirnov test (here after known as KS - test).

TESTING OF HYPOTHESES

To assess the consumer opinion regarding satisfaction level of 6 factors namely, hypotheses are framed and Tested by applying 'KS' Test. Cumulative observed proportion is calculated on the basis of observed frequency that is, observed number. The total number of consumer is 150. About 19 respondents have given their opinion for gradation "Highly Satisfied". In the case of first statement the observed properties are calculated by dividing 60 by total no of respondents. The resultant value (0.07) helps us to grade the observed properties. For all gradations, the same method of calculation is followed. On the basis of observed proportion, cumulative observed proportion is calculated.

Cumulative expected proportion is calculated on the basis of expected proportion. Since there are five gradations, each gradation (that is, 0.20) is assigned as expected proportion. On the basis of expected proportion, the cumulative expected proportion is calculated.

For each gradation, the difference between cumulative observed proportion and cumulative expected proportion is calculated. The largest difference will be taken as calculated value. The calculated value is compared with the table value. If the calculated value is greater than the table value, the null hypothesis is rejected. On the other hand if the calculated value is less than the table value, the null hypothesis is accepted.

Table shows the data about the satisfaction of the consumer regarding the statements and the result of K S test as follows.

**TABLE 10
K S TEST FOR SATISFACTION LEVEL OF BROILER CHICKEN STORES - PRICE OF BROILER CHICKEN STORES**

Sl. No.	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative Expected Proportion	D = O - E
1.	Highly Satisfied	19	0.07	0.07	0.20	0.20	-0.13
2.	Satisfied	36	0.14	0.21	0.20	0.40	-0.19
3.	Moderate	54	0.21	0.42	0.20	0.60	-0.18
4.	Dissatisfied	25	0.10	0.52	0.20	0.80	-0.28
5.	Highly Dissatisfied	16	0.06	0.58	0.20	1.00	-0.42

Source: Calculated from Primary Data

Calculated Value: -0.13 (that is, the largest difference)

Table Value at 95% confidence level = 1.36 / Ö100 = 0.136

The null hypothesis is that there is no difference in the importance of ratings given by the consumer on the statements for price of broiler chicken. As the calculated value (-0.130) is less than the table value (0.136), the null hypothesis is accepted. Hence, there is no difference in the importance of ratings given by the consumers.

TABLE 11
K S TEST FOR THE SATISFACTION LEVEL OF BROILER CHICKENS STORES - ENVIRONMENT CONDITION

Sl. No.	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative Expected Proportion	D = O - E
1.	Highly Satisfied	19	0.16	0.16	0.20	0.20	-0.04
2.	Satisfied	34	0.13	0.62	0.20	0.80	-0.18
3.	Moderate	38	0.15	0.49	0.20	0.60	-0.11
4.	Dissatisfied	49	0.19	0.35	0.20	0.40	-0.05
5.	Highly Dissatisfied	10	0.04	0.66	0.20	1.00	-0.34

Calculated Value: -0.04 (that is, the largest difference)

Table Value at 95% confidence level = $1.36 / \sqrt{100} = 0.136$

The null hypothesis is that there is no difference in the importance of ratings given by the consumer on the statements for environment conditions of the stores. As the calculated value (-0.04) is less than the table value (0.136), the null hypothesis is accepted. Hence, there is no difference in the importance of ratings given by the consumers.

TABLE 12
K S TEST FOR SATISFACTION LEVEL OF THE BROILER CHICKEN STORES - NEATNESS OF WORKER

Sl. No.	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative Expected Proportion	D = O - E
1.	Highly Satisfied	22	0.18	0.18	0.20	0.20	-0.02
2.	Satisfied	44	0.17	0.35	0.20	0.40	-0.05
3.	Moderate	51	0.20	0.55	0.20	0.60	-0.05
4.	Dissatisfied	24	0.09	0.64	0.20	0.80	-0.16
5.	Highly Dissatisfied	9	0.03	0.68	0.20	1.00	-0.32

Calculated Value: -0.02 (that is, the largest difference)

Table Value at 95% confidence level = $1.36 / \sqrt{100} = 0.136$

The null hypothesis is that there is no difference in the importance of ratings given by the consumer on the statements for neatness of workers. As the calculated value (-0.02) is less than the table value (0.136), the null hypothesis is accepted. Hence, there is no difference in the importance of ratings given by the consumers.

