

# Consumer Perception towards Branding of Poultry Products

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## Abstract

Poultry is one of the fastest growing segments of the agricultural sector in India today. While the production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum. This research article attempts to throw some insights on how do consumers actually look at branding when it comes to poultry products. Consumers were questioned on the role played by a brand when it comes to their food especially eggs and chicken.

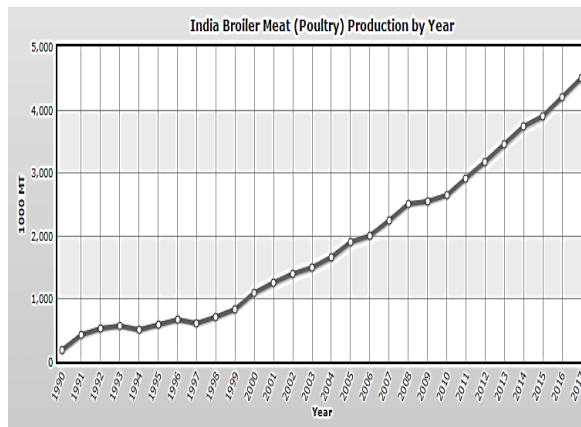
**Keywords:** Poultry Products Marketing, Consumer Perception, Branding and Brand Positioning.

## I. INTRODUCTION

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.

### A. Transformation to a Major Commercial Activity

Over the last four decades, Indian Poultry Farming has turned into Indian Poultry Industry. This means a real transformation from a backyard household activity to a much viable business proposition. This transformation had huge investments in areas like breeding, hatching, rearing and processing. Indian Farmers started rearing hybrid birds than the traditional non-descript ones resulting in high profits to the rearers. The following chart shows a steady sustained growth in the production of chicken in India over the last twenty years.



Source:

<http://www.indexmundi.com/agriculture/?country=in&commodity=broiler-meat&graph=production>

### B. Challenges

In India, Eggs are still transported in open condition and in un-refrigerated vehicles. The entire chain of distribution and physical handling up to consumer is in open climate exposed to varying temperatures of seasons and agro climatic conditions. Shelf life of eggs is therefore restricted to 11-14 days in summer and 18-20 days in winter. The egg is still sold as a commodity in India and purchased by consumer mostly from shop next door for daily needs i.e. Pan shops, kirana stores, bakeries etc. India with a 11-12 crore daily egg production and with over its 70% of human population living in villages each with 500 – 2000 population per hamlet is located across the length and breadth of country in over 6,27,000 villages. It is a marketer's nightmare to ensure sufficient availability of Eggs to consumers as it is a perishable product, to be made available in vast number of shops and stocked sufficient to meet daily needs of consumers.

### C. Current Scenario

India is the third-largest egg producer after China and USA and the fourth-largest chicken producer after China, Brazil and USA. The per capita eggs consumption has gone up from 30 to 68 and the chicken

from 400 gm to 2.5 kg. Human nutritionists recommend 180 eggs & 10 kg chicken per year. Most of the countries consume over 240 eggs and 20 kg of chicken. There is scope for enhancing the production. Production is getting more organised and move ahead of consumption resulting in optimum prices and with minimum profits.

Eggs and chicken were “agriculture produce” few years ago but are “food items” today. Safe food is very important. Besides maintaining his production efficiency, the producer has to concentrate on the nutritive values, the adulterants and contaminants of his produce. The ministry of food processing industries, Centre for Science and Environment and food inspection authorities started keeping track of eggs and chicken.

## II. RESEARCH PROBLEM

This study aims at understanding the research problem with special reference to Branding as a tool for improving marketability of Poultry produce. Poultry business which was seen as a traditional backyard operation has now emerged as an eminent industry by itself. As any other business this business produce also needs marketing efforts to take the products to the right buyer at the right time.

One major problem with respect to poultry industry is that we have only a few players who have already established their brands and their business is doing well. On the other hand we have majority of the market producers who are still in the small and medium enterprise segment who have not organized their business and no specific individual marketing activity has been carried out. The research aims to find out whether branding these small producers’ produce will have a positive image and a favorable positioning in the minds of the consumers.

## III. RESEARCH METHODOLOGY

This research was carried out using an exploratory research design. A survey of 68 respondents were carried out to understand the influence of branding of poultry products on consumer perception. Off the total 68 respondents, 12 did not complete the full questionnaire and hence they were removed from analysis and hence the sample size for analysis was resized to 56. For the ease of statistical calculations and this paper being the basic paper in this area of research for the authors, the statistical tools are used as at minimal level. Simple percentage analysis is being used.

