



A Survey on Chicken Products

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Abstract

COVID 19 pandemic has caused a change in buying preferences of Packed Chicken. It has compelled businesses to reconsider their marketing philosophies since overall health and hygiene became of prime importance as was rightly said “Health is Wealth”. People became more conscious of these important factors, It has made marketers to rethink how their firms are going to attract and communicate with consumers. Marketers among all business sectors were required to move further than crisis planning to learn lessons and explore lost chances to benefit their consumers and businesses. This paper tries to focus on consumer preference in pre COVID era and Post COVID era. This is a paper that has used existing literature and other secondary sources to study buying preferences which consumers can adopt in post COVID 19 era.

Keywords: buying, hygiene, freshness.

Introduction:-

Integral part of Indian Economy Livestock is now days playing an important role in the economy of India not only in micro level but also in macro level too. Again it provides a strong economic support in the form of earning to two third of rural community. It is also playing an important role in the form of employment provider in India.

The packed chicken industry has nurtured largely due to the initiative of private enterprise with Government providing incentives and at the same time minimal government intervention. In COVID lockdown is compulsory for everyone where no one can come out to buy any products, all the restaurants are closed, all shops was under control of government. It was the difficult time for everyone. As the relaxation from the government were announced , still people were afraid to go out because of the death by Corona virus was undefined. In the era of COVID the delivery of product was permitted by the government the non-vegetarian people shifted to packed chicken instead of buying from unhygienic vendors.

Objective of the Study:-

- 1 To study the Demand of the packed chicken
- 2 To study the Promotional scheme for packed chicken.

Hypothesis of the Study:-

- 1 Health and hygiene factors plays important role in post COVID era
2. Demand for Packed Chicken is considerably increase in Post COVID.

Scope of Study:-

“A Survey on Chicken Products” is limited to city of Nagpur

Consumption of chicken can have many benefits for the body. Chicken is rich in protein, niacin, and phosphorus, which are healthy for the body. There is an increase in the demand for packaged food owing to the increase in awareness and availability of ready to eat food. The packaged chicken is processed through many steps to make it healthier and it can have a long shelf life. It is preferred by the household, restaurants, and other eatery places.

COVID-19 Scenario Analysis:

1. COVID-19 has greatly affected the packaged food market.
2. Although there is an increase in the demand for products that have a long shelf life, the companies are facing problems with the increase in demand as there is less supply.
3. The lockdown has paused the production in the factories.
4. The restriction on travel has also caused problems in the supply chain.

5. The workforces are migrating that have affected the function of the factories. The lack of laborers has stopped the production.
6. The companies are taking preventive measures to fulfill the demand for the customers. The companies are opting D2C distribution system.

Top Impacting Factors: Market Scenario Analysis, Trends, Drivers and Impact Analysis

An increase in the demand for ready to cook thigh, marinated wings, and different types of packaged chicken, and rapid urbanization can be the factors that drive the growth of the global packaged chicken market. Packaged chicken is a convenient source to get meat and can be easily cooked. Packaging and the increase in the demand for the long shelf life in the chicken products are the factors that boost the growth of the market.

The global packaged chicken market trends are as follows:

The companies are focusing on making the packaging that can be recycled and reused due to increase in awareness of the environmental issues. Some companies are also taking the initiative to reduce food wastage. The companies are increasing their market by selling their products on the online market and also providing home delivery services to ease the work of the customers. The demand for packaged chicken has increased due to increase in online portals. The companies also infused herbs and other ingredients to enhance the nutrients and the quality of the product.

Key Benefits of the Report:

1. This study presents the analytical depiction of the global packaged chicken industry along with the current trends and future estimations to determine the imminent investment pockets.
2. The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the global packaged chicken market share.
3. The current market is quantitatively analyzed to highlight the global packaged chicken market growth scenario.

4. Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.
5. The report provides a detailed global packaged chicken market analysis based on competitive intensity and how the competition will take shape in the coming years.

Questions Answered in the packaged chicken Market Research Report:

1. What are the leading market players active in the packaged chicken market?
2. What the current trends will influence the market in the next few years?
3. What are the driving factors, restraints, and opportunities in the market?
4. What future projections would help in taking further strategic steps?

DATA Analysis

Research Methodology:-

The study under taken is descriptive in nature, for the collection of data following resources were used.

Primary Data

Secondary Data.

1) Primary Data: - Primary data collection methods can be divided into two groups: quantitative and qualitative. Primary data was collected through close ended questionnaire.

