



Socio-Economic, Psychological Characteristics and Constraints Faced by Farmers in Marketing of Coloured Broiler Birds in Karnataka

Lavanya, R., Satyanarayan, K., Jagadeeswary, V. and Shilpa Shree, J.*

Veterinary College, Bengaluru, KVAFSU Bidar-585401, Karnataka, India

*Corresponding Author E-mail: shilpashreejothi@gmail.com

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ABSTRACT

Day old coloured broiler chicks are being produced and distributed by department of Poultry Science, Veterinary College, Hebbal, Bengaluru under All India Co-ordinated Research Project on poultry breeding for meat since 20 years all over Karnataka. But still there is a dearth for information regarding socioeconomic and psychological characteristics of coloured broiler farmers and constraints faced by them in marketing of coloured broiler birds in Karnataka. Hence the present study was undertaken to study the socioeconomic and psychological characteristics and to identify the constraints faced by the farmers in marketing of coloured broiler birds in Karnataka. Following ex-post facto research design, 90 farmers from various districts of Karnataka were randomly selected from those who have purchased chicks from Veterinary College, Bangalore. The study revealed that majority of the coloured broiler farmers were young (61.11%) and graduated (35.56%). They lived in nuclear family (55.56%) with small family size (87.78%). Majority had agriculture (58.88%) as their main occupation and belonged to marginal farmers (40.00%) with low annual income (46.67%) and low livestock possession (93.34%) possessing 1 to 4 years of experience (85.56%) in poultry farming. Only 5.56 per cent of the coloured broiler farmers received training in poultry farming. They had medium household (61.11%), farmhold (55.55%) material possession as well as medium extension contact (46.66%), economic motivation (47.78%) and risk orientation (46.66%). All the farmers have used self finance. Absence of common forum to discuss marketing problems (100.00%) and no reliable markets nearby (100.00%) were the major personal constraints. Fluctuations in market price (100.00%) was the major financial constraint. Cent percentage of the farmers expressed lack of marketing information and lack of awareness among public regarding coloured broilers as the major technical and other constraints in marketing of coloured broiler birds in Karnataka.

Key words: Coloured broiler, Socioeconomic, Psychological, Constraints.

INTRODUCTION

India's poultry industry has transformed from a mere backyard activity into a major commercial activity. India, the world's second largest developing country, is contributing to the expansion of the poultry sector through its

rapid growth. In India, poultry sector growth is being driven by rising income, together with the emergence of vertically integrated poultry producers that have reduced consumer prices by lowering production and marketing costs⁴.

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Poultry in agriculture segment is one of the fastest growing sectors in India with an average growth rate of 6 per cent in egg production and 12 per cent for broiler production per annum². Marketing plays a vital role in connecting producers and consumers. Efficient marketing of a produce is crucial for existence of any enterprise and the economic motive behind that is the profit which could be achieved again through efficient marketing. In Karnataka marketing is still the weakest link and no poultry based marketing structure has been evolved in the state. Day old coloured broiler chicks are being produced and distributed by department of Poultry Science, Veterinary College, Bengaluru under All India Co-ordinated Research Project on poultry breeding for meat since 20 years all over Karnataka. But still there is a dearth for information regarding socioeconomic and psychological characteristics of coloured broiler farmers and constraints faced by them in marketing of coloured broiler birds in Karnataka. Hence the present study was undertaken to study the socioeconomic and psychological characteristics and constraints faced by the farmers in marketing of coloured broiler birds in Karnataka.

MATERIAL AND METHODS

The present study was conducted in Karnataka state. Following ex-post facto research design 90 farmers were randomly selected from Karnataka. Farmers were classified into 3 groups based on the number of coloured broiler holding as small, medium and large farmers. Thirty farmers were selected from each group. Constraints in marketing of coloured broiler birds were classified as personal, financial and technical and other constraints. Statistical tools used were frequencies and percentages and ranking.

