INFLUENCE OF GROUP DYNAMICS ON CHICKEN FARMING AMONG WOMEN IN MAKUENI COUNTY

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CHAPTER ONE: BACKGROUND OF THE STUDY

▶ Agriculture contributes a relatively large portion of the GDP and it is a key foreign exchange earner in some SAA countries (AGRAL, 2013).

▶ Women contribute to agriculture and rural economies and play important roles through farming and carry out many farm operations.

▶ Livestock are especially important for women because of ease of ownership, access and control of the animals and their products.

▶ Chicken is the most widely kept livestock in the world and provide food and income for those who keep them especially women (Nordhagen & Klemm, 2018).

▶ Global fluctuations in commodity prices, high natural resource base pressure, global recession, poor external market conditions such as technological, political and legal, economic and demographic issues and adverse effects of climate change are some of agricultural hindrances.

- Internal hindrances include low innovative technology access, poor rural infrastructure, low smallholder farmer productivity, weak institutions, limited commercialization of smallholder farming as well as low official development assistance and government investment (UNDP, 2012).

- Chicken farmers face a lot of challenges.

- Many strategies have been employed to address these challenges.

- Consequently, both government and private initiatives have progressively used group-based approaches in improving social and economic wellbeing of farmers.

- Farmer groups is one of the strategies to access inputs, market and add value to their produce (Penunia, 2011).

Statement of the Problem

▶ Farmer groups are considered potentially effective mechanisms to increase farmer livelihood by reducing information asymmetries and transaction costs.

▶ Several studies have been conducted on group dynamics and farming.

▶ Farmer groups can form essential institutions for enhancing agricultural transformation of the rural poor (Penunia, 2011).

▶ Better facilitation in group dynamics to farmers would enable them to catch hold of rapid transformation occurring in the market (Swaminathan, 2016) .

▶ Effectiveness of farmer groups as tools of extension service delivery is influenced by group dynamics (Harry, 2012) .

▶ Although there are studies on group dynamics and farming, none focuses particularly on the effect of group dynamics on chicken farming among women. This research is significant since it intends to bridge this gap by studying how group dynamics influence chicken farming among women in Makueni County.

Research Objectives

1. To determine influence of group structure on chicken farming among women in Makueni County

2. To evaluate influence of communication patterns on chicken farming among women in Makueni County

3. To determine influence of group cohesion on chicken farming among women in Makueni County

4. To determine the moderating influence of location on the relationship between group dynamics and chicken farming among women in Makueni County

Research Questions

1. How does group structure influence chicken farming among women in Makueni County?

2. How does communication patterns influence chicken farming among women in Makueni County?

3. How does group cohesion influence chicken farming among women in Makueni County?

4. To what extent does the location of the chicken farmer moderate the relationship between group dynamics and chicken farming among women in Makueni County?

Scope of the Study

▶ Makueni County is 87% Arid and Semi-arid (ASAL) and very marginal to crop production. Livelihoods within the rural communities hinge predominantly on subsistence agriculture, which is primarily the responsibility of women.

▶ The study will be limited to women groups engaging in chicken farming in the sub-counties of Kibwezi East, Kibwezi West, Mbooni and Makueni in Makueni county.

▶ The study will seek to determine the influence of group dynamics as measured through group structure, communication patterns, and group cohesion on chicken farming among women

CHAPTER TWO :LITERATURE REVIEW

▶ Group structure is a pattern of relationships among members that hold the group together and help it achieve assigned goals. Common considerations are group size, group roles, group norms, group leadership and status (Kozlowicz, 2011).

▶ Communication patterns show how communication flows within a group. The integration of Implicit communication patterns (indirect messages and subconscious interpersonal awareness) and explicit communication patterns (direct messages and conscious interpersonal awareness).

▶ Group cohesion is the level at which the members of a group desire to stick to the group. Cohesiveness is often seen to effectively improve interpersonal attraction among group members.

▶ Location is the firm's accessibility and nearness to infrastructures, raw materials, activities that are undertaken within the location and the accessibility of the location by customers (Radiah, Mohd and Ab, 2009).

► **Theoretical Framework :Homans' Theory of Group Formation**

► Homan's theory of group formation elucidates the basic ideal behind group formation. The three major elements include sentiments, activities as well as interaction.

► interactions enables individuals to not only solve problems, but also attain their goals, minimize tension, enhance coordination as well as achieve the required balance

► **Social Balance Theory**

► This theory elucidates the structure of individual's opinion on other people as well as objects, together with perceived relation that lies between them. People are often attracted to each other based on similar attitudes and feeling towards common relevant goals and objects. It explains group cohesion.**8**

► **The von Thunen's location theory**

► Location theory addresses the questions of what economic activities are located where and why. Theory is linked to location as moderating factor.

► The Thünen model suggests that accessibility to the market (town) can create a complete system of agricultural land use.