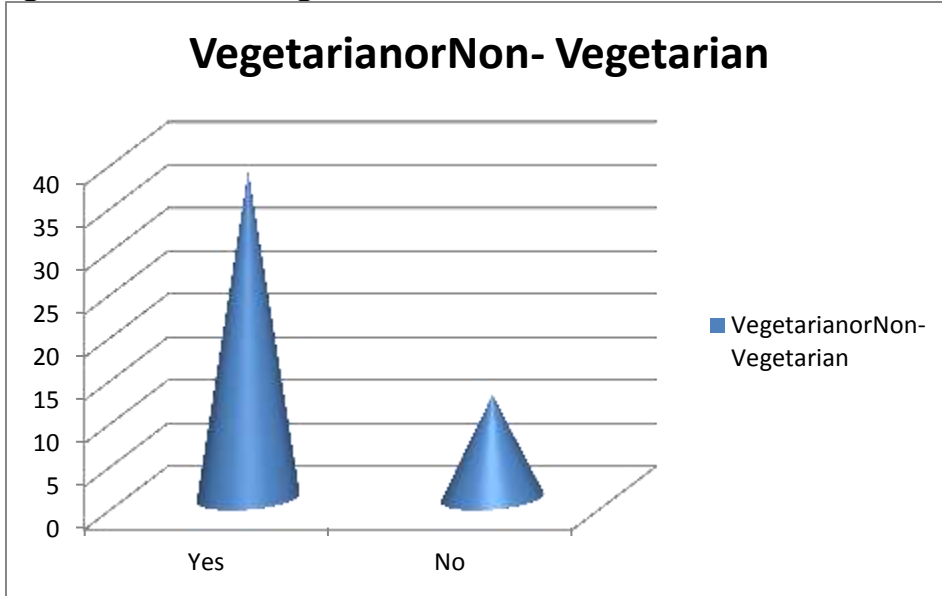
Secondary Data:- Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about research area, almost regardless of the nature of the research area.

The study is based on secondary data, sourced from various databases like research articles, Google scholars, websites, journals, etc.

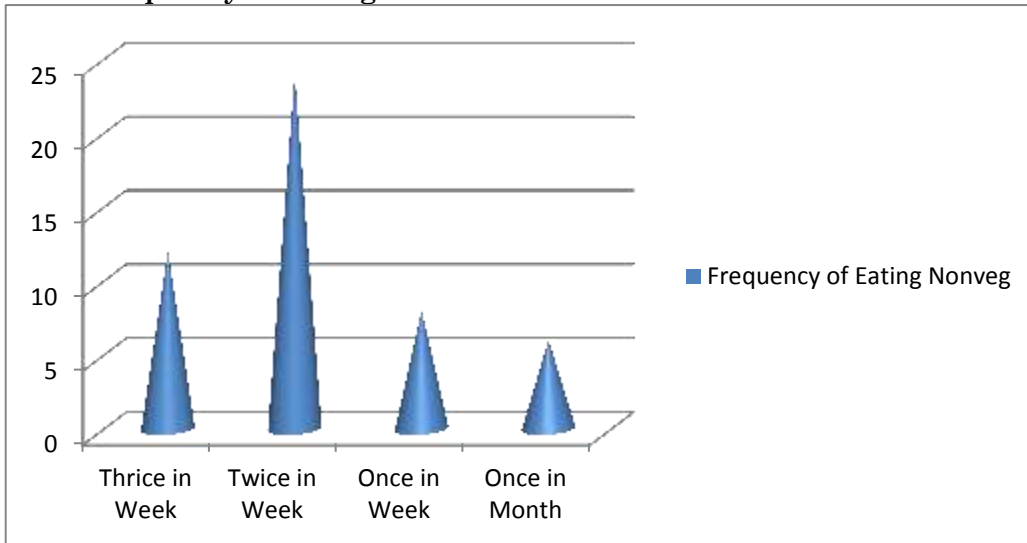
Sampling: - The universe of the study covers Nagpur city as its population. The sampling is selected by using convenient sampling and the sample size was confined to 50. The present study is restricted to buying habits of consumers post Covid-19 only other categories will be eliminated due to time and cost constraints.