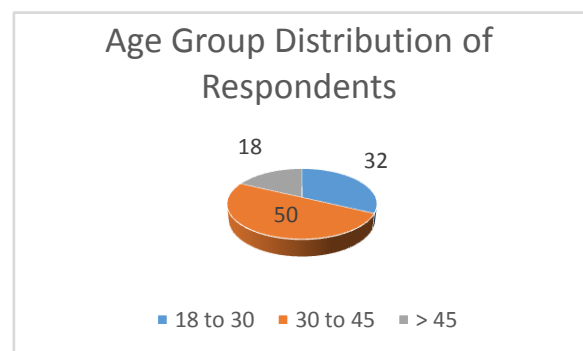
Following demographic factors were considered as factors affecting consumer perception.

- i. Age
- ii. Gender
- iii. Educational Qualification
- iv. Income Level

## IV. ANALYSIS AND DISCUSSIONS

### A. Age as a Factor of Perception

Age is always an important demographic factor that decides many other factors and their effect. When we consider Age as a factor influencing the consumer perception towards branding of poultry products, respondents are broadly classified into three age groups as: 18 to 30, 30 to 45 and 45 years and above.



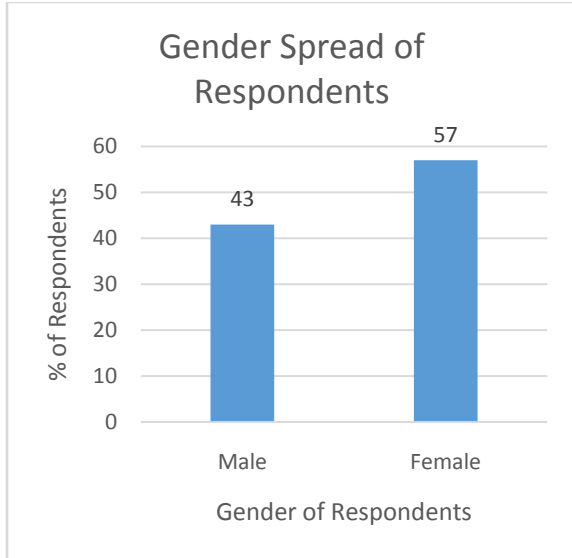
The above chart shows the age group distribution of respondents. 50% of the respondents fall in the 30-45 years of age category, backed by 32% of respondents falling in the 18-30 years of age and remaining 18% of the respondents belong to the age group of more than 45 years.

Respondents in the 30-45 age group show a good amount inclination towards a brand name for the poultry products they buy. The next populated category of age distribution is between 18-30 years who do not show a great inclination towards brand preference for their poultry purchase. Respondents in the age group of greater than 45 years also showed interest towards branded poultry produce.

With this data, we conclude that age has a significant influence over consumers’ perception towards branding of poultry products.

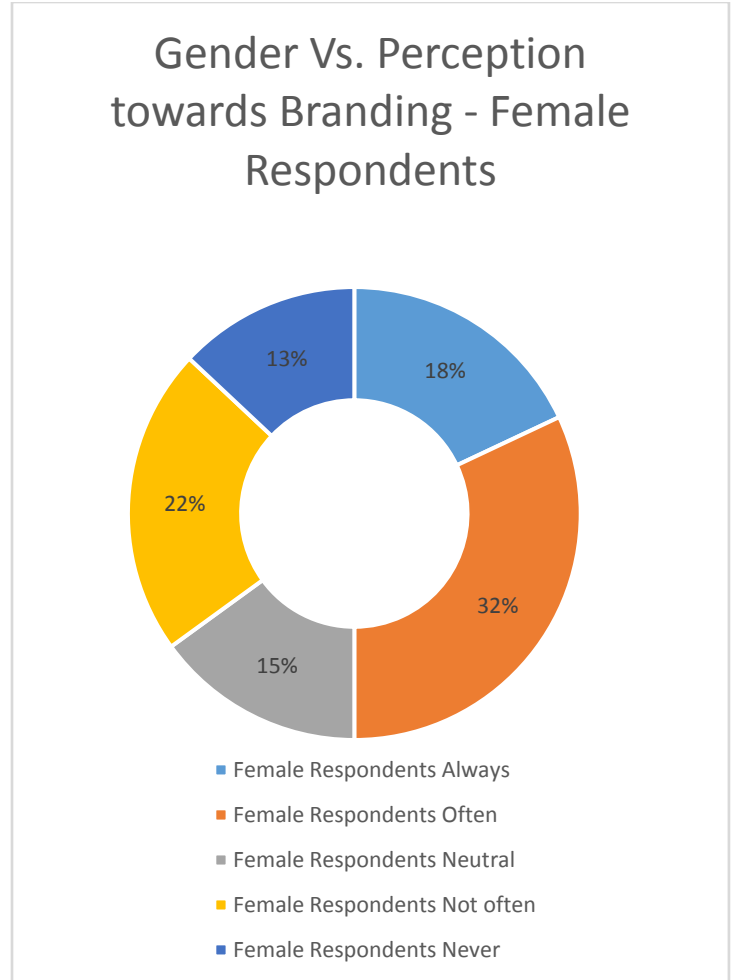
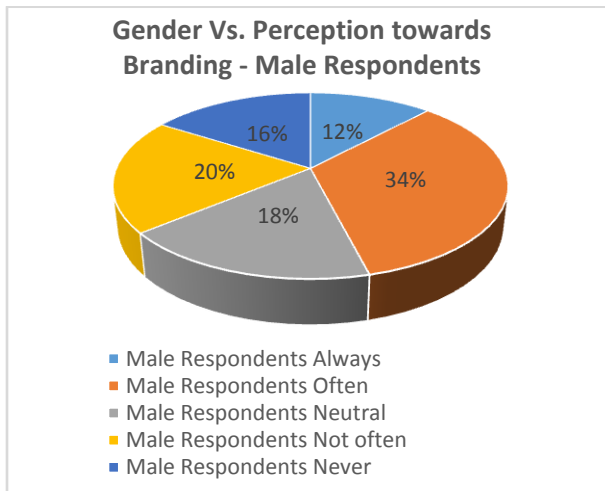
### B. Gender as a Factor of Perception

