

## **Role of Various Characteristics in Determination of Goat Price**

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The livestock sector is an important part in the rural economy of many developing countries. A major portion of small farm and landless households are involved in raising goats. This enterprise contributes significantly in the employment and income generation for the poor sections of the rural society. The objective is to assess the impact of various characteristics on the price of goat traded in the market. The study applies hedonic price model on the data obtained from five markets of the major cities of Pakistan. The data pertain to price of goat traded, species, sex, weight etc. The results show that different phenotypic attributes have significant impact on the price of goat. The study suggests that producers need to incorporate those attributes where the buyers are paying premium price. The relationship between live weight and goat price is positive and highly significant. From this it can be concluded that an increase in live weight of goat increases the price of the animal. The results of the study showed that market place was an important determinant of prices of goat. Results show that goat prices were positively and significantly higher in Faisalabad, Lahore, Attock and Multan markets compared to D. G. Khan market. Purpose of purchase of goats was observed to be an important determinant of goat prices. Male goat price was positive and significantly higher compared with female goat which showed that people have preference of male goat over the female goat while purchasing the animal.