Conceptual Framework
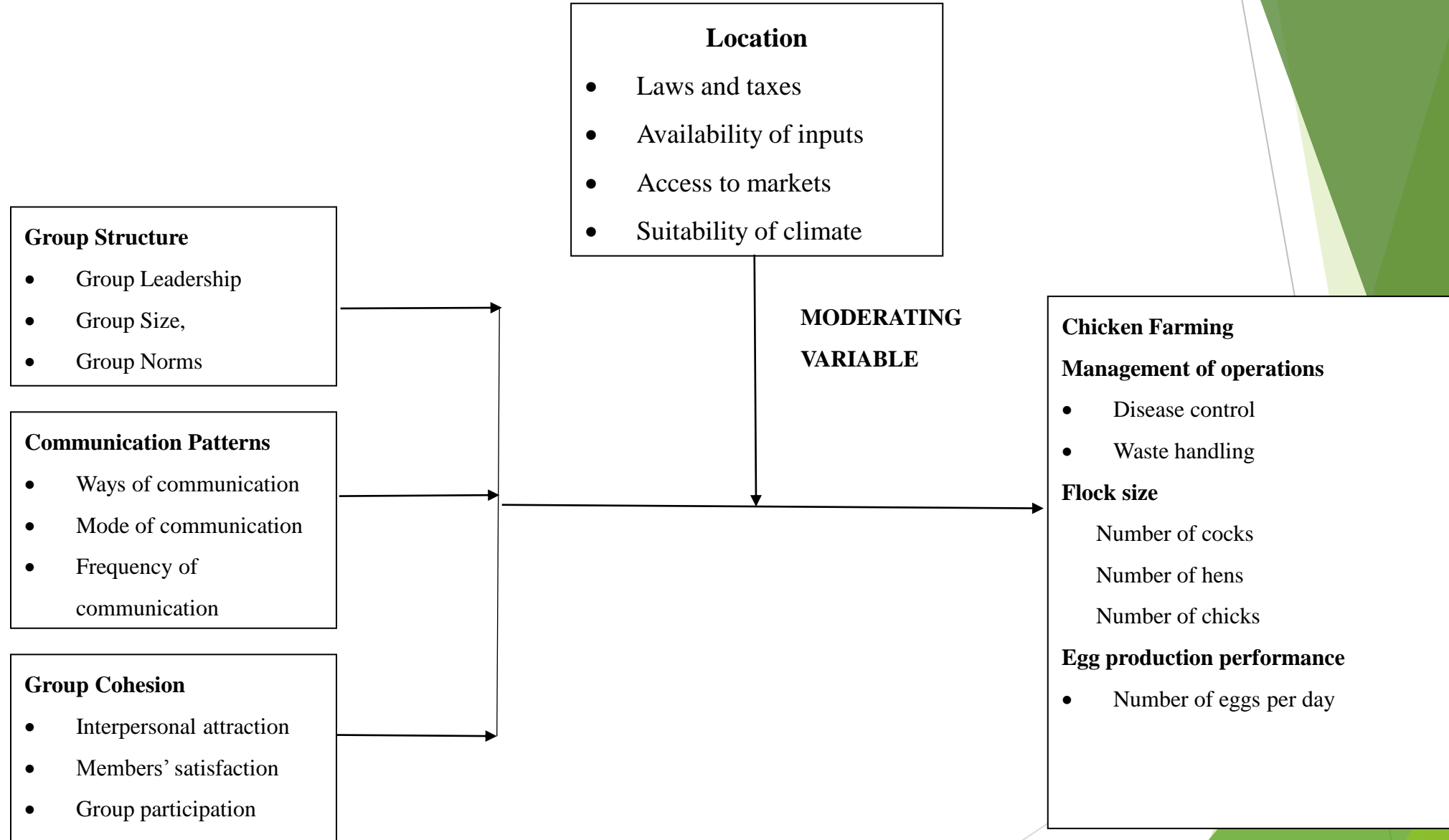
CHAPTER THREE:RESEARCH METHODOLOGY

▶ Population will be women chicken farmers in groups. A stratified sampling technique will be adopted in selecting the sample. First, the population will be stratified into Sub-Counties. From each Sub-County, simple random sampling will be used to select the 190 groups, as seen from the figure below

▶ Sample size of the number of groups to be included in the study will be obtained by using Yamane (1957) formula. $n=N/ (1+Ne^2)$.

Sub-County	Target population	Ratio	Sample size
Makueni	93	0.26	49
Mbooni	113	0.31	60
Kibwezi East	53	0.15	28
Kibwezi West	102	0.28	53
Total	361*	1.00	190

Data collection Methods

▶ Study will employ mixed methods for collecting data.

▶ Questionnaire to be administered to the groups

▶ IDI to be administered to both current group leaders and members who have left the groups

▶ KII administered to sub county officials under the ministry of public service youth and gender and veterinary officers .

▶ Face to face techniques to administer the research tools where the researcher and research assistants will by interview ask questions to the respondents.

▶ **Pilot Testing-** pilot testing will be done To establish the validity and reliability of research instruments

▶ **Validity of Research Instrument-**. Face and content validity will be used.

▶ **Reliability of the Research Instrument-T**est-retest reliability will be used.

- **Data Analysis and Presentation**
- The data collected will be analysed qualitatively and quantitatively.
- The quantitative analysis takes the form of descriptive data analysis tables of means, measures of dispersion such as variance or standard deviation calculation, and percentages.
- Regression analysis will be used -$X0 = \beta_0 + \beta_1 Y1 + \beta_2 Y2 + \beta_3 Y3 + \beta_4 Y4 + e$
- Where: -
- $X0$ = chicken farming
- β_0= Constant
- $\beta_1, \beta_2, \beta_{3 \text{ and }} \beta_4$ = coefficients of the study variables
- $Y1$= Group Structure
- $Y2$= Communication Patterns
- $Y3$= Group Cohesion
- $Y4$= Group Location
- e=Error Term

- Qualitative data will be analysed thematically through the following steps

- reading and re-reading the data, to become immersed and intimately familiar with its content

- Identify important features of the data that might be relevant to answering the research question (coding)

- Examining the codes to identify significant broader patterns of meaning for each candidate themes.

- Defining and naming themes by deciding on an informative name for each theme.

- Write up

- THANK YOU