

Unpacking Indigenous Poultry Purchase Intention: The Effects of Health Perceptions, Naturalness, Price, and Information

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Abstract: Purpose: The purpose of this paper is to analyse consumer purchase intention and behaviour of quality characteristics of chicken meat of Hosur Territorial, Tamil Nadu in India. **Methodology:** An online survey by using data obtained from a questionnaire directed at 796 consumers during August to October 2025. **Findings:** The investigation likewise indicated that members reacted to every one of the components because of value on the interest for chicken items in the Hosur Territorial, just as impact of amount and protein on the interest and buy for chicken items. **Research limitations:** Only Hosur Territorial in India, each of which is relatively affordable and the survey was a completed with different types of employees and with respondents from a broad range of age and socio-economic backgrounds. **Practical implications:** It is a prescribed that nearby chicken makers ought to set up showcasing office who will lead advertise study and encourage them as needs be to assist them with contending with their rivals. This will guarantee buyers to build up the preference for privately created chicken. Reveals marketers' need to develop strategies with dual goals of meeting consumers' expectations, and developing positive consumer affective feelings. **Originality/value:** Chicken meat consumers who prefer particular chicken parts and consume chicken meat because it is nutritious are found among the working populace, while the greatest number of consumers interested in chicken meat come from nearby Hosur Territorial, Tamil Nadu, India.

Keywords: Purchase intention, Behaviour, Indigenous Chicken, Health, Price

1. Introduction

It has been observed that there is an increased demand for meat obtained from indigenous chickens particularly in India due to the factors that include health issues, cultural beliefs as well as quality. From the National Livestock Census done in 2019, the indigenous poultry constituted 50 percent of the total. (Bett et al., 2012; Devi et al., 2014; Petracci et al., 2015) It currently accounts for 9% of India's total poultry population hence is a significant factor in the country's food basket (Behera et al., 2015; Ghosh, 2019; Kumar et al., 2019). This preference is especially seen in rural areas where practice of traditional agricultural practices is more extensive.

A FSSAI survey conducted in July 2025 in India said that 65 of the 1,106 consumers prefer indigenous chicken to broiler chicken because of perceived health benefits and limited antibiotic use. Moreover, 72% of rural group members indicated the frequent purchase of indigenous chicken as compared to only 45% of the urban group members indicating their frequent purchase, this confirms the meat popularity in different demography (Rahnama et al., 2017; Sheng et al., 2013; Zhang et al., 2019).

According to the National Institute of Nutrition conducted research in 2023, indigenous chickens contain 20% more protein on the average in comparison to the commercial broiler chicken and 15% less fat; hence indigenous chickens are healthier than the commercial broiler chickens. In addition, income levels clearly explain the propensity to purchase; a study by the Journal of Agribusiness in Developing and Emerging Economies revealed that 48% of urban consumers were willing to pay up to 30% more for indigenous chicken meat suggesting a growth in the high marginal (Guan et al., 2013; Mulder & Zomer, 2017; Sheng et al., 2013), quality conscious segment on the demand



side. This empirical study therefore seeks to explore the factors that influence consumer driven purchase intention and actual consumption pattern of indigenous chicken meat in India in view of the trends, statistics and overall consumer preferences prevailing in the market (Cappone et al., 2025; Devi et al., 2014).

The Indian poultry market, consisting of broilers and eggs was worth INR 1,750 billion in 2018. The market is further projected to reach INR 4,340 billion by 2024, growing at a CAGR of 16.2% during 2019-2024. India today is the one of the world's largest producer of eggs and broiler meat. The poultry industry in India has undergone a major shift in structure and operation during the last two decades transforming from a mere backyard activity into a major industry with the presence of a large number of integrated players (Bogosavljević-Bošković et al., 2012; Nkukwana, 2019; Nordhagen & Klemm, 2018). This transformation has involved a sizeable investment in breeding, hatching, rearing and processing activities. Broiler meat in the past had been considering a delicacy but because of increasing levels of urbanization and higher levels of disposable incomes, poultry meat is increasingly seen as less of a luxury product and more as a daily staple. Further, with changing food habits and increasing exposure to global cuisines, the Indian population is increasingly converting to a non-vegetarian diet (Martins et al., 2017; Prasad et al., 2018). Poultry meat is preferred over other meat products as it is a considered more hygienic and is available throughout the year across the country at relatively lesser prices than fish/mutton.

