



## A study on problems faced by the marketing of poultry products

Dr. M Mahesh Kumar<sup>1</sup>, Jayasuriya K<sup>2</sup>

<sup>1</sup> Associate Professor & Head, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Kovaipudur, Coimbatore, Tamilnadu, India

<sup>2</sup> Sri Krishna Adithya College of Arts and Science, Kovaipudur, Coimbatore, Tamilnadu, India

### Abstract

This study examines the major problems faced in the marketing of poultry products such as eggs and chicken meat. The poultry industry plays a vital role in the agricultural economy, contributing to food security, employment, and income generation. Despite growing production and rising consumer demand, the marketing system remains inefficient and unorganized. This research focuses on analyzing price fluctuations, transportation challenges, storage inadequacies, intermediary dominance, and financial constraints affecting poultry producers and marketers. Using primary data collected from 150 respondents including producers, wholesalers, retailers, and distributors through a structured questionnaire, the study applies percentage analysis and ranking analysis to interpret findings. Results indicate that price fluctuation, high transportation cost, and lack of storage facilities are the most pressing issues, with feed cost identified as the dominant price-influencing factor. Intermediaries play a dual role improving market reach while simultaneously increasing final product prices. The study recommends direct marketing promotion, price stabilization measures, cooperative formation, improved infrastructure, and enhanced government support to strengthen the poultry marketing system.

**Keywords:** Poultry Marketing, Price Fluctuation, Intermediaries, Cold Chain System, Feed Cost, Distribution Challenges

### Introduction

The poultry industry plays a vital role in the agricultural economy by providing affordable and nutritious sources of protein such as eggs and chicken meat. In recent years, the demand for poultry products has increased significantly due to population growth, urbanization, changing food habits, and rising health awareness among consumers. Poultry farming has also become an important source of income and employment for farmers, traders, and small-scale entrepreneurs. However, despite growth in production, the effective marketing of poultry products continues to face several challenges.

Marketing of poultry products involves activities such as processing, storage, transportation, pricing, promotion, and distribution to reach the final consumers. Poultry products are highly perishable in nature and require proper cold storage and hygienic handling to maintain quality and safety. Inadequate infrastructure, lack of modern storage facilities, and inefficient transportation systems often lead to spoilage and quality deterioration. Price fluctuations, high feed costs, middlemen dominance, and limited market information further affect the profitability of poultry producers.

Understanding the problems faced in the marketing of poultry products is essential for improving market efficiency, ensuring fair prices for producers, and delivering safe and quality products to consumers. Hence, this study focuses on analyzing the major problems involved in the marketing of poultry products and suggests measures for their improvement.

### Statement of the Problem

The poultry industry has emerged as one of the fastest-growing segments of the agricultural sector, contributing significantly to food security, nutrition, and employment generation. Despite increased production and rising

consumer demand for poultry products, the marketing system for these products remains inefficient and unorganized. Poultry products are highly perishable and require proper handling, storage, and transportation facilities, which are often inadequate, especially in rural and semi-urban areas.

Poultry producers and marketers face several problems such as lack of cold storage facilities, poor transportation infrastructure, frequent price fluctuations, high marketing costs, and exploitation by intermediaries. Small-scale poultry farmers find it difficult to access organized markets and reliable market information, leading to reduced profit margins. These challenges negatively impact both producers and consumers by causing income instability for farmers and inconsistent quality and prices for consumers.

### Objectives of the Study

- To study the existing marketing system of poultry products.
- To identify the major problems faced by poultry producers and marketers in marketing poultry products.
- To examine the factors affecting the pricing and distribution of poultry products.
- To analyze the role of intermediaries in the marketing of poultry products.
- To assess the impact of storage, transportation, and infrastructure facilities on poultry marketing.

### Scope of the Study

The scope of the study is limited to analyzing the problems faced in the marketing of poultry products and the factors influencing their effective distribution. The study focuses on various aspects such as procurement, storage, transportation, pricing, and sales of poultry products like eggs and chicken meat. It examines the role of producers, wholesalers, retailers, and intermediaries involved in the marketing

process. The geographical scope of the study is confined to the selected study area, and the findings are based on the data collected during the study period. However, the study does not deal with technical aspects of poultry production or detailed financial analysis of poultry farms.

### Research Methodology

The research methodology adopted for the study is both descriptive and analytical in nature. The study is conducted to understand the problems faced in the marketing of poultry products and to analyze the factors influencing their effective marketing.

