

A STUDY REVIEW ON PREFERENCE OF CHOOSING BROILER CHICKEN VS COUNTRY CHICKEN WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract : Food consumption patterns provide important insights into consumer behavior, nutritional awareness, and market demand. In recent years, poultry consumption has increased significantly due to population growth, urbanization, and changing lifestyles. Among poultry products, broiler chicken and country chicken are widely consumed in India. Each type of chicken has different characteristics in terms of price, taste, nutritional value, and availability. This study aims to analyze consumer preference between broiler chicken and country chicken in Coimbatore city. The research identifies the factors influencing consumer choice such as price, taste, health benefits, availability, and family preference. Primary data were collected from 84 respondents through a structured questionnaire. Statistical tools such as percentage analysis and chi-square test were used for analysis. The findings reveal that broiler chicken is widely consumed due to its low price, easy availability, and soft texture, whereas country chicken is preferred for its taste, perceived health benefits, and traditional value. The study concludes that consumer choice is influenced by multiple economic and psychological factors. The findings provide useful insights for poultry retailers, marketers, and producers to improve marketing strategies and meet consumer expectations effectively.

Index Terms – Consumer Preference, Broiler Chicken, Country Chicken, Poultry Industry, Coimbatore..

INTRODUCTION

Food consumption patterns play an important role in understanding consumer preferences, lifestyle changes, and nutritional awareness. Among various meat products, chicken has become one of the most widely consumed sources of animal protein due to its affordability, availability, and nutritional value. In India, the poultry industry has grown rapidly over the past few decades due to population growth, increasing income levels, and urbanization.

Chicken meat is commonly categorized into two types: broiler chicken and country chicken. Broiler chicken is commercially farmed under controlled conditions and is known for its rapid growth, soft texture, and lower price. It is widely available in supermarkets and local meat shops, making it a convenient choice for many consumers.

Country chicken, also known as indigenous or desi chicken, is generally raised in free-range or traditional farming systems. It is often perceived as healthier and tastier compared to broiler chicken. However, country chicken is usually more expensive and less easily available than broiler chicken.

Consumer preference between broiler chicken and country chicken depends on several factors such as price, taste, health perception, availability, and cooking convenience. In urban areas like Coimbatore, changing lifestyles and increasing health awareness have influenced consumer purchasing behavior.

This study focuses on analyzing consumer preference between broiler chicken and country chicken in Coimbatore city. It also examines the factors influencing consumer choice and satisfaction levels.

METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data to achieve research objectives.

Research Design

This study adopts a descriptive research design. Descriptive research helps in understanding consumer characteristics, preferences, and factors influencing purchasing decisions without manipulating any variables.

Data Collection Method

Both **primary and secondary data** were used for the study.

- **Primary Data:** Collected through a structured questionnaire distributed to college students in Coimbatore.
- **Secondary Data:** Collected from academic journals, books, research articles, sustainability reports, and credible online sources related to green marketing and consumer behavior.

Sampling Technique

A convenience sampling technique was used due to time and accessibility limitations.

Sample Size

The study is based on a sample of 84 respondents.

Tools for Analysis

The following statistical tools were used:

1. Percentage Analysis
2. Chi-square Test
3. Tables and Charts for data presentation

MODELING AND ANALYSIS

This section presents the statistical methods used to analyze the data collected from respondents.

1. Percentage Analysis Model

Percentage analysis was used to examine the demographic characteristics of respondents and their general responses regarding their preference for broiler chicken and country chicken.

Formula

Percentage = (Number of respondents / Total respondents) × 100

Application in the Study

Percentage analysis helped in identifying:

- Demographic characteristics of respondents such as age, gender, occupation, and income
- Consumer preference between broiler chicken and country chicken
- Factors influencing the choice of chicken such as taste, health benefits, price, and availability

The analysis revealed that a majority of respondents show a strong preference for country chicken due to its perceived health benefits, taste, and quality. At the same time, broiler chicken is also widely consumed because of its affordability and easy availability in the market.

2. Chi square analysis model

Chi-square test is used to examine whether there is a significant relationship between gender and type of chicken preferred.

Hypothesis

Null Hypothesis (H₀): There is no significant relationship between gender and type of chicken preferred.

Alternative Hypothesis (H₁): There is a significant relationship between gender and type of chicken preferred.

Result

Calculated Chi-square value = **1.310**

Table value = **5.991**

Significance level = **0.05**

Since the calculated value is less than the table value, the null hypothesis is accepted.

Interpretation

The result indicates that there is no significant relationship between gender and consumer preference for chicken type. This means that gender does not significantly influence whether consumers choose broiler or country chicken.

RESULTS AND DISCUSSION

Awareness of Chicken Types

The majority of respondents reported being familiar with both broiler chicken and country chicken available in the market. Local poultry shops, supermarkets, and traditional meat markets were identified as the primary sources where consumers purchase chicken products.

Perception of Country Chicken

Consumers generally expressed positive attitudes toward country chicken due to its natural taste, perceived health benefits, and traditional rearing methods. Many respondents believe that country chicken is healthier and more nutritious compared to broiler chicken, which improves its preference among health-conscious consumers.

Influence on Purchase Behavior

Although a large number of respondents preferred country chicken, factors such as price and availability played an important role in influencing purchase decisions. Broiler chicken is often chosen because it is more affordable and easily available in the market. This indicates that economic factors significantly influence consumer buying behavior.

Relationship Between Health Perception and Preference

The analysis indicated that respondents who are more concerned about health and nutrition are more likely to prefer country chicken over broiler chicken. These consumers associate country chicken with better quality, natural feeding practices, and fewer health risks.

Overall Findings

Overall, the findings highlight that both broiler chicken and country chicken have strong consumer demand in Coimbatore city. While country chicken is preferred for its taste and health benefits, broiler chicken continues to dominate the market due to its lower price and higher availability. Therefore, consumer preference is influenced by a combination of health perception, taste, affordability, and accessibility.

CONCLUSION

The study concludes that both broiler chicken and country chicken have strong demand among consumers in Coimbatore city. Broiler chicken is preferred for its affordability, convenience, and availability, while country chicken is valued for its taste, nutritional value, and traditional significance.

Consumer preference is influenced by several factors including taste, health perception, price, and availability. The study also

reveals that consumers are generally satisfied with the quality and freshness of poultry products available in the market.

Understanding consumer behavior helps poultry producers and retailers develop effective marketing strategies, improve product quality, and enhance customer satisfaction.

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