A STUDY ON RETAILOR SATISFACTION TOWARDS SUGUNA POULTRY FARMING

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ABSTRACT

*The **meat production industry** is a vital part of the Indian agricultural setup. According to a research, meat production in India is estimated at 6.3 million tons annually and **is ranked 5th in the world in terms of production volume.** India is responsible for 3% of the total meat production in the world. The nation has the world's largest population of livestock at about 515 million. T**he meat industry** handles the slaughtering, **processing**, packaging, and distribution of animals such as poultry, cattle, pigs, sheep and other livestock. While India has an abundant supply of meat, the meat processing industry is still emerging. Meat processing covers a spectrum of products from sub-sectors comprising animal husbandry and poultry farms, to bulk frozen meat, chilled and deli meat, packaged meat, and ready-to-eat processed meat products. In the present scenario, there is a large scope for meat processing in poultry as well as in red meat. In fact, the poultry industry has made considerable progress by developing and marketing value-added products. India exports more than more than 7,000 metric tons of poultry meat to other countries. Livestock trading in India is regulated by the state governments. India has the lowest per capita meat consumption in the world. It was just **5.6 kg in 2013, whereas the global average was 33.2 kg in that year**. The Indian meat market mostly focuses on fresh meat; frozen meat is mostly exported.*

This study aims to understand how the retailors are satisfied towards the Poultry industry. It has been conducted by collecting relevant data from the questionnaire (Primary Data) and analysing the responses directly from the Retailors of Suguna brand. The project report deals with the introduction, and various literature review, data analysis and interpretation, findings, suggestions and conclusion for the retailor satisfaction.

Keywords: Retailor satisfaction , Poultry Farming , Suguna Brand

INTRODUCTION:

The meat industry refers to hens reared for their flesh as "broiler" chickens, and they are often housed in enormous, windowless buildings that can accommodate tens of thousands of birds. This close quarters encourage sickness and squalor, and many of the birds experience severe health issues due to being forced to breathe ammonia and particulate matter from faeces and feathers all day long. Consumer Reports discovered that 2/3 of the chicken flesh examined was contaminated with either salmonella, campylobacter, or both. Subtherapeutic doses of antibiotics are given to factory-farmed animals as "growth boosters." People who handle or eat sick meat come into touch with antibiotic-resistant bacteria as a result of feeding animals low dosages of antibiotics. Types of Poultry include Plymouth Rock, Wyandotte, Rhode Island Red, and New Hampshire, as well as the Asiatic Brahma, which is popular for its meat and brown eggs. Suguna Poultry Farming is a private business in India that produces top quality chicken meat and eggs.

It has numerous branches around India and its headquarters are in Udumalplet, Tamil Nadu. Their net income is 1.8 billion and their goal is to provide as many retailers and consumers with good quality chicken meat as possible. They give 8-10 rupees per kilogramme and form a contract with the farmers for delivery of chicken meat of acceptable quality

OBJECTIVES OF THE STUDY:

❖ To Study the Retailors Satisfaction on Suguna Poultry Chicken .

❖ To know the performance in terms of quality with reference suguna chicken industry .To determine the pricing Strategy adopted by Suguna Chicken industry compared to others Chicken industry .

LIMITATIONS OF THE STUDY:

❖ The process of data collection was time-consuming.

❖ Because of misleading data, the survey may not be considered .

1

REVIEW OF LITERATURE:

AUTHOR	YEAR	FINDINGS
Luuk S. M. Vissers	2022	This paper states that the framework takes into account the prerequisites for relevant incentive compatibility as well as welfare impacts. The New Dutch Retail Standard in the Dutch broiler market was empirically applied to show that all three incentive compatibility conditions were met in this situation, supporting a successful introduction. The additional advantages from connected externalities also proved to be advantageous. This instance shows how, in an environment of "understandardisation," a pseudomandatory standard that goes above a legal or public minimum standard can be welfare boosting. Governments should think about a variety of responses to such norms (facilitating, supporting, and exercising caution), which go beyond the traditional antitrust response of forbidding private sector "agreements" impacting market conditions.
Cynthia I , Etl	2021	This study aimed to analyse to elicit consumer perceptions of the ideal chicken farm. There are four main factors that could be found to be significant for many: (1) husbandry systems with plenty of space for the animals, including free-ranging; (2) circular farming (everything is done on the farm, from fodder production to slaughtering); (3) transparency about good animal conditions for consumers; and (4) proximity between place of production and consumption. In summarising these findings, it can be said that the "ideal" chicken farm is quite different from conventional production systems that typically produce intensively indoors, purchase animal feed that is produced and traded internationally, and sell the products into unidentified markets where consumers can't readily trace the product back to individual farms.

RESEARCH METHODOLOGY: Data was collected using questionnaire through electronic media with 5 point Likert scale, ranging between1-5 and closed ended questions . The sample size used for the survey was 60. The tests used was descriptive analysis .

DATA ANALYSIS AND INTERPRETATION

Table 1: GENDER

SL. NO	PARTICULARS	FREQUENCY	PERCENTAGE OF RESPONDENTS
1.	Male	56	94.9%
2.	Female	3	5.1%
	Total	59	100%

INTERPRETATION: The above table , it shows us that out of 59 respondents there are 94.9% of male respondents and 5.1% of them are female respondents.

TABLE 2: HOW FAIR ARE THE PRICES OF SUGUNA POULTRY COMPARED TO OTHER POULTRIES?

SL. NO	PARTICULARS	FREQUENCY	ERCENTAGE OF RESPONDENTS
1.	Strongly disagree	10	16.9 %
2.	Disagree	42	71.2 %
3.	Neutral	6	10.2 %
4.	Agree	1	1.7 %
5.	Strongly agree	0	0
	Total	59	100 %

INTERPRETATION: From the table , it expresses that 0% of the respondents are strongly agreeing and 16.9% of them are strongly disagreeing to the statement.

FINDINGS:

1. As per the survey it is found that the male respondents are more interested in poultryindustry

2. It is found that 31 – 40 age male candidate are preferably more into the poultry business

3. It is found that the average income range is more between 50000 to 75000

4. The education level in the male respondents is found more to be above schooling that is pre university

CONCLUSIONS:

Rural India's development has been related to Suguna's growth and every economic activity it has engaged in, and the study emphirically demonstrates that Suguna Daily Fresh Retailors have positive opinions of the product and the Daily Fresh wholesalers . Suguna is pursuing a wide range of socio-economic, environmental, educational, and health projects in order to further the organization's core values. The expansion of Suguna and every commercial venture it has done have both contributed to the improvement of rural India. The survey also makes it abundantly evident that Suguna Daily Fresh Retailers are satisfied with the product and theDaily Fresh Wholesalers .

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