### Collection of Data

The study is based on both primary and secondary data. Primary data were collected from poultry farmers, wholesalers, retailers, and marketers through a structured questionnaire and personal interviews. Secondary data were collected from books, journals, research articles, government reports, websites, and related publications.

### Sample Design

A convenient sampling method was adopted for selecting respondents from the study area. A sample of 150 poultry producers and marketers was chosen based on availability and willingness to provide information, covering diverse demographics including age, gender, and type of business.

### Statistical Tools Used

The collected data were analyzed using simple statistical tools such as percentages, tables, and ranking analysis to interpret the results in a clear and meaningful manner.

### Limitations of the Study

- The study is confined to a limited geographical area.
- The findings are based on a small sample size.
- Time constraints may affect the depth of the study.
- The accuracy of the study depends on the responses given by the respondents.
- The study focuses only on marketing aspects and not on production-related issues.

### Reviews of Literature

#### 1. Recent Study (2025)

A recent study (2025) found that poultry marketing continues to face challenges such as high feed costs, lack of government support, poor-quality inputs, and limited access to modern marketing channels.

#### 2. Birhanu et al. (2021)

Birhanu et al. (2021) found that poultry marketing in Myanmar is constrained by poor infrastructure, limited access to veterinary services, and lack of financial support. A parallel study highlighted that smallholder farmers face marketing challenges such as price instability, weak distribution systems, and lack of organized markets.

#### 3. Yitayih et al. (2021)

Yitayih et al. (2021) reported that poultry marketing is affected by weak value chains, poor coordination among stakeholders, and limited access to reliable markets.

#### 4. COVID-19 Impact Studies (2020–2021)

Studies during the COVID-19 pandemic revealed that misinformation about poultry consumption led to a sudden

drop in demand. Lockdowns also disrupted transportation and supply chains, severely affecting poultry marketing.

#### 5. FAO (2020)

FAO (2020) highlighted that weak cold chain systems and inadequate processing facilities are major challenges in developing countries. These issues lead to high post-harvest losses and reduced product quality.

#### 6. Hafez & Attia (2020)<sup>[9]</sup>

Hafez and Attia (2020)<sup>[9]</sup> discussed challenges such as disease outbreaks, changing consumer preferences, and high production costs, emphasizing the need for improved biosecurity measures and marketing strategies.

#### 7. OECD (2019)

OECD (2019) reported that global poultry markets face price volatility due to fluctuations in feed costs and international trade policies, affecting both producers and consumers.

#### 8. Birthal & Negi (2012)<sup>[10]</sup>

Birthal and Negi (2012)<sup>[10]</sup> examined livestock marketing in India and found that poor infrastructure, lack of cold storage, and high transportation costs were major constraints affecting poultry marketing.

#### 9. Horne (2006)<sup>[11]</sup>

Horne (2006)<sup>[11]</sup> analyzed poultry value chains and identified the dominance of middlemen as a key problem. Farmers often received low prices because intermediaries controlled market access and pricing decisions.

### Analysis and Interpretation of Data

**Table 1:** Type of Business-wise Classification

S. No	Type of Business	No. of Respondents	Percentage (%)
1	Poultry Producer	83	55.3%
2	Wholesaler	33	22%
3	Retailer	29	19.3%
4	Distributor	5	3.3%
	Total	150	100%

**Interpretation:** 55.3% of respondents are poultry producers, 22% are wholesalers, 19.3% are retailers, and 3.3% are distributors.

**Inference:** Majority of respondents are poultry producers (55.3%).

**Table 2:** Main Marketing Channel Used

S. No	Marketing Channel	No. of Respondents	Percentage (%)
1	Through Wholesalers	66	44%
2	Direct Selling to Customers	53	35.3%
3	Through Retailers	21	14%
4	Contract Farming	6	4%
5	Online Sales	4	3.7%
	Total	150	100%

**Interpretation:** 44% of respondents use wholesalers as their main marketing channel, 35.3% depend on direct selling, 14% sell through retailers, 4% use contract farming, and 3.7% use online sales.

