

11. Scale to Measure Attitude of Broiler Farmers towards Broiler Farming

Authors: Joshi, N. H. and Vaidya, A. C. (2017).

Statements

1. I am confident that broiler farming is a profitable venture in livestock sector. (+)
2. I avoid advising anyone to adopt broiler farming. (-)
3. I favor broiler farming to improve economy of small and landless farmers. (+)
4. I think that religious disapproval to broiler farming is present in India (-)
5. As per my opinion broiler farming is the best option to earn money for rural people.(+)
6. I think that broiler farming does not give more production per unit of investment. (-)
7. I think that broiler rearing is an insurance against crop failure. (+)
8. I prefer broiler farming as it gives quick return in terms of investment.(+)
9. I like to start broiler farming understanding the current demand of meat.(+)
10. I think that broiler farming provides sustainable food security. (+)
11. I would like to advise broiler farming as it is prestigious business globally. (+)
12. There is more propaganda about broiler farming but in reality it is not so. (+)

Value of Reliability: 0.77.