RESULT AND DISCUSSION

Distribution of the coloured broiler farmers based on social characteristics

Majority (86.67%) of the small farmers, medium farmers (43.34%), large farmers (53.34%) and overall farmers (61.11%) belonged to the young age group (Table 1). This indicated that young age group farmers are more involved in rearing of coloured broiler birds. This could be attributed to the fact that coloured broiler farming was a recurrent income generating activity and farmers of young age are usually enthusiastic

to take up coloured broiler farming and have more work efficiency than middle and older ones. The results were in line with the findings of Mandal *et al*³. 43.33 per cent of the small farmers 26.67 per cent of the medium farmers, 36.66 per cent of the large farmers and 35.56 per cent of the overall farmers had graduation and above level of education. Reasonable good education found among coloured broiler farmers would have helped in coloured broiler farmer to gather information required for marketing of coloured broilers. Majority of the small (90.00%), medium (76.67%), large (90.00%) and overall (85.56%) farmers had low experience in poultry farming (Table 1). Since majority of the coloured broiler farmers are young they were not having much experience in poultry farming. These findings were similar with the findings of Thammiraju *et al*⁹.

The data presented in Table 1 revealed that, majority (56.67%) of the small and medium (53.34%) farmers lived in joint family, whereas majority (55.56%) of the overall and large (23.34%) farmers lived in nuclear family. The young and middle aged people would prefer to live in nuclear families and old aged people preferred joint family. The findings of the study were in agreement with the findings of Mandal *et al*³. Majority of the small (83.34%), medium (80.00%), large (100.00%) and overall farmers (87.78%) had small family size (Table 1). This could be attributed to usual trend observed in the present day society and majority of the respondents were living in nuclear family. The results were in conformity with the findings of Mandal *et al*³. It was revealed that, majority (66.67%) of the small, medium (60.00%), large (50.00%) and overall farmers (58.88%) had agriculture as their major occupation. This may be due to the continuation of ancestral traditional occupation of agriculture along with livestock rearing. Majority of the small (93.34%) medium (90.00%), large (100.00%) and overall (94.44%) farmers had not received any training in poultry farming (Table 1). This may be attributed to the fact that opportunities for training may be less as farmers are scattered in vast area. Similar findings were expressed by Elizabeth *et al*¹.

The data furnished in Table 1 indicated that 46.67 per cent of the small farmers, 50 per cent of the medium farmers, 43.33 per cent of the large farmers and 46.66 per cent of the overall farmers had medium

extension contact. This could be attributed to the fact that majority of the respondents were

young and graduated and had medium extension contact.

Table 1: Distribution of the coloured broiler farmers based on social characteristics

S.No.	Category	Farmers							
		Small N=30		Medium N=30		Large N=30		Overall N=90	
		F	%	F	%	F	%	F	%
1	Age								
	Young (21-34 years)	26	86.67	13	43.34	16	53.34	57	61.11
	Middle (35-48 years)	2	6.67	10	33.33	6	20.00	17	20.00
	Old (49-62 years)	2	6.67	7	23.33	8	26.66	18	18.89
2	Education								
	Illiterate (Cannot read & write)	-	-	7	23.34	1	3.34	8	8.88
	Primary school (1-4)	-	-	2	6.66	-	-	2	2.23
	Middle school (5-7)	1	3.33	-	-	-	-	1	1.11
	High school (8-10)	10	33.34	9	30.00	7	23.34	26	28.88
	P.U.C (11-12)	6	20.00	4	13.33	11	36.66	21	23.34
	Graduation and above	13	43.33	8	26.67	11	36.66	32	35.56
3	Experience in poultry farming								
	Low (1-4 years)	27	90.00	23	76.67	27	90.00	77	85.56
	Medium(5-9 years)	1	3.33	6	20	2	6.67	9	10.00
	High (10-15 years)	2	6.67	1	3.33	1	3.33	4	4.44
4	Family type								
	Joint	17	56.67	16	53.34	7	23.34	40	44.44
	Nuclear	13	43.33	14	46.66	23	76.66	50	55.56
5	Family size								
	Small (4-10 members)	25	83.34	24	80.00	30	100.00	79	87.78
	Medium (11-17 members)	5	16.66	3	10.00	-	-	8	8.88
	Large (18-25 members)	-	-	3	10.00	-	-	3	3.34
6	Occupation								
	Agriculture	20	66.67	18	60.00	15	50.00	53	58.88
	Animal Husbandry	7	23.33	8	26.67	10	33.34	25	27.78
	Others	3	10.00	4	13.33	5	16.66	12	13.34
7	Trainings undergone	2	6.66	3	10.00	-	-	5	5.56
8	Extension contact								
	Low (10-16)	10	33.34	9	30.00	10	33.34	29	32.23
	Medium (17-23)	14	46.67	15	50.00	13	43.33	42	46.66
	High (24-30)	6	20.00	6	20.00	7	23.33	19	21.11