TABLE 13
K S TEST FOR SATISFACTION LEVEL OF THE BROILER CHICKEN STORES - PERSONAL RELATIONSHIP

Sl. No.	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative Expected Proportion	D = O - E
1.	Highly Satisfied	57	0.48	0.48	0.20	0.20	0.28
2.	Satisfied	44	0.17	0.64	0.20	0.40	0.24
3.	Moderate	27	0.10	0.75	0.20	0.60	0.15
4.	Dissatisfied	17	0.07	0.81	0.20	0.80	0.01
5.	Highly Dissatisfied	5	0.02	0.83	0.20	1.00	-0.17

Calculated Value: 0.28 (that is, the largest difference)

Table Value at 95% confidence level = $1.36 / \sqrt{100} = 0.136$

The null hypothesis is that there is no difference in the importance of ratings given by the consumer on the statements for personnel relationship. As the calculated value (0.28) is less than the table value (0.136), the null hypothesis is rejected. Hence, there is difference in the importance of ratings given by the consumers.

TABLE 14
K S TEST FOR SATISFACTION LEVEL OF THE BROILER CHICKEN STORES - PACKING OF BROILER CHICKEN

Sl. No.	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative Expected Proportion	D = O - E
1.	Highly Satisfied	18	0.07	0.07	0.20	0.20	-0.13
2.	Satisfied	50	0.19	0.26	0.20	0.40	-0.14
3.	Moderate	47	0.18	0.44	0.20	0.60	-0.16
4.	Dissatisfied	26	0.10	0.54	0.20	0.80	-0.26
5.	Highly Dissatisfied	10	0.04	0.58	0.20	1.00	-0.42

Calculated Value: -0.13 (that is, the largest difference)

Table Value at 95% confidence level = $1.36 / \sqrt{100} = 0.136$

The null hypothesis is that there is no difference in the importance of ratings given by the consumer on the statements for packing of broiler chicken. As the calculated value (-0.13) is less than the table value (0.136), the null hypothesis is accepted. Hence, there is no difference in the importance of ratings given by the consumers.

TABLE 15
K S TEST FOR SATISFACTION LEVEL OF THE BROILER CHICKEN STORES - CLEANING PROCESS OF BROILER CHICKEN

Sl. No.	Opinion	Observed Number	Observed Proportion	Cumulative Observed Proportion	Expected Proportion	Cumulative Expected Proportion	D = O - E
1.	Highly Satisfied	23	0.19	0.19	0.20	0.20	-0.01
2.	Satisfied	35	0.13	0.62	0.20	0.60	0.02
3.	Moderate	77	0.30	0.49	0.20	0.40	0.09
4.	Dissatisfied	13	0.05	0.67	0.20	0.80	-0.13
5.	Highly Dissatisfied	2	0.01	0.68	0.20	1.00	-0.32

Calculated Value: 0.09 (that is, the largest difference)

Table Value at 95% confidence level = $1.36 / \sqrt{100} = 0.136$

The null hypothesis is that there is no difference in the importance of ratings given by the consumer on the statements for cleaning process of broiler chicken. As the calculated value (0.09) is less than the table value (0.136), the null hypothesis is accepted. Hence, there is no difference in the importance of ratings given by the consumers.