Data Analysis:-

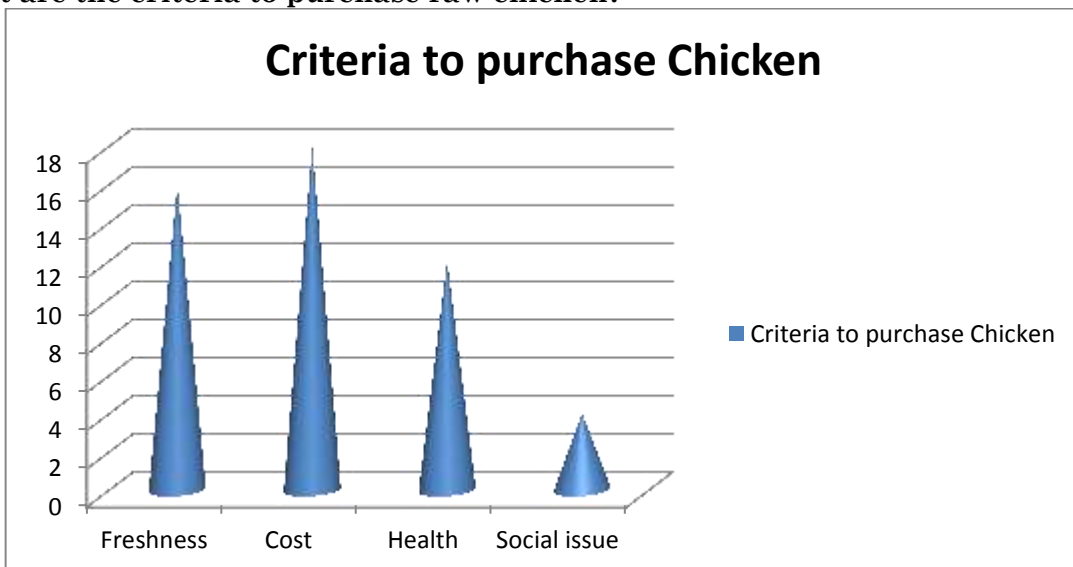
1 Are you Vegetarian or Non-vegetarian!



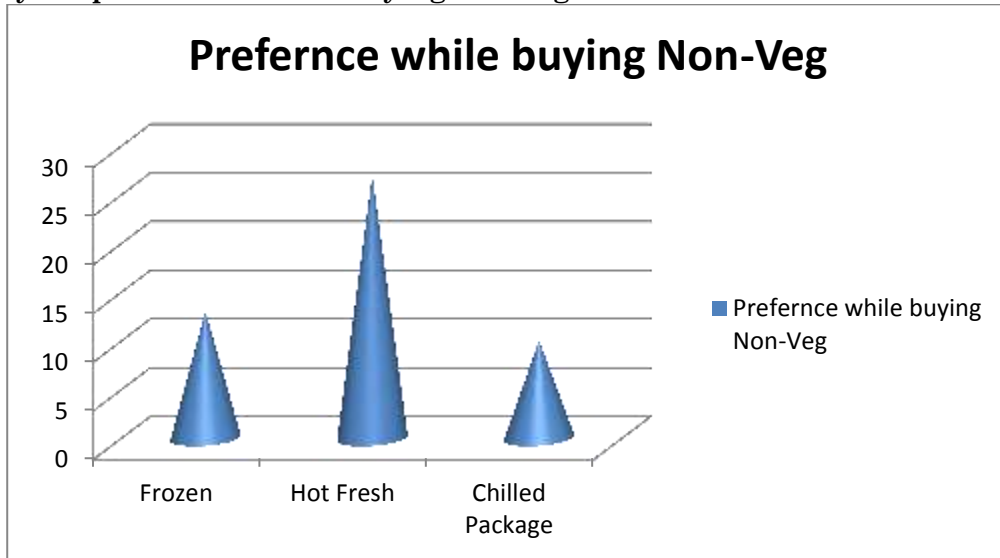
2. What is the Frequency of eating Chicken?



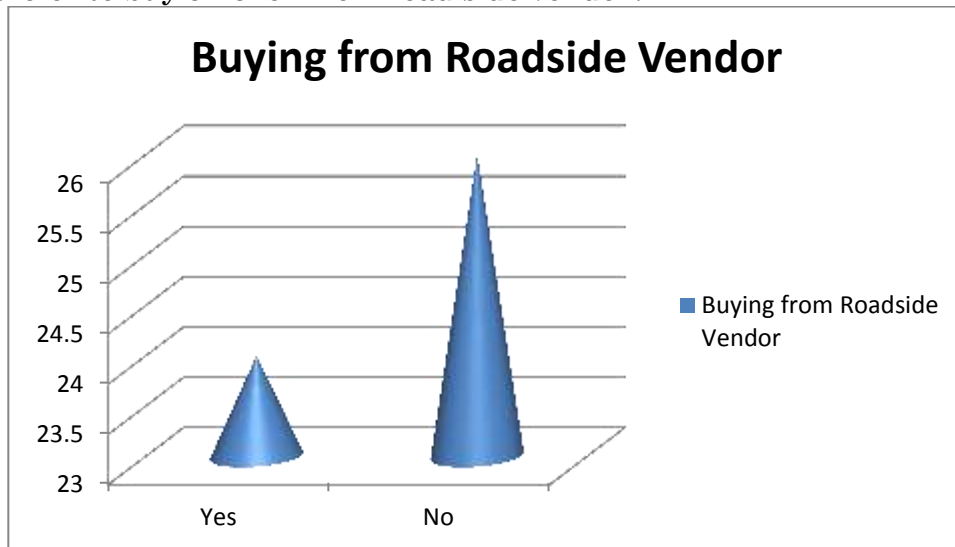
3. What are the criteria to purchase raw chicken?