The annual per capita consumption of broiler meat and eggs remains one of the lowest in the world and is significantly lower than many emerging and developed markets. Because of the low penetration levels and continuously increasing income levels, however, we expect the per capita consumption of both broiler meat and eggs to increase continuously during the next five years. Growth in the food services market such as restaurant and fast-food joints are also creating a positive impact on the consumption of broiler meat and eggs (Hlouskova et al., 2013; Landman & Van Eck, 2015; Ritchie et al., 2018). Both broiler meats as well as eggs represent important ingredients in both traditional Indian non-vegetarian recipes as well as fast foods. Eggs represent an important ingredient in bakery foods. The Indian bakery foods market is currently exhibiting strong growth rates. Expect the growth of the bakery foods market to create a positive impact on the consumption of eggs in India (Jeremiah, 2019; Peris et al., 2019; Schmidt Rivera & Azapagic, 2019).

Breeds	Body weight (20 weeks)	Age at sexual maturity (days)	Annual egg production (No.)	Egg weight at 40 weeks (g)	Fertility	Hatchability FES (5)
Aseel	1220	196	92	50	66	63
Frizzle	1005	185	110	53	61	71
Kadaknath	920	180	105	49	55	52
Naked neck	1005	201	99	54	66	71

(Source: Central Avian Research Institute)

1.2 Indigenous Breeds

The common control hen, the desi, is as a rule the best mother for hatching. She is a good forager. Some of the Indian flows resemble the Leghorn in size and shape, but have poor laying qualities. One variety found in India resembles the Sussex or Plymouth Rock in shape but is smaller. These birds lay family well and are more common in the eastern parts of the country. The Indian birds are mostly non-descriptors, and are of very little value as layers. They have several local breed names such as Tennis, Naked Neck, Punjab, Brown, Ghagus, Lolab, Kashmir Faberella, Tilri, Busra, Tellicherry, Danki, Nicorai and Kalahasti. There are only four pure breeds Karaknath and the Busra. The last occurs in western India. A large number of flows of different size, shapes and colours, and for the most part resembling the jungle fowls, are found all over India. They vary in appearance according to the locality in which they have been bred. These with Chittagong, Aseel, Langshan or Brahma blood in them are bigger in size and better in meat quality than the common flows.



Asil



Kadaknath



Minorca

1.3 Other commercial breeds of broiler chicken in India

Breed	First egg	50% Production	Peak production	Livability	Egg production peak	Feed efficiency	Egg weight	Net egg production (72 weeks)
ILI-80	17-18 weeks	150 days	26-28 weeks	Grower (96%) Layer (94%)	92%	2.1	54 g	280 eggs
Golden-92	18-19 weeks	155 days	27-29 weeks	Grower (96%) Layer (94%)	90%	2.2	54 g	265 eggs
Priya	17-18 weeks	150 days	26-28 weeks	Grower (96%) Layer (94%)	92%	2.1	57 g	290 eggs
Sonali	18-19 weeks	155 days	27-29 weeks	Grower (96%) Layer (94%)	90%	2.2	54 g	275 eggs
Devendra	18-19 weeks	155 days	27-29 weeks	Grower (97%) Layer (94%)	90%	2.5	50 g	200 eggs

(Source: Central Avian Research Institute)

1.4 Commercially available meat-type chicken in India

Breed	Weight at six weeks (g)	Weight at seven weeks (g)	Food conversion ratio	Livability (%)
B-77	1300	1600	2.3	98-99
CARIBRO-91	1650	2100	1.94-2.2	97-98
CARIBRO multi-coloured	1600	2000	1.9-2.1	97-98
CARIBRO Naked necked	1650	2000	1.9-2.0	97-98
Varna	1500	1800	2.1-2.25	97

(Source: www.vuatkerala.org)

2. Literature reviews

Haryanto et al, (2019) the relationship between product quality, price and convenience with a positive attitude and intention to buy traditional food. Furthermore, only price and quality affect the intention to buy, while convenience is a found not to affect the intention to buy. Lefebvre et al, (2019) changes in product opinion mediate consumers' purchase intention and willingness to pay. Nurhayati, T. and Hendar, H (2019) to obtain data from other stakeholders such as halal food producers or retailers. Ahmad et al, (2019) an attitude was a found to serve as a mediator for the relationships between mood, familiarity, sensory appeal and price on purchase intention. Wang O and Somogyi S

