



A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS THE USE OF FINGER MILLET WITH SPECIAL REFERENCE TO BANGARPET TALUK, KOLAR DISTRICT, KARNATAKA STATE.

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1.1 ABSTRACT

Finger millet cultivation and utilization by the people in Karnataka is decreasing ,it should be restored as the consumption of finger millet value added products provides valuable advantages and the people ought to be urged to remember finger millet for their customary eating regularly to fight unhealthiness. So it is necessary to urge the consumer behaviour of finger millet based food products. On this background the current study is embraced to address the factors influences the purchasing habit of finger millet value added products among consumers and to evaluate the purchaser behaviour of finger millet item sold by various companies in the study area.In this study 100 buyers of millet are arbitrarily chosen from the Kethaganahalli gramapanchayath related 10 villages of the Kolar district, Karnataka. The required information is obtained with the help of the structured questionnaire and primary data had gathered. Simple random sampling method is used for the study, Garrett's Ranking Technique and descriptive statistics is used in the study. In the Kolar district due to more awareness about the nutrition and health value of the finger millet value added products ,the respondents of the selected sample area are wanted to use the valued added products of ragi millet. Consumers preferred a variety of value added products of finger millet among those products, ragi flour and ragi malt consumption per month is higher in the study area.

Key words: Finger Millet, Ragi,Population,Production,Agriculture,People,Products,Millet.

1.2 Introduction

1.2.1 About Millets

India is the largest producer of millets in the world. Mainly seven types of millets are growing in India viz., Finger millet, Kodo millet, foxtail millet, large millet, saami millet, brown top millet, Pearl Millet. These millets provide various benefits like nourishment, grain, fiber, wellbeing, occupation and biology. As per the Public Nutrition Monitoring Bureau has stated that the utilization of millets is more in the territories of Gujarat mainly pearl millet, Ragi in Karnataka, Sorghum in Maharashtra.

Finger millet is also called as Ragi in Kannada language, Ragalu in Telugu language. It is the most growing crop in Kolar district of Karnataka.

1.2.2 About Karnataka

Karnataka is situated in the south-west portion of India with Arabian sea coastline. It has an area of Seventy Four thousand one hundred twenty two square miles. The capital city of Karnataka is Bengaluru. Karnataka has neighbor states like Goa, Maharashtra, Telangana, Andhra Pradesh, Kerala and Tamil Nadu.

1.2.3 About Kolar District

Kolar district is located in the southern Karnataka. The district is famous for the production of Milk, Silk and Mango. In the Kolar district religions are 84.97 percent Hindu-13.01 percent Islam-1.74 percent, Christianity 1.74 percent and others 0.28 percent.

1.2.4 About Bangarpet Taluk:

Among the six taluks in the Kolar District, Bangarpet is the biggest taluk having the population is 452,832 out of them 227,621 are male and 225,211 are female as per the 2011 census report.

Table 1.2.1 The demographic features of the Kethaganahalli Gramapanchayath related villages in the Kolar District.

Sl. No.	Name of the Village	Male	Female	Total	Total families
1	Paravanahalli	344	422	766	152
2	Makara Halli	272	272	544	105
3	A Hosamanegalu	54	62	116	25
4	B Hosamanegalu	54	57	111	23
5	Mooganahalli	198	209	407	88
6	Nallaguttahalli	191	213	404	95
7	Ukrahalli	220	180	400	95
8	Muduguli	374	321	695	146
9	Thangadimitta	78	85	163	33
10	Boyesonnehalli	209	194	398	91
11	Pichahalli	195	165	360	48
12	Kothuru	21	23	44	13
13	Appenahalli	198	188	386	90
14	Taverekere	162	216	378	68

15	Doddamarahalli	74	71	145	22
16	Chikkamarahalli	38	45	83	18
17	Chinnaiah Estate	23	28	51	15
18	Kethaganahalli	270	239	509	115
19	Dimbahallidoddi	117	118	235	60
20	Srinivasanagara	69	66	135	28
21	Boyinahalli	449	469	918	196
22	Chintagummanahalli	128	130	258	56
23	Kanthapuramata	128	90	218	46
24	Puthrasonnehalli	210	215	425	115

[Source:Kethaganahalli Gramapanchayath Census Report]

1.3 Review of Literature

Varnashree et al.,[2008] states that by using finger millet and finger millet flour the food item idli are prepared. So it shows the ragi could be used to supplant rice to prepare idli,ragi roti,dosa to improve the nourishing quality without extensive impact on the quality limits of idli.

Vijayakumar et al., (2009) states that the use of Kodu and Barnyard millets with the wheat flour and defatted soy flour and concentrated on the effect of millet flour mix on the number of quality attributes of chapathi.

Kulkarani et al., (2011) states that the various millet related products are produced and used by the consumers in India like paddu ,uppama,by little millet,sweet pongal by proso millet,vada and besibelebath by foxtail millet.These items are considered as more nutritious and healthy for the consumers.

Shukla and Srivastava (2011) States that by using finger millet flour noodles are produced ,which is most useful for the diabetic patients ,because it has more Glycemic Index . It is observed that finger millet flour fused noodles are more nutritious and shows hypoglycemic impact.

Akoth et al., (2012) Observed that the consumers of the millet related products are more acknowledged regarding the breakfast cereals upgraded with flours of sorghum and millet which are having more nutritive value than the other items which are accessible in the business area.

Geeta et al., (2012) observed that in the Bhagalpur town of Bihar state the youth ladies are willing to consume millet related food items because which are more cheap food items which have more sodium chloride.

Kalidas and Mahendran (2017) in their review they recommended that to increase the more demand for the millet related value items ,discounts ,gifts like valuables used in the kitchens and also use ordinary packing to decrease the costs motivates the consumers to buy more products.

1.4 OBJECTIVES OF THE STUDY

1] To study the factors which influence the consumption of the finger millet and its value added products among the consumers.

2]To know the attitude of the Consumers towards the use of Finger millet .

3]To know the problems and prospects of the finger millet growing farmers .

1.5 RESEARCH METHODOLOGY AND SCOPE OF THE STUDY

The study was conducted in the Kethaganahalli Grama Panchayath related 10 villages in the Kolar taluk of Kolar district, Karnataka and 100 respondents of finger millet growing farmers are haphazardly chosen . The essential information was gathered with the help of structured questionnaire. Simple random sampling method was used for the study, Garrett's Ranking Technique and descriptive statistics were used in the study.

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.

1.6 RESULTS AND DISCUSSION

Table 1.6.1 The Number of Respondents by Gender

Sl. No.	Name of the Village	Male	Female	Total
1	Paravanahalli	6	4	10
2	Makara Halli	8	2	10
3	Mooganahalli	5	5	10
4	Nallaguttahalli	6	4	10