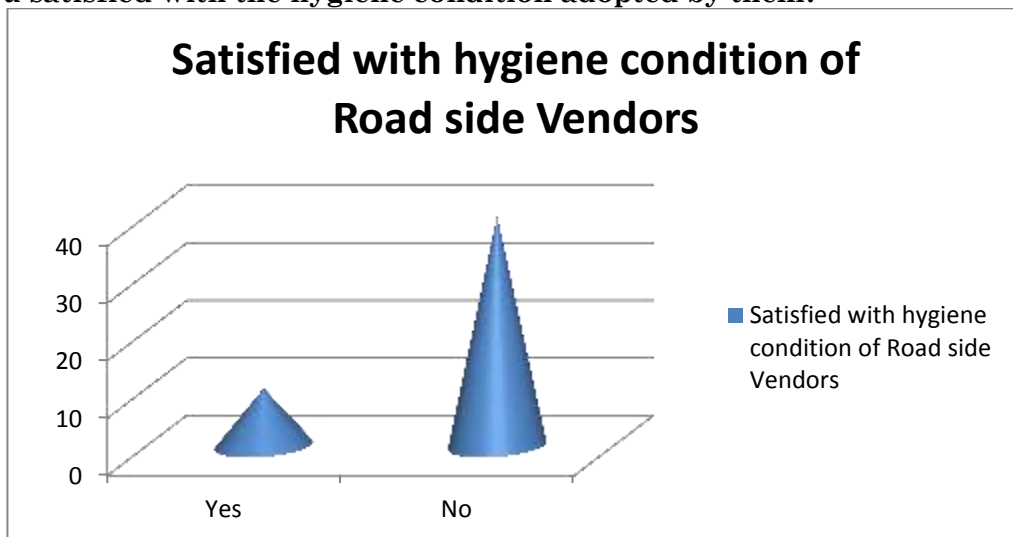
4. What is your preference while buying non-veg?



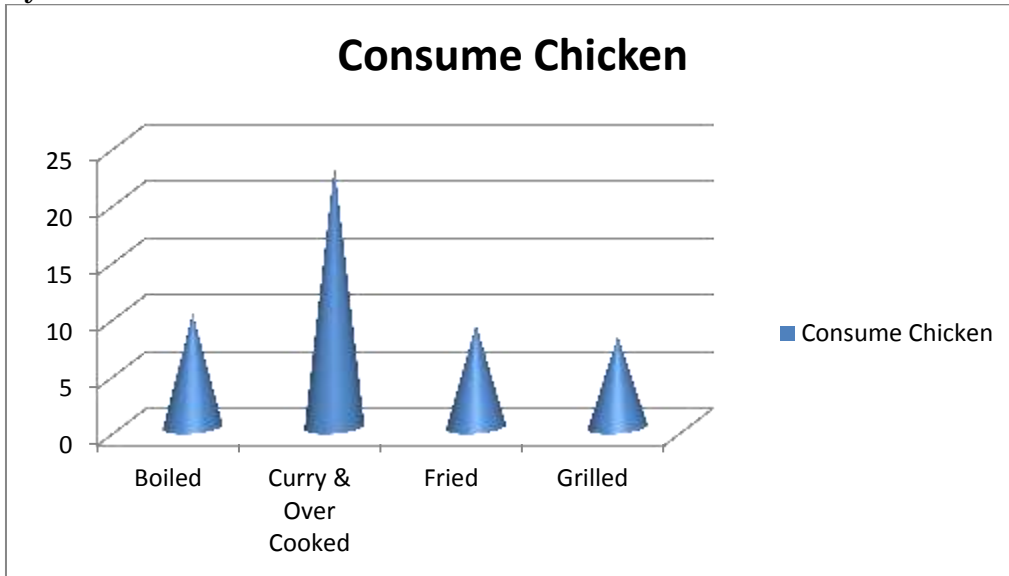
5. Do you prefer to buy chicken from road side vendor?