Many research studies have showed enough relationship between gender and perception of consumers. Hence, this study has considered gender as an important factor. The ensuing chart shows the gender distribution of respondents.



The study had 56 respondents whose responses have been considered for analysis. Of the 56 respondents, 43% were Male and the remaining 57% were Female. Female members in a family, being the majority of the cooking folks, becomes the decision makers when it comes to the choice of meat to be purchased.

Following charts show the relationship between consumer perception toward branding of poultry product and the gender of the respondents.



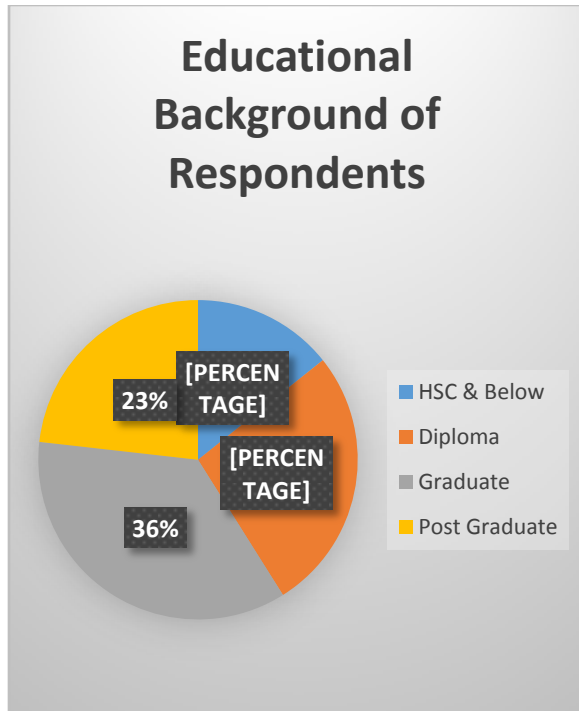
From the above charts it is evident that both male and female respondents do prefer to go in for a branded poultry product by 46% and 50% of them voting as they Always or often prefer to have a branded product. This number is a good count to have some strong basis and march forward in establishing more of new brands in the poultry industry.

To support the above argument, we have less than 20% of respondents in each gender who say that they will never go in for a branded poultry produce. 16% of male respondents and another 13% of female respondents have reported that they are not for a brand when it comes to poultry meat and eggs.

We have 18% of Male and 15% of female respondents who are in a neutral state. These respondents belong to the wait and watch category. If new brands can offer a better food experience, there is definitely a good fortune for the branded poultry produce in the ever growing market.

### C. Educational Background of Respondents

The following chart details on the educational background of the respondents. An attempt has been made to have samples from varied educational backgrounds.



The study has 14% of the respondents who have higher secondary or lesser level of education. 27% of the respondents are diploma holders when 36% of respondents are graduates. There are 23% of respondents who are post graduates.

Though at this level no detailed analysis of relevance of education to customer perception has been made, in the next research paper the same will be done by applying appropriate statistical tools.

### V. CONCLUSION

The study on consumer perception towards branding of poultry products has started with a survey of 68 respondents, got responses in full from 56 respondents only. 12 questionnaires were removed from analysis as they were incomplete. The study was carried out with a resized sample of 56 respondents from the outskirts of Chennai region.

The study sees exorbitant scope for future studies and improvements by the same authors will soon be published. This study concludes stating a strong fortune for branding of poultry produce as consumers do welcome branded poultry produce.

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