Distribution of the coloured broiler farmers based on economic characteristics

The data presented in the Table 2 revealed that, 46.67 per cent of the small farmers, 53.34 per cent of the medium farmers belonged to marginal farmer group and among large farmers equal percentage (26.67%) of farmers belonged to small and medium farmers group. Among the overall farmers, 40 per cent of the respondents belonged to marginal farmers group. Majority of the coloured broiler farmers had agriculture as their main occupation and were involved in production of commercial crops for getting high income. These findings were partially in consonance with findings of Mandal *et al*³. Majority of the small (66.67%)

followed by medium (56.67%) and overall farmers (46.67%) had low annual income, whereas large farmers (46.67%) had medium annual income (Table 2). The probable reason could be attributed for varied income levels of the respondents was due to the size of the landholdings and practicing of subsidiary occupations like commercial broiler farming along with coloured broiler farming and other animal husbandry contributed much to their overall income. These findings were not in consonance with findings of Sultana *et al*⁸, who found that majority of the respondents had medium income.

Majority of the small (100.00%), medium (96.67%), large (83.34%) and overall

farmers (93.34%) had low livestock possession (Table 2). Majority of the small (60.00%), medium (66.67%), large (56.67%) and overall farmers (61.11%) had medium household material possession. This could be attributed to their economic condition (Table 2). These findings are in agreement with the findings of Ravikumar *et al*⁶. Majority of the small (63.33%), medium (76.66%) and overall farmers (55.55%) had medium farmhold material possession, whereas large farmers (73.33%) had high farmhold material possession (Table 2). This could be attributed to their economic condition. The necessity for

farmhold material increases as the farm size increases this may be the reason for large farmers possessing high farmhold material possession. Further small and medium farmers have tendency to compromise with respect to need for farmhold materials as the income generated will be comparatively less. All (100%) the coloured broiler farmers belonging to small, medium and large farmers group have used self-finance and none of the respondents have taken loan from bank. (Table 2). This could be attributed to difficulties in getting the loan.

Table 2: Distribution of the coloured broiler farmers based on economic characteristics

S. No.	Category	Farmers							
		Small N=30		Medium N=30		Large N=30		Overall N=90	
		F	%	F	%	F	%	F	%
1	Landholding	-	-	-	-	-	-	-	-
	Landless farmers	14	46.67	16	53.34	6	20.00	36	40.00
	Marginal farmers (<1 ha)	8	26.66	5	16.66	8	26.67	21	23.34
	Small farmers (1-2.5 ha)	7	23.34	9	30.00	8	26.66	4	26.67
	Semi medium farmers (2.5-5 ha)	-	-	-	-	8	26.67	8	8.88
	Large farmers (>10 ha)	1	3.33	-	-	-	-	1	1.11
2	Annual income in Rs	20	66.67	17	56.67	5	16.67	42	46.67
	Low (24,000-2,75,999)	9	30.00	11	36.66	14	46.67	34	37.77
	Medium (2,76,000-5,27,999)	1	3.33	2	6.67	11	36.66	14	15.56
	High (5.28,000-7,80,000)	-	-	-	-	-	-	-	-
3	Livestock possession	30	100.00	29	96.67	25	83.34	84	93.34
	Low (1-97)	-	-	1	3.33	4	13.33	5	5.55
	Medium (98-194)	-	-	-	-	1	3.33	1	1.11
4	Material possession	-	-	-	-	-	-	-	-
	Household	7	23.34	6	20.00	5	16.67	18	20.00
	Low (1-15)	18	60.00	20	66.67	17	56.67	55	61.11
	Medium (16-30)	5	16.66	4	13.33	8	26.66	17	18.89
	High (31-45)	7	23.34	5	16.67	-	-	12	13.33
	Farmhold	19	63.33	23	76.66	8	26.67	50	55.55
Low (1-18)	4	13.33	2	6.67	22	73.33	28	31.12	
Medium (19-36)	-	-	-	-	-	-	-	-	
High (37-55)	-	-	-	-	-	-	-	-	
5	Financial assistance	30	100.00	30	100.00	30	100.00	90	100.00
	Self finance	-	-	-	-	-	-	-	-
	Bank loan	-	-	-	-	-	-	-	-
	Others	-	-	-	-	-	-	-	-

