



Issues and Challenges of Ragi Growers in Bangalore Divisions – An Empirical View

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ABSTRACT

With this foundation the current study was embraced to address the factors affecting purchasing behaviour of millet items among consumers and to evaluate purchaser behaviour of millet items sold by various companies in the study area. **Methodology:** 100 buyers of Millet were arbitrarily chosen from Bangalore division of Karnataka, India. The essential information was gathered with the help of structured questionnaire and primary data had gathered. Simple random sampling method was used for the study, Garrett's Ranking Technique and descriptive statistics were used in the study. **Findings:** While preferring the value added products of millet highest ranking was assigned to nutritional aspects followed by health value in Bangalore division as there is an increasing awareness about nutritional and health value of the food among the consumers in the society today. Consumers preferred different value added products of finger millet among those products, flour and malt consumption per month was higher in the study area. The source of information to purchase value added products was meals / food festivals and newspapers/magazines. Majority of the consumers took impulsive decisions to purchase value added products. **Conclusion and Recommendations:** As Ragi and its value added items are sound, nutritious, useful for insusceptibility, delectable and helpful for capacity and utilization, the item special exercises are to be under taken by the branch of showcasing, division of exposure and data, GOK, and through print and electronic media to additionally instruct the consumers and to improve the attractiveness and utilization of the millet items.

Keywords: Consumer Behaviour, Preference, Awareness, Acceptance.

1.1 INTRODUCTION

Finger millet has multiple times the measure of calcium as milk – likewise basic for ladies and infants. Millets are likewise high in cell reinforcements and significant for battling diabetes and coronary illness which are at essentially expanding levels in India. (ICRISAT, 2016).

Indian millets produce numerous protections like protections in food, nourishment, grub, fiber, wellbeing, occupation and biology (Bommy and Maheswari, 2016). Public Nutrition Monitoring Bureau has revealed that the utilization of millets was higher in the territories of Gujarat (pearl millet, maize), Karnataka (finger millet), Maharastra (sorghum) yet irrelevant in the provinces of Kerala, Orissa, West Bengal and Tamil Nadu where rice is the most burned-through grain (NNMB, 2006). Cereals are being burned-through as fundamental staple by Indians that establish 70-80% of the complete energy admission (Gopalan et al., 2009). Ongoing concentrate by NNMB on dietary profile of metropolitan Indians [from the Chennai Urban Rural Epidemiology Study (CURES)] uncovered that just 2% of the all out calories (6.7 g/d) were contributed by the millets (Radhika et al., 2011)

There is a need to reestablish the lost interest in millets that merits acknowledgment for its wholesome characteristics and potential medical advantages in administration of diabetes mellitus, heftiness and hyperlipidemia (Ranjita et al., 2016). Esteem expansion and further developing medical advantages of millets by consolidating with customary grains and milk and by applying trend setting innovations for their handling and conservation opens new roads for the item broadening (Sudha et al., 2016). As indicated by Samuel (2016), Minor millets like foxtail millet, little millet, kodo millet, proso millet and farm millet, just as the significant millets like sorghum (extraordinary millet), bajra (pearl millet) and ragi (finger millet) are progressively being remembered for the food container of country and metropolitan families. They cost not as much as rice or wheat, and keep you better. The new cooking plans from minor millets have extraordinary potential as protein and minerals rich valuable food varieties to ease Protein Calories Malnutrition (PCM) and mineral lack sicknesses common among school going youngsters (Rajput, 2019). Millets are not just forces to be reckoned with of supplements, they likewise assume the part of supporting against a few frailties (food, grub, fiber, wellbeing and so on) Anyway the development of millets has declined lately, which must be restored because of its nourishing advantages and the customers ought to be urged to remember millets for their normal eating regimen to battle lack of healthy sustenance. Hence it is important to comprehend the purchaser acknowledgment of millet based items and furthermore recognize the traits impacting purchasing conduct of shopper towards millet items to accomplish wholesome utilization of food and to battle a few unexpected problems of this age. With this foundation the current review was attempted to concentrate on the purchasing conduct of customers towards millet based food items in Bangalore division area of Karnataka.

1.2 REVIEW OF LITERATURE

Kulkarani et al., (2011) created esteem added millet based conventional food items and tried their adequacy. The items created were proso millet sweet pongal, little millet paddu and dosa with chakramuni leaves, little millet idli with methi leaves and carrot, little millet uppma with drumstick leaves and with bengal gram leaves, farm millet based uppma with drumstick leaves, foxtails millet vada with greens and foxtail millet based besibelebath. For the executives of way of life issues the worth added millet based customary items are considered as maintainable, nutritious, savvy and to ease stowed away craving.