SUGGESTIONS

1. The broiler retail stores want to expose clearly what type of branded chicken is available in their stores and the names of the broiler stores should be placed in the minds of the consumers through good communication system.
2. The broiler retail stores want to take different marketing strategies for sale of broiler, like providing membership card, offer and the like. Most of the broiler retail stores follow common marketing strategy. So the retailers want to follow new methods of marketing which attract more number of consumers.
3. The wastage of broiler chicken while slaughtered should be disposed in a proper way. The wastage of broiler should not be kept in front of the stores by which the consumers are dissatisfied.

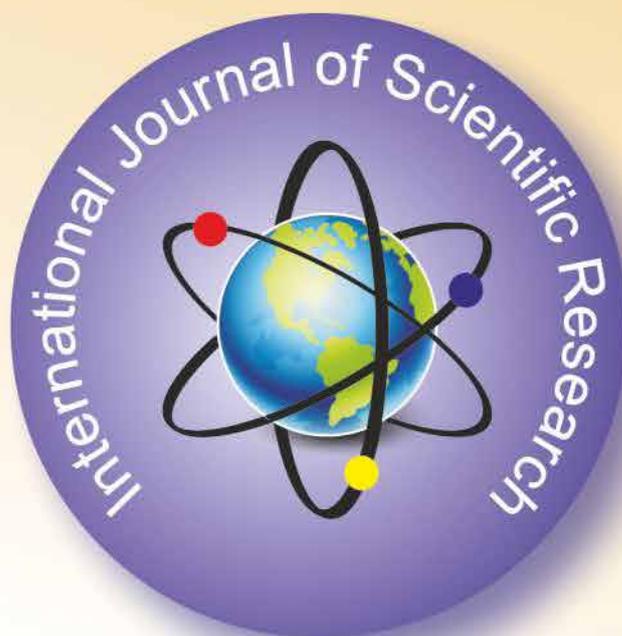
4. There is no regulation for opening the broiler chicken retail stores. Due to lack of regulation broiler stores are opened by any person and boiler meat is sold mostly in unhygienic condition without bothering consumer health. So government should monitor the broiler retail stores regularly.
5. Government wants to give life to slaughter rules to broiler stores also. Goat also are cut by inspection in front of the government officials and it is sealed with government stamp. Like this method or an alternative method the broiler meat is to be checked before slaughter for the use of consumers.
6. Consumers give more importance to cleaning process of broiler chicken, and therefore cleaning is to be done in a hygienic way.
7. The broiler stores can have additional products which may result in attraction of more number of consumers.
8. Most of the consumers are not prefer to purchase from direct outlets of broiler chicken companies. To increase the growth rate of consumers, attractive advertisement should be given.
9. The broiler retail stores want to give importance to maintain good environment condition of the stores, which result in consumer preference to purchase broiler.
10. Consumers expect fresh chicken from the broiler retail stores. Some stores have chicken, which is already slaughtered without refrigerator facilities. Due to these reasons consumers not prefer to purchase. Therefore the broiler may be cut and slaughtered as and when needed by the consumers and by keeping time management in mind.
11. The awareness among consumers about processed chicken is less, and hence awareness among the consumers should be created.
12. The infrastructure of the retail stores should be updated like refrigerator facilities, cold chain facilities and the like and these may result in attraction of more number of consumers about the availability of quality broiler chicken.

CONCLUSION

Broiler retail stores have become one of the successful businesses in India. They give employment to millions of people and thereby increase income of the people. According to consumers broiler chicken should be fresh and it should be cut before their eyes even in a very unhygienic manner in the broiler retail stores. Since the broiler retail stores are plenty, the consumers are not prefer processed chicken or direct outlets of broiler chicken company. Due to lack of awareness and perception consumers think that processed chicken is not fresh, high price and they assume that it is meant for upper income group. Government wants to take action to monitor the broiler retail stores even through the broiler meat are slaughtered in hygienic condition. The broiler retail stores want to understand the behavior of the consumers. Consumers are satisfied only when availability of broiler at right time, at right place, in right quantity and at right price.

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