Distribution of the coloured broiler farmers based on psychological characteristics

The data furnished in Table 3 revealed that 43.33 per cent of the small farmers, 40 per cent of the medium farmers, 60 per cent of the

large farmers and 47.78 per cent of the overall farmers had medium economic motivation. High economic motivation is possible if there is possibility of high investment. In this case coloured broiler farming was not the main

occupation for farmer. Further the farm size was small, yielding less income which in turn promotes low investment. This may be the

reason for majority of farmers having medium economic motivation. Similar findings were expressed by Thammiraju *et al*⁹.

Table 3: Distribution of the coloured broiler farmers based on psychological characteristics

S.No.	Category	Farmers							
		Small N=30		Medium N=30		High N=30		Overall N=90	
		F	%	F	%	F	%	F	%
1	Economic motivation								
	Low (6-11)	11	36.67	10	33.34	8	26.67	29	32.22
	Medium (12-17)	13	43.33	12	40.00	18	60.00	43	47.78
	High (18-24)	6	20.00	8	26.66	4	13.33	18	20.00
2	Risk orientation								
	Low (6-11)	10	33.34	9	30.00	12	40.00	31	34.45
	Medium (12-17)	15	50.00	13	43.33	14	46.66	42	46.66
	High (18-24)	5	16.66	8	26.67	4	13.34	17	18.89

Fifty per cent of the small farmers, 43.33 per cent of the medium farmers and equal (46.66%) percentage of the large and overall farmers had medium risk orientation (Table 3). As majority of the respondents were graduated, they had medium risk orientation.

Constraints as perceived by the farmers involved in marketing of coloured broilers in Karnataka

Absence of common forum to discuss marketing problems and no reliable markets nearby were the major constraints faced by all the small, medium, large and overall farmers (Table 4). As the coloured broiler farming was a new activity the number of farmers rearing coloured broilers was also less. Hence there was lack of forum to discuss marketing problems.

Most of the farmers lived in villages and reliable markets were located very far from the village to get remunerative price for their birds. Farmers were discouraged by fluctuations in the market price and competition by the commercial broiler farmers. Medium and large farmers were also affected by delayed payment towards sale of coloured broiler birds by customers. Fluctuations in market price was the major constraint faced by all the small farmers. Fluctuations in market price and high transportation cost were the major constraints faced by all the medium and large farmers and

similarly the overall farmers also expressed fluctuations in market price as the major constraint (Table 4). Transportation cost was high for medium and large farmers because they need to transport the birds for long distances. Farmers were facing lot of difficulties in getting the loan because of procedures involved in getting the loan. Availability of credit facilities was also less and government was not providing any financial incentives to the coloured broiler farmers. Similar findings were recorded by Senthilkumar and Khandekar⁷.