Shukla and Srivastava (2011) they have created noodles for diabetic patients that which is having finger millet as a fixing. The Glycemic Index (GI) of 30% finger millet fused noodles was noticed essentially lower (45.13) than control noodles (62.59). It was observed that finger millet flour fused noodles to be nutritious and showed hypoglycemic impact.

Akoth et al., (2012) has created moment breakfast grains from streamlined flours of pearl millet, red and white sorghum. The created breakfast grains would be advised to supplement credits in contrast with their control items.

The created breakfast cereals from upgraded flours of sorghum and millet were having high nutritive worth than the comparative items that are accessible in the business sectors and are more acknowledged by the buyers.

Geeta et al., (2012) directed a review on nourishing situation of cheap food among ladies in Bhagalpur Town, Bihar. The ladies with higher instructive capabilities, more youthful age all the more cheap food. The utilization of Sodium chloride was higher because of utilization of cheap food.

Kalidas and Mahendran (2017) in their review they recommended that for expanding in deals of millet items additional amount ought to be presented with the ordinary pack or gifts like the things valuable for kitchen ought to be presented with the pack or decreasing the costs will make the shoppers to buy more amounts.

1.3 OBJECTIVES OF THE STUDY

The objectives of the study is to analyzing the factors influencing buying behaviour of Ragi and its value added products among sample consumers and consumer acceptance of Ragi products offered by different shopkeepers in Bangalore division were analyzed using different techniques such as tabular analysis and garrette ranking.

1.4 RESEARCH METHODOLOGY AND SCOPE OF THE STUDY

The study was conducted in Bangalore Metropolitan of Bengaluru Urban area and 100 shoppers of Ragi products were haphazardly chosen from Bangalore division. The essential information was gathered with the help of structured questionnaire and primary data had gathered. Simple random sampling method was used for the study, Garrett's Ranking Technique and descriptive statistics were used in the study. The insightful apparatuses utilized for assessing explicit target of the review, in light of the nature and degree of information are given underneath.

1. Descriptive analysis and
2. Garrett's Ranking Technique

Garrett's Ranking procedure

Garrett's Ranking procedure was utilized to rank the inclination showed by the respondents on various variables. According to this technique, respondents have been approached to dole out the position for all variables and the results of such positioning have been changed over into score esteem. This strategy was utilized for investigating imperatives underway and promoting of Ragi and its allied products, factors affecting the purchaser inclination on purchasing products.

$$\text{Percent Position} = \frac{100 * (R_{ij} - 0.50)}{N}$$

Where,

R_{ij} = Rank given for i th item by a j th individual N_j = Number of items ranked by j th individual. The per cent position of each rank was converted to scores by referring to tables given by Henry Garrett. Then for each factor, the scores of individual respondents were added together and divided by the total number of respondents for whom the scores were added. These mean scores for all the factors were arranged in the order of their ranks and inferences were drawn.

1.5 RESULTS AND DISCUSSION

Table 1.5.1 Number of Consumers by Gender

District	Male	Female	Total
Bangalore Urban	24	1	25
Bangalore Rural	24	1	25
Chikkabllapur	21	4	25
Ramanagara	18	7	25
Total	87	13	100

Table 1.5.2 Literacy Status

Education	Bangalore Urban	Bangalore Rural	Chikkabllapur	Ramanagara	Total
Illiterate	5	6	4	5	20
Read & write	2	1	1	0	4
1-4 std.	2	3	5	1	11
5-8 std.	5	4	4	2	15
9-12 std.	5	1	2	2	10
college	6	10	9	15	40
Total	25	25	25	25	100

Table 1.5.3 Occupation

Occupation	Bangalore Urban	Bangalore Rural	Chikkabllapur	Ramanagara	Total
Self-employed	24	22	24	11	81
Agri. Labour	0	1	1	2	4
Cultivation	0	1	0	10	11
Regular wage/salary	1	1	0	2	4
Total	25	25	25	25	100

Table 1.5.4 Religion

Religion	Bangalore Urban	Bangalore Rural	Chikkabllapur	Ramanagara	Total
Hindu	18	23	25	25	91
Muslim	0	2	0	0	2
Christian	3	0	0	0	3
Others	4	0	0	0	4
Total	25	25	25	25	100

Table 1.5.5 Community

Community	Bangalore Urban	Bangalore Rural	Chikkabllapur	Ramanagara	Total
SC	0	1	1	3	5
ST	0	1	4	2	7
OBC	20	13	5	10	48
Others	5	10	15	10	40
Total	25	25	25	25	100

Table 1.5.6 Household Family Size

Family size	Bangalore Urban	Bangalore Rural	Chikkabllapur	Ramanagara	Total
1 to 2	2	1	1	1	5
3 to 5	10	10	15	15	50
6 & above	13	14	9	9	45
Total	25	25	25	25	100