(2018) examines consumers' online purchase preferences for specific food categories and the consumer segments shopping for food online in China. Participants had strong online purchase intentions toward snack and imported food, while they had weak online purchase intentions toward fresh food products such as meat, eggs, vegetables, fish and seafood. Skunca et al, (2017) identified four consumer segments: "typical", "selective", "chicken meat preparers" and "uninterested" chicken meat consumers. Yue, L et al, (2017) perceived risk conveys the interaction effect of the media richness of online product presentation and online review length to trust. E-commerce websites should aim to promote organic food by using a variety of online product presentation formats and by presenting high quality online reviews in order to reduce consumers' perceived risk and improve their degree of trust when buying online. Shamsuddoha M (2015) positive outcomes of the simulation study may provide enough confidence to implement the desired changes within the industry and their supply chain networks. Yeung et al, (2010) provide guidance of both proactive and remedial actions that the food industry can follow and help to evaluate the effectiveness of its marketing activities. O'Donovan, P. and McCarthy, M (2002) increasing awareness of food safety and pollution issues are important determinants in the purchase of organic meat; but securing a consistent supply of organic meat is paramount to ensuring growth in this sector. Becker (2000) quality policy efforts on labelling by implementing traceability schemes and defining the requirements for specific label claims.

As much as it may be true that the perception towards enhanced among the middle-income earners in Mbombela, South Africa, this was well documented by Tsvakirai and Zulu in the year 2022. According to their research it was evidenced that these products are perceived as signalling status which was accordingly upping the consumption from the peer group side but lowering it on the family side. This is evidenced by the paradoxical perception that consumers see meat analogues as both novel and niche in South Africa; hence tactical strategies for the mainstreaming of these substitutes are being advised. Through the experimental studies, Silva and Semprebón (2021) identified and discussed some of the factors that impact the consumers' acceptance of the cultivated meat. This they found out that sustainability appeals have a positive impact on purchase intentions but poorly understood production process and private consumption context reduces these intentions. In this regard, their study underscores the need for message tailored intending to increase consumer take up of sustainable foods. Again, Liu and Li (2015) studied how the fatal and rapidly developing chicken case influenced the consumers' behaviour in Jiangsu province of China. Bakr et al. (2022) continued the same line of research to plant-based meat alternatives (PBMA) in the context of Canadian and Kuwait. In the study, they investigated 617 participants and analysed the impact of PEB, health conscience and food neophobia on the perceptions towards PBMA and the differences in the strength of these variables affecting the intention to purchase between the two countries. In their cross-sectional survey of Canadian consumers Emunu et al. (2012) determined the willingness to pay for omega-3 enriched meats. Their work influenced them to discover that better-off consumers and those who bought omega-3 products before were willing to pay more for omega-3 enriched beef, pork, and chicken, with beef being the most expensive of all. McEachern et al., (2010) studied consumers' perception on producer-led assurance schemes in Scotland by employing structural equation modeling. The scholars pointed out other behaviourally intentional antecedents, including perceived attitudes, past behaviours, and the knowledge of assurance labels as other determinants of consumers' purchase behaviour.

The study also highlighted some major issues on the effectiveness of the marketing communication strategies employed in producer led organisations. Shin et al. (2023) used consumption values as a framework to examine consumers' intentions toward plant-based meat alternatives in restaurants. The research carried out by them proved that emotional and epistemic values are important determinants of consumer intentions and attitude here acts as a moderator. Other sources such as Vukasović (2009 & 2014) gave an overview of Slovenian poultry meat market and proved that the origin of meat was a major determinant of such a decision. His study enumerated that perceived image and perceived country of origin of the poultry meat has direct impact over the consumers buying decision of Slovenian consumers. On the basis of the integrated model of behaviour (IMB), Smith et al. (2016) developed an extended model to ascertain consumers' intentions to purchase antibiotic-free meat. These findings specify psychosocial determinants and homophily as having influence on these intentions, implications that the media-based campaigns can be supplemented by interpersonal networking.