**Inference:** Most respondents rely on wholesalers as their main marketing channel (44%).

**Table 3:** Factors Affecting Price of Poultry Products (Multiple Response)

S. No	Factors	No. of Respondents	Percentage (%)
1	Feed Cost	102	38.2%
2	Demand & Supply	70	26.2%
3	Transportation Cost	55	20.6%
4	Government Policies	32	12%
5	Competition	8	3%
	Total	267	100%

**Interpretation:** 38.2% of respondents identified feed cost as the major factor affecting poultry prices, followed by demand and supply (26.2%), transportation cost (20.6%), government policies (12%), and competition (3%).

**Inference:** Feed cost is the most significant factor affecting poultry product prices (38.2%).

**Table 4:** Major Marketing Problems (Multiple Response)

S. No	Problems	No. of Respondents	Percentage (%)
1	Price Fluctuation	92	31%
2	High Transportation Cost	78	27%
3	Lack of Storage Facilities	65	22%
4	Disease Outbreaks	40	14%
5	Lack of Financial Support	18	6%
	Total	293	100%

**Interpretation:** 31% of respondents face price fluctuation as a major problem, 27% face high transportation costs, 22% face lack of storage facilities, 14% face disease outbreaks, and 6% face lack of financial support.

**Inference:** Price fluctuation is the most significant marketing problem faced by respondents (31%).

**Table 5:** Ranking Analysis of Intermediaries' Role

Factor	Rank 1	Rank 2	Rank 3	Rank 4	Total Score
Price Negotiation	10	8	5	2	78
Transportation	12	6	4	3	79
Storage	5	79	9	4	59
Customer Connection	8	9	6	2	73

**Interpretation:** Ranking analysis shows that transportation and price negotiation are considered the most significant factors, as they play a crucial role in ensuring timely delivery and fair pricing of poultry products. Customer connection holds moderate importance, while storage is ranked as the least important factor.

**Inference:** Efficiency in distribution and pricing are the key priorities in poultry marketing according to respondents.

## Findings

### Percentage Analysis

- A majority of respondents (57.33%) belong to the age group below 25 years.
- A majority of respondents (58.67%) are female.
- A majority of respondents (55.3%) are poultry producers.
- Most respondents (41.3%) have 5–10 years of experience in the poultry business.
- Most respondents (44%) use wholesalers as their main marketing channel.

- Most respondents (33.3%) rely on word of mouth as their promotion method.
- A majority (52%) strongly agree that price fluctuation is a major problem.
- Most respondents (38.2%) state that feed cost is the major factor affecting poultry prices.
- A majority (72%) believe that transportation facilities affect distribution.
- A majority (72%) report the involvement of intermediaries in marketing.
- A majority (55%) strongly agree that competition in the poultry market is very high.
- Most respondents (47%) strongly agree that financial constraints affect marketing activities.

## Ranking Analysis

Price negotiation is ranked as the most important factor, followed by customer connection and transportation, indicating their major influence on poultry marketing activities. Storage is ranked comparatively lower, showing that it is important but less significant when compared to pricing and market-related factors.

## Suggestions

- Minimize the role of intermediaries to help producers earn better profits and improve direct farmer-consumer linkage.
- Implement price stabilization measures to control frequent fluctuations in the poultry market.
- Provide easy loans and financial assistance to poultry farmers to reduce financial constraints.
- Develop better transport facilities and cold chain infrastructure to avoid delays in distribution.
- Encourage farmers to form groups or cooperatives for collective bargaining and marketing.
- Increase awareness about available government support and policy schemes among poultry producers.
- Promote the use of online platforms and social media for marketing to reach wider consumer segments.
- Take steps to reduce feed costs and other production expenses through government subsidies.

## Conclusions

The present study on the marketing of poultry products reveals that most respondents are young producers who depend mainly on wholesalers and intermediaries to sell their products. Although many consider the marketing system efficient, intermediaries dominate the process by controlling pricing and market access, which reduces direct contact between producers and consumers and lowers farmers' profit margins. The study identifies key problems such as price fluctuations, rising feed costs, high transportation expenses, lack of adequate storage infrastructure, and financial constraints as the most pressing challenges. Intermediaries help in market reach but also increase final product prices. Strong competition, frequent distribution delays, and poor infrastructure further affect marketing efficiency.

In conclusion, the poultry marketing system has both strengths and weaknesses. While it supports wider market access, it also creates inefficiencies that negatively affect farmers' income and profitability. Improving direct marketing channels, strengthening infrastructure, stabilizing prices, and providing targeted financial and governmental

support are essential for the sustainable development and long-term growth of the poultry sector in India.

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