Lack of marketing information to farmers and lack of awareness among public regarding coloured broilers were the major technical constraints faced by all the small, medium, large and overall farmers. Low demand for coloured broilers in local market was the another technical constraint faced by all the medium farmers and malpractices in weighing was yet another technical constraint faced by all the large farmers (Table 4). As the coloured broiler farming was new to the farmers and most of them were living in villages there was no proper marketing information available to the farmers and there was lack of awareness among public regarding coloured broilers. The demand for coloured broilers was irregular, farmers were getting cheated in weighing of birds. Market outlets for the sale of coloured broilers were limited

and the demand for coloured broilers was low in the local market because of competition by the commercial broiler farmers. Limited number of buyers at farm level, low demand

for broiler at local market, low price of broiler, lack of information, demand concentrated in urban areas and price fluctuation were the constraints faced by all the farmers⁵.

Table 4: Constraints as perceived by the farmers in marketing of coloured broiler birds in Karnataka

S. No.	Personal Constraints	Farmers								Rank
		Small		Medium		Large		Overall		
		F	%	F	%	F	%	F	%	
1	Discouraging market mechanism.	19	63.33	20	66.66	22	73.33	61	67.77	3
2	Competition by the commercial poultry farmers	21	70.00	24	80.00	25	83.33	70	77.77	2
3	Absence of common forum to discuss marketing problems	30	100.00	30	100.00	30	100.00	90	100.00	1
4	Delayed cash payment from traders.	10	33.33	17	56.66	23	76.66	50	55.55	5
5	Cheating by the middlemen	16	53.33	18	60.00	20	66.66	54	60.00	4
6	No reliable markets nearby	30	100.00	30	100.00	30	100.00	90	100.00	1
	Financial constraints									
1	Lack of fund/ capital	24	80.00	25	83.33	16	53.33	65	72.22	7
2	High interest rate.	27	90.00	28	93.33	23	76.66	78	86.66	2
3	High transportation cost.	15	50.00	30	100.00	30	100.00	75	83.33	3
4	Fluctuations in market price.	30	100.00	30	100.00	30	100.00	90	100.00	1
5	Unpaid debt by the customers	16	53.33	23	76.66	20	66.66	59	65.55	8
6	Non availability of credit facilities.	23	76.66	22	73.33	24	80.00	69	76.66	5
7	Inadequate financial incentives from government	15	50.00	24	80.00	28	93.33	67	74.44	6
8	Difficulty in getting loan	20	66.66	26	86.66	25	83.33	71	78.88	4

S.No.	Technical and other constraints	Farmers								Rank
		Small I		Medium		Large		Overall		
		F	%	F	%	F	%	F	%	
1	Lack of marketing information	30	100.00	30	100.00	30	100.00	90	100.00	1
2	Presence of only few or limited market outlets	20	66.66	30	100.00	30	100.00	80	88.88	4
3	Lack of buyers.	17	56.66	22	73.33	23	76.66	62	68.88	6
4	Low demand for coloured broilers in local market.	18	60.00	30	100.00	24	80.00	72	80.00	5
5	Malpractices in weighing	24	80.00	30	100.00	30	100.00	84	93.33	3
6	Irregular demand	26	86.66	30	100.00	30	100.00	86	95.55	2
7	Lack of awareness among public regarding coloured broilers	30	100.00	30	100.00	30	100.00	90	100.00	1

CONCLUSION

Majority of the coloured broiler farmers were young and graduated. They lived in nuclear family with small family size. Majority had agriculture as their main occupation and belonged to marginal farmers group with low annual income and low livestock possession with 1 to 4 years of experience in poultry farming. Only 5.56 per cent of the coloured broiler farmers received training in poultry farming. They had medium household, farmhold material possession, and medium extension contact economic motivation and risk orientation. All the farmers have used self finance. All the farmers expressed absence of common forum to discuss marketing problems and no reliable markets nearby as the major personal constraints. Fluctuations in market price was the major financial constraint expressed by all the farmers. Lack of marketing information and lack of awareness among public regarding coloured broilers were the major technical constraints expressed by

all the farmers. Attempts can be made to provide training to the coloured broiler farmers in poultry farming. Steps to be taken for providing marketing information to the coloured broiler farmers for getting remunerative price, a forum can be recommended to discuss the marketing problems and popularization of coloured broiler birds can be undertaken through mass media.

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