Constructed on the reviews we have found that, the aim of this study is to investigate consumer purchase intention and behaviour of indigenous chicken meat in Hosur territorial, India. The objectives of this study are:

1. To find out the socioeconomic factors influences on consumer purchase intention and behaviour.
2. To examination factors influencing on consumer purchase intention and behaviour of indigenous chicken meat in in Hosur Territorial, India

3. Research Methods

We are used descriptive research design to determine research problems in this study. Likert scale used to identify insightful consumers pulse related to purchase intention and behaviour. Data collection we are used primary and secondary methods, particularly primary data has collected through questionnaire and secondary data various prominent journal, magazine and website also. Sampling techniques, we have been concentrated ahead convenience sampling under non-probability sampling. Total we are circulated 950 questionnaires of Hosur territorial in Tamil Nadu and total respondent response ratio 83.78% (796) residual unenforceable data.

4. Results and Discussion

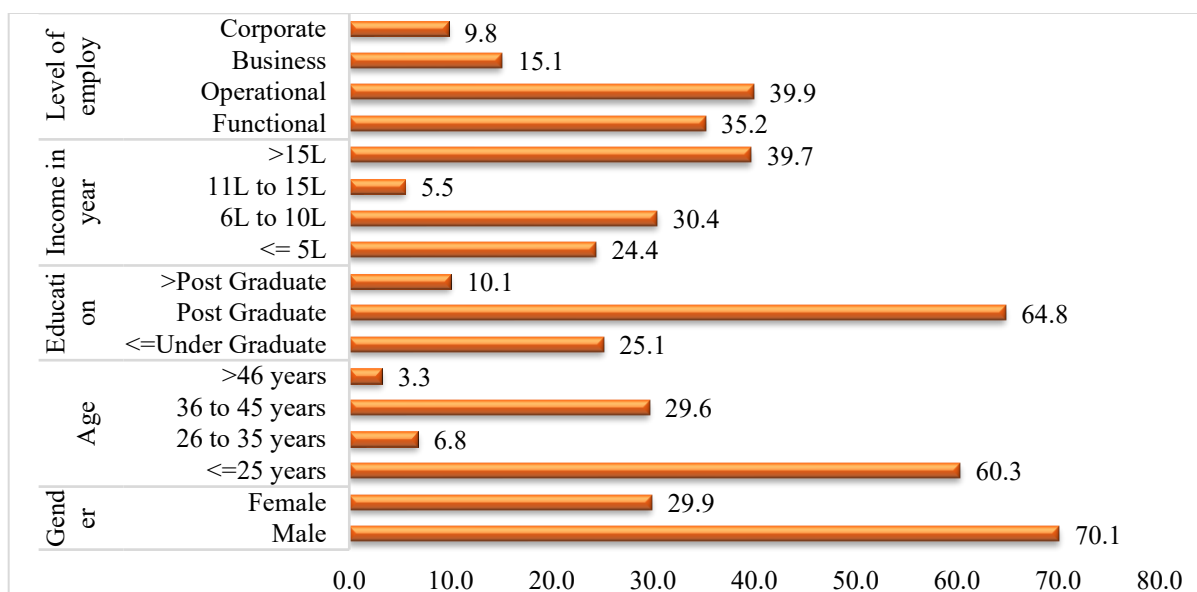
Table 1

Socio-economic itemization with frequency

Socio-economic breakdown		Frequency	Percent
Gender	Male	558	70.1
	Female	238	29.9
Age	<=25 years	480	60.3
	26 to 35 years	54	6.8
	36 to 45 years	236	29.6
	>46 years	26	3.3
Education	<=Under Graduate	200	25.1
	Post Graduate	516	64.8
	>Post Graduate	80	10.1
Income in year	<= 5L	194	24.4
	6L to 10L	242	30.4
	11L to 15L	44	5.5
	>15L	316	39.7
Level of employ	Functional	280	35.2
	Operational	318	39.9
	Business	120	15.1
	Corporate	78	9.8
	Total	796	100

Figure 1

Socio-economic itemization with frequency



(Source: Own elaboration with primary data)

Table and Fig. 1: The socio-economic breakdown of the sample provides a detailed overview of the demographic and economic characteristics. Gender distribution shows a male majority, with 70.1% of respondents being male and 29.9% female. Age-wise, the majority are young adults, with 60.3% being 25 years or younger. A smaller portion, 6.8%, are aged between 26 and 35 years, while 29.6% fall within the 36 to 45 years range, and only 3.3% are over 46 years old. Educational attainment is notably high, with 64.8% of the sample having completed postgraduate studies. Those with undergraduate education or less constitute 25.1%, and a smaller group, 10.1%, hold qualifications beyond postgraduate degrees.