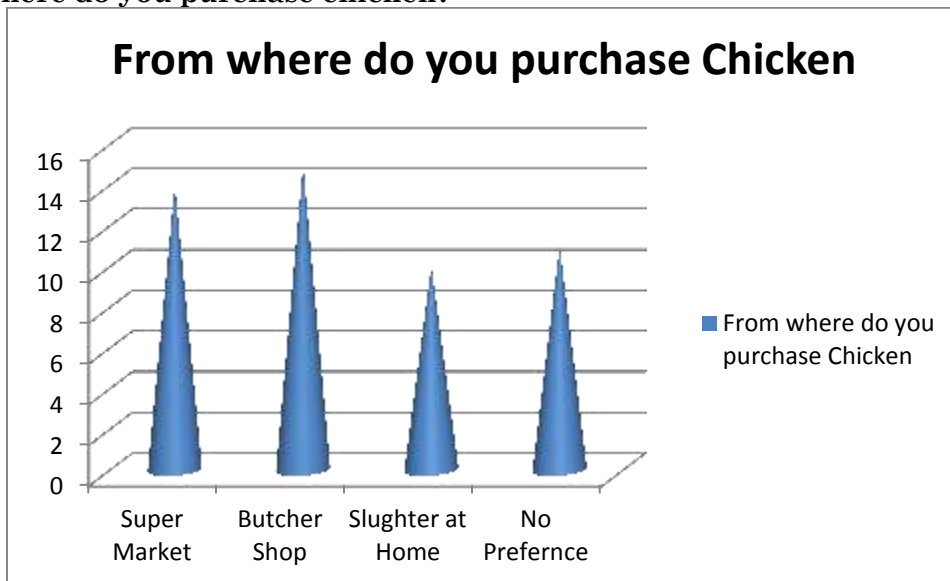
6. Are you satisfied with the hygiene condition adopted by them?



7. How do you Consume Chicken?



8. From where do you purchase chicken?



9. Is the meat shop where from you buy nonveg food products registered with FSSAI?



Findings

1. Out of the 50 sample sufficient respondent are non-vegetarian.
2. In post COVID people are more health conscious in buying chicken.
3. Responded who believe in freshness of chicken buy from the road side vendors .
2. Although the epidemic outbreak has reduced poultry meat consumption, It is not very significant, because this is controlled by some short- term events such as rumors, panic buying closing the restaurants and hotels, etc which are certainly not stable.
3. Because of modern technology some people prefer to order chicken through App or what's-up App.
4. 6.All verity of chicken products available in super market are register under FSSAI (Food Safety & Standard Authority India)

5. Post COVID era has been change the purchasing habits of consumer from unhygienic road side vendors.

Conclusion: -

On the basis of above it can concluded that there is change in preference in buying of chicken products of buying from the unhygienic road side vendors to super market. It also be seen that companies have more promotional practices to promote the chicken product in super market. But a majority of population still believes in buying fresh chicken from the vendors.

References:-

- 1 **Online Shooping, Retail Shop, Supermarket Ect.**
- 2 Godrej Real Chicken, Sughana Chicken, Saouji Chicken Etc.
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Survey on Package Chicken in Nagpur Respected Sir/Madam

The following survey is being conducted for academic purpose only and the information given will not be shared with anyone. The information given will be used to analyze the Financial Literacy of the respondents only.

Mrs Rima Potdukhe
DrFarukhAhemad.

1. Name _____
2. Email: _____
3. Date of Birth _____
4. Qualifications
a) SSC b) HSC c) Graduation d) Post Graduation
e) Doctorate f) Other
- 5) Occupation:-Business
- 6 City a) Nagpur
- 7 State a) Maharashtra b) Other
- 8 Genders: a) Male b) Female c) Transgender
- 9 Are you Vegetarian or Non-vegetarian!
a) Yes b) No
10. What is the Frequency of eating Chicken?
a) Thrice in week b) Twice in week c) Once in a week d) Once in a month
11. What are the criteria to purchase raw chicken?
a) Freshness b) Cost c) Health d) Social issues
- 12 Do you prefer to buy chicken from road side vendor?
a) Yes b) No
13. Are you satisfied with the hygiene condition adopted by them?
a) Yes b) No
14. How do you Consume Chicken?
a) Boiled b) Curry & over cooked c) Fried d) Grilled
- 15 From where do you purchase chicken?
a) e) Super Market b) Butcher shop c) Slaughter at home
d) No preference
- 16 Is the meat shop where from you buy Non-Veg food products registered with FSSI?
a) Yes b) No c) Don't know

17 What is your preference while buying non-veg?

a) Frozen b) Hot Fresh c) Chilled package

18 .Any other Information:- _____