

Investigation into the Effects of Marketing Factors on the production of Rabbits (A Case of Selected Breeders in Ruai and Mbotela, Nairobi)

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Abstract:

Rabbits are raised for a variety of reasons. As a source of food, rabbits produce white meat that is fine-grained, high in protein, low in fat, highly palatable, low in Cholesterol, and can be substituted for poultry in most recipes. Rabbit's carcasses are only 20 percent bone. For non food purpose, the high quality rabbit's skins are used in fur garments and trimmings. Medical and cosmetic researches also require a large number of rabbits each year. Also, rabbit's fur is used in coat liners when weaved with other wool, and the pelts (skin) are used for making children's shoes, ladies pursues, toys, gloves, pillow cases, warm coats, and caps. Rabbits are also used as laboratory stock for experiments, their manure is rich in humus, and generates income through the sale of rabbits and its products. Despite of all these, the documented data shows that the production and marketing of rabbits in Kenya is still very low. The main objective of the study was to investigate the effects of marketing factors on the production of rabbits. Specifically, the study intended to; identify the marketing factors that influence the production of rabbits, determine the effects of the identified marketing factors on the production of rabbits and suggest ways in which these marketing factors might be utilized to improve rabbit production. The researcher employed a descriptive research design. The target population was 71 rabbit breeders in Ruai and Mbotela regions in Nairobi. This comprise of 56 rabbit breeders from Ruai and 15 breeders from Mbotela. The sample consisted of 42 respondents representing 60% of the target population. The researcher used stratified random sampling to select the respondents. Data was collected using questionnaires which were administered through the "drop and pick latter method". Data was analyzed using descriptive statistics such as frequencies, percentages, mean score and mode. Analyzed data was presented in tables, charts and graph. The researcher found that The marketing factors that influence the Level of Rabbit Production include Promotion and advertising, Market Prices, Competition from other meats, Consumer demand, Distribution and Product diversification. It was also revealed that these factors influence production of rabbits at different extent. Promotion and advertising and market prices affect production of rabbits to a very high extent while