Income levels among participants vary, with 39.7% earning more than 15 lakhs annually, making this the largest income group. The next significant group earns between 6 to 10 lakhs per year (30.4%), while 24.4% have an income of up to 5 lakhs. A smaller segment, 5.5%, earns between 11 to 15 lakhs annually. Regarding employment levels, the majority are in operational roles (39.9%), followed by those in functional positions (35.2%). A smaller percentage is engaged in business (15.1%) and corporate roles (9.8%). This analysis indicates a predominantly young, highly educated, and economically diverse population, with most individuals employed in mid-level functional and operational roles. The gender disparity and age concentration suggest potential focus areas for further research or targeted interventions within this demographic.

Table 2

Mean, SD, KMO and Cronbach alpha reliability test

Dimensions	Variables	Mean	SD	KMO	α
Healthiness Indicators	Vitamins and minerals	3.02	1.52	0.78	0.83
	Retains me vigorous	2.14	1.14		
	Nutritious and high protein	2.18	1.16		
	High fibre and cellulose	3.01	1.51		
Charm of Cognizance	Reliefs me with stress	2.22	1.18	0.81	0.75
	Comforts me with lifespan	2.18	1.16		
	Makes me sense of Cheers	3.05	1.51		
	Maintains me attentive	2.31	1.26		
Natural of Gratified	Contains no flavours	2.27	1.22	0.68	0.79
	Natural components	2.19	1.16		

	No artificial elements	2.19	1.16		
Price Influences	Upright worth for money	3.05	1.51	0.91	0.87
	Stumpy in calorie	2.24	1.20		
	Deliciousness	2.21	1.17		
	Sense of taste	3.03	1.51		
	Corpulence free	3.05	1.50		
	Reasonable Price	3.07	1.51		
Channel of Information	Website/internet	3.07	1.51	0.69	0.76
	Television	2.23	1.19		
	Newspapers	2.20	1.16		
	Social media	3.04	1.51		
	Product label	2.24	1.18		
	Package conveniences	2.28	1.22		
Purchase Intention	Ease of preparation	3.08	1.51	0.85	0.81
	Healthiness benefits	2.26	1.20		
	Appearance	2.20	1.18		
	Fragrance	3.03	1.51		
	Supporting native economy	3.01	1.57		
Behaviour	I'm mindful of my chicken meat is superior	2.21	1.17	0.59	0.69
	I'm sensible around what I consume	2.20	1.18		

(Source: Own elaboration with primary data)

Table 2 the data provided offers insights into various dimensions related to healthiness, charm of cognizance, natural content, price influences, channels of information, purchase intention, and behaviour. The mean scores, standard deviations (SD), Kaiser-Meyer-Olkin (KMO) values, and Cronbach's alpha (α) for reliability are presented for each dimension, indicating the strength and consistency of the underlying variables.

The mean scores for healthiness indicators such as vitamins and minerals (3.02) and high fibre and cellulose (3.01) are moderate, suggesting a fair perception of these attributes. However, the scores for retaining vigour (2.14) and high protein content (2.18) are lower, indicating that these aspects are perceived less positively. The KMO value for this dimension is 0.78, and Cronbach's alpha is 0.83, indicating a good level of sampling adequacy and internal consistency.

This dimension explores how certain variables contribute to a sense of well-being and stress relief. The mean scores for relieving stress (2.22) and comforting lifespan (2.18) are low, whereas the sense of cheerfulness (3.05) is perceived more positively. The KMO value is 0.81, and the alpha is 0.75, reflecting strong construct validity and reliability.

Variables related to natural content, such as the absence of artificial elements and flavours, have low mean scores (2.19 and 2.27), suggesting that consumers do not strongly perceive these qualities in the products. The KMO is 0.68, and Cronbach's alpha is 0.79, indicating moderate adequacy and reliability.

Price-related factors like worth for money (3.05) and reasonable pricing (3.07) score higher, suggesting that these are significant considerations for consumers. The KMO value is 0.91, and the alpha is 0.87, indicating excellent sampling adequacy and internal consistency. This suggests that consumers perceive the products as offering good value for money, although other aspects like taste (2.21) and calorie content (2.24) are less influential.

Information sources such as websites (3.07) and social media (3.04) have higher mean scores, indicating their effectiveness in reaching consumers. Traditional media like television (2.23) and newspapers (2.20) have lower scores, suggesting they are less impactful. The KMO for this dimension is 0.69, and the alpha is 0.76, indicating moderate adequacy and reliability.

Ease of preparation (3.08) and fragrance (3.03) are strong drivers of purchase intention, with relatively high mean scores. The KMO value is 0.85, and Cronbach's alpha is 0.81, reflecting good sampling adequacy and internal consistency. This suggests that consumers prioritize convenience and sensory appeal when considering purchases.

Behavioural factors such as mindfulness about the quality of chicken meat (2.21) and sensibility about consumption (2.20) have low mean scores. The KMO value is 0.59, and the alpha is 0.69, indicating lower sampling adequacy and reliability, which suggests that these behaviours are not as strongly perceived or consistently reported by respondents.

Overall, the data highlights key areas where consumer perceptions are strong, such as value for money, convenience, and the effectiveness of digital information channels. However, there are also areas like healthiness, natural content, and mindful behaviour where perceptions are weaker, indicating potential opportunities for improvement in product communication and marketing strategies. The KMO and Cronbach's alpha values across dimensions mostly suggest adequate to good sampling adequacy and reliability, supporting the robustness of the data collected.

Table 3

Independent-samples t-test for Gender and Consumer Purchase Intention

H01: There is no significant difference between Gender and Consumer Purchase Intention

Gender		Mean	SD	t	Sig
Healthiness Indicators	Male	2.67	1.11	3.21	0.00
	Female	2.40	0.95		
Charm of Cognizance	Male	2.54	1.09	4.39	0.00
	Female	2.20	0.83		
Natural of Gratified	Male	2.25	0.82	1.85	0.00
	Female	2.13	0.93		
Price Influences	Male	2.81	1.19	1.38	0.06
	Female	2.69	1.07		
Channel of Information	Male	2.58	1.08	3.05	0.15
	Female	2.34	0.87		

(Source: Own elaboration with primary data)

Table 3 an independent-samples t-test was conducted to compare consumer purchase intention attributes related to male and female. There was no significant difference in the healthiness indicators scores for male (M=2.67, SD=1.11) and female (M=2.40, SD=0.95),

t-value is = 3.21 and significant value = 0.00. There was no significant difference in the charm of cognizance scores for male (M=2.54, SD=1.09) and female (M=2.20, SD=0.83), t-value is = 4.39 and significant value = 0.00. There was no significant difference in the natural of gratified scores for male (M=2.25, SD=0.82) and female (M=2.13, SD=0.93), t-value is = 1.85 and significant value = 0.00. There was a significant difference in the price influence scores for male (M=2.81, SD=1.19) and female (M=2.69, SD=1.07), t-value is = 1.38 and significant value = 0.06. There was a significant difference in the channel of information scores for male (M=2.58, SD=1.08) and female (M=2.34, SD=0.87), t-value is = 3.05 and significant value = 0.15. These results suggest that consumer purchase intention really does not have an effect on gender difference expect ensuing components (a) price influence and (b) channel of information.

Table 4

One-way ANOVA test for Age and Consumer Purchase Intention

H02: There is no significant difference between Age and Consumer Purchase Intention

Age in years		N	Mean	SD	F	Sig
Healthiness Indicators	<=25	480	2.68	0.99	15.66	0.00
	26 to 35	54	3.00	0.55		