Table 1.5.7 Type of Family

District	Bangalore Urban	Bangalore Rural	Chikkabllapur	Ramanagara	Total
Nuclear	10	5	10	5	30
Extended Nuclear	6	8	5	10	29
Joint	9	12	10	10	41
Total	25	25	25	25	100

1.5.8 FACTORS INFLUENCING THE CONSUMER PREFERENCE OF VALUE ADDED PRODUCTS OF RAGI**Table 1.5.8 Factors influencing the consumer preference for value added products of Ragi**

(n=100)			
Sl. No.	Source of purchase	Average Garrett's score	Garrett's Rank
1.	<i>Health value</i>	70.10	I
2.	<i>Nutritional value</i>	64.80	II
3.	<i>Brand</i>	52.65	III
4.	<i>Lower price</i>	46.50	IV
5.	<i>Traditional consumption</i>	36.03	V
6.	<i>Others</i>	29.93	VI

(Source: Field survey)

The details of factors which have influenced the consumers in buying value added products of Ragi are presented above. There were six factors which were assigned by using Garrett's ranking test. The consumers had given highest ranking for health value (70.10) followed by nutritional value (64.80), brand (52.65) lower price (46.50) the traditional consumption (36.03) was given fifth rank. Ragi was highly preferred due to increasing awareness about nutritional and health value of the food among the consumers.

1.5.9 CONSUMPTION PATTERN OF VALUE ADDED PRODUCTS OF RAGI**Table 1.5.9 Average consumption pattern of value added products of Ragi**

Sl. No.	Value added products	N=100		
		Number of consumers	% to total	Avgqty consumed (kg/family)
1.	Flour	70	70	11.87
2.	Hurrihittu	58	58	0.83
3.	Malt	48	48	1.50
4.	Biscuits	36	36	1.35
5.	Others	28	28	0.53

(Source: Field survey)

Ragi has gained lot of importance in recent years because of its higher contents of calcium, iron and dietary fiber. Thus, it is a good dietary source of nutrients for growing children, elderly people, and patients. Due to the nutritional and health value, majority of the consumers prefer the same and its value added products like flour, hurrihittu, malt etc.

1.5.10 SOURCE OF INFORMATION ON VALUE ADDED PRODUCTS OF RAGI

Table 1.5.10. Source of information on value added products of Ragi

Sl. No.	Source of information	Average Garrett's score	Garrett's Rank
1.	Melas / food festivals	65.47	I
2.	Newspaper / magazine	56.55	II
3.	Retail shop display	43.22	III
4.	Friends / relatives	41.85	IV
5.	TV / Radio advertisements	41.37	V

(Source: Field survey)

The major source of information regarding value added products for consumers is from publicity materials like newspaper / magazine, melas / food festivals, friends / relatives, TV / radio advertisements and retail shop display. In towns and city areas, majority of respondents got the information from Melas / food festivals. This shows that consumers try out new products upon participating in exhibitions, food festivals.

TABLE.1.5.11 FACTORS INFLUENCING CONSUMPTION OF RAGI BASED PRODUCTS

S.No.	Factors	Percentage
1	Health benefits	57
2	Weight Loss	13
3	Taste	26
4	Other reasons	04
	Total	100

(Source: Field survey)

1.6 RECOMMENDATIONS AND CONCLUSION

The government should include Ragi or Ragi based products as a part of diet in meals related schemes such as mid-day meals for government schools. Ragi products should be made available as ration to the public through Public Distribution System along with rice, wheat, pulses, cooking oil and kerosene. The government hospitals are already providing Ragi to patients suffering from mal-nutrition which should also to extend to all the patients keeping in view the nutritional benefits of Ragi. While preferring the value added products of millet highest ranking was assigned to nutritional aspects followed by health value in Bangalore division as there is an increasing awareness about nutritional and health value of the food among

the consumers in the society today. Consumers preferred different value added products of finger millet among those products, flour and malt consumption per month was higher in the study area. The source of information to purchase value added products was meals / food festivals and newspapers/ magazines. Majority of the consumers took impulsive decisions to purchase value added products. As Ragi and its value added items are sound, nutritious, useful for insusceptibility, delectable and helpful for capacity and utilization, the item special exercises are to be under taken by the branch of showcasing, division of exposure and data, GOK, and through print and electronic media to additionally instruct the consumers and to improve the attractiveness and utilization of the millet items. Prior millets were viewed as substandard grains than cereals, thusly they extremely evaluated low. Because of expanding customer mindfulness on wellbeing in view of different unexpected problems, for example, heftiness, diabetes, calcium insufficiency, stoppage, and gastric issues and so on the interest for millets and millet based items has ascended in urban areas and towns and spots with higher taught populace. Exploiting this situation, the food handling organizations have raised the costs of their marked millet items, generally sold through coordinated retailing. In this manner steps ought to be taken to decrease the costs of Ragi and Ragi based items.

1.7 REFERENCES

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