

# **Investigating the Impact of Increasing Market Share of Country Poultry Chain Companies on Balance of Supply and Demand of Poultry Market by Richard Tyler Behavioral Economics Theory**

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**Today's growing population and food supply is an issue that has increasingly caught the world's attention. The existence of food security in every country is one of the important indicators of its development, among which the supply of animal protein in the food basket, especially poultry meat, is an essential criterion in ensuring the food security of the community. In this regard, the fluctuations in the price of poultry meat and its production inputs are one of the major challenges for the poultry industry, which always affects the welfare of producers and consumers. Due to the formation and expansion of the market share of poultry chains in recent years, the present study investigates the relationship between increasing the market share of poultry chains and the balance of supply and demand of poultry market in Iran. The influence of the mediating role of Richard Tyler's theory of behavioral economics on the above relationship is also examined. The study was conducted through survey method and the statistical population of the study consisted of active experts in the poultry meat producing companies of the country with about 1000 people. According to Demorgan's table, 278 questionnaires including 28 indices were sent to the subjects. The validity of the questionnaire was confirmed by experts and its reliability was confirmed by Cronbach's alpha method. The research method was cluster sampling. The present study was a descriptive-correlational one in terms of purpose and method of conducting the research, in addition to describing the status quo, it examines the relationships of each of the research variables using the structural equation modeling test. Data were analyzed using smart pls 2 and spss 22 software.**

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**After examining the fit of the measurement models, the structural model and the general model of the results indicate that the direct effect of the variable market share of integrated poultry industry on the balance of supply and demand of the poultry industry and its indirect effect on supply and demand balance is significant. The country's poultry market is mediated by Richard Tyler's theory of behavioral economics.**

**Keywords : Integrated Manufacturing Companies, Richard Tyler Economic Behavior Theory, Market Supply and Demand**

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