	36 to 45	236	2.24	1.24		
	>46	26	3.15	0.83		
	Total	796	2.59	1.07		
Charm of Cognizance	<=25	480	2.44	0.96	52.38	0.00
	26 to 35	54	3.53	0.19		
	36 to 45	236	2.05	1.05		
	>46	26	3.67	0.27		
	Total	796	2.44	1.03		
Natural of Gratified	<=25	480	2.21	0.79	4.08	0.01
	26 to 35	54	2.49	0.29		
	36 to 45	236	2.22	1.06		
	>46	26	1.79	0.39		
	Total	796	2.22	0.85		
Price Influences	<=25	480	2.90	1.06	10.76	0.08
	26 to 35	54	2.89	0.32		
	36 to 45	236	2.44	1.42		
	>46	26	3.31	0.27		
	Total	796	2.77	1.15		
Channel of Information	<=25	480	2.57	0.96	41.32	0.14
	26 to 35	54	3.36	0.28		
	36 to 45	236	2.07	1.08		
	>46	26	3.54	0.24		
	Total	796	2.51	1.02		

(Source: Own elaboration with primary data)

Table 4 one-way ANOVA results show that; to compare consumer purchase intention attributes related to different age group. The healthiness indicators variables value of F is 15.66, and significant value of 0.00. The charm of cognizance variables value of F is 52.38, and significant value of 0.00. The nature of gratified variables value of F is 4.08, and significant value of 0.00. The price influences variables value of F is 10.76, and significant value of 0.08.

The channel of information variables value of F is 41.32, and significant value of 0.14. These results are endorsing that consumer purchase intention really does not have an effect on age difference expect following elements (a) price influence and (b) channel of information.

Table 5

Correlation analysis of Consumer Independent Variables Vs Purchase Intention

H03: There is no positive relationship between Consumer Independent Variables Vs Purchase Intention

Purchase Intention	Healthiness Indicators	Charm of Cognizance	Natural of Gratified	Price Influences	Channel of Information
1	0.95**	0.88**	0.31**	0.98**	0.94**

**Sig. (2-tailed) 0.000, N=796

(Source: Own elaboration with primary data)

Table 5a

Correlation analysis of Purchase Intention and Behaviour

H03a: There is no positive relationship between Purchase Intention and Behaviour

Behaviour	Purchase Intention
1	0.75**

**Sig. (2-tailed) 0.000, N=796

(Source: Own elaboration with primary data)

Figure 2

Purchase Intention and Behaviour

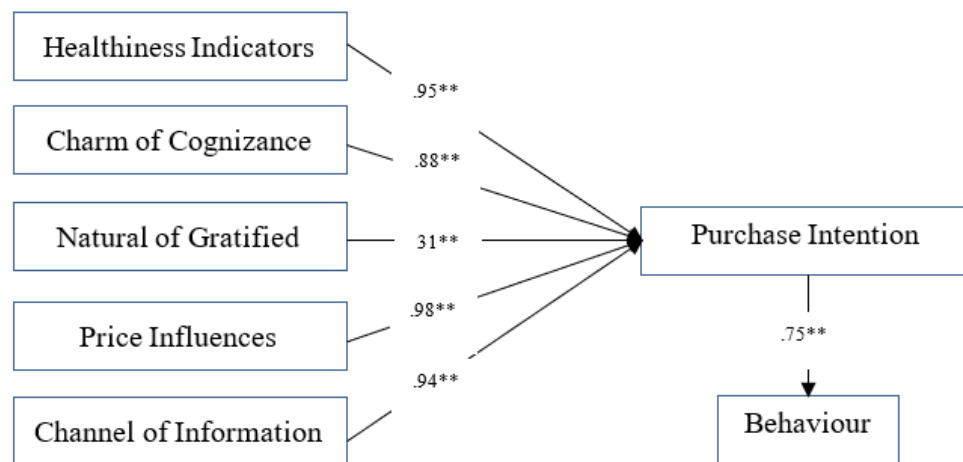


Table 5, 5a and figure 2 confirmations that, a Pearson's correlation was run to determine the relationship between consumer independent variables vs purchase intention values. There was a very strong, positive correlation $r = 0.95, 0.88, 0.31$ (moderate), $0.98, 0.94, 0.75$ and $N=796, p < .001$.

Table 6

Hypotheses Results

Hypotheses		Results
H₀₁	There is no significant difference between Gender and Consumer Purchase Intention (except: Price Influences and channel of information)	Reject
H₀₂	There is no significant difference between Age and Consumer Purchase Intention (except: Price Influences and channel of information)	Reject
H₀₃	There is no positive relationship between Consumer Independent Variables Vs Purchase Intention	Reject
H_{03a}	There is no positive relationship between Purchase Intention and Behaviour	Reject

5. Conclusion and Suggestions

Considering everything, the examination has met its destinations. It prevailing concerning deciding the degree of impact of cost and quality in the acquiring choice of chicken items in the Hosur Territorial territories. The 796 members chose for the investigation successfully reacted to the things on the poll. The investigation uncovered that impact of cost on obtaining choice was high. Moreover, issues of value had poor impact in the obtaining choice of chicken items along these lines representing the higher pace of lack of bias of respondents see in such manner. The investigation likewise indicated that members reacted to every one of the components because of value on the interest for chicken items in the Hosur Territorial, just as impact of amount and protein on the interest and buy for chicken items. From the investigation, it demonstrates that the impact of cost on obtaining choice of chicken items was

available and shoppers favoured imported chicken to privately created ones. Quality had little impact on the obtaining choice of buyers of chicken items. In addition, aggregate assumed significant determinant job in affecting the obtaining choice of shoppers for chicken items while protein had low impact on buyers acquiring choice.

Regardless of the way that the investigation discovered price as significant determinant factor in impacting the obtaining choice of customers for chicken items, there are shortcoming in the rural sector particularly the poultry area by ministry of agriculture and other pertinent partners to make the cost of privately created chicken progressively aggressive. From the examination discoveries, larger part of the respondents concurred that value was high in deciding the obtaining choice of buyers for chicken items consequently guaranteeing that every one of the bottlenecks related with the generation of nearby chicken items successfully. Obviously, quality was not a significant determinant factor in the acquisition of both neighbourhood and imported chicken items subsequently it had little criticalness in influencing the buying choice of purchasers for chicken items.

It is a prescribed that a well-prepared nourishment and cleanliness Section and quality control ought to be appended to rural service to help build up standard of nourishment healthy for human utilization. Besides, there is the need to improve the bundling of the privately delivered chicken to be at standard with global standard. The amount of privately created chicken was missing behind imported chicken, which clarifies the more appeal for imported chicken to the detriment of nearby ones, likewise this clarifies why amount assumed a significant noteworthy job in affecting the obtaining choice of buyers' inclination for imported chicken. It is a prescribed that nearby chicken makers ought to set up showcasing office who will lead advertise study and encourage them as needs be to assist them with contending with their rivals. This will guarantee buyers to build up the preference for privately created chicken.

The examination uncovered that protein was not a significant noteworthy determinant for buying chicken items in spite of the massive commitment it plays in the human body thus it had little essentialness in impacting the acquiring choice of chicken items by buyers. The service of horticulture ought to set up nourishment unit to teach and sharpen customers of chicken items on the need to put high premium on protein in their acquiring choice; this could be with both electronic and print media.

Because indigenous chicken meat is naturally raised, it's also free of antibiotics and growth hormones, and therefore healthier and safer for my family. I like that richer taste and firmer texture too. We also think that buying indigenous chicken props up local farmers and protects traditional farming practices, a boon for rural development.

Decision-making process has a lot of importance of sustainability. I think when I purchase indigenous chicken We am supporting, the environmentally friendly farming techniques that decrease pollution and conserve biodiversity. It also guarantees long term availability of high-quality meat to consumers and producers. In knowing what I am doing is helping others who might not have the privilege, that really fuels me and gives me a responsibility, but also satisfaction of knowing I am making changes.

Pay more for indigenous chicken because the price is worth it and its good quality chicken to boot, not to mention benefits to health and sustainable farming practices. For me, it's an investment in my health, and supporting local communities. The cost difference between commercially produced chicken and chicken produced by us is so minute that the overall benefits far surpass it.

Most of them I buy from local farmers' markets I trust, or if I know the farm, I shop there in person. I am asking sellers all sorts of questions like what type of feed are they using, and are chicken's free range. I sometimes use certifications, or good recommendations from people I believe can verify that the meat is sustainably sourced. The indigenous chicken meat to easily be found in local markets, as well as even local supermarkets. The source and farming practices should be clear marked. It also means educational campaigns about how indigenous chicken help with your health and are more sustainable would bring more people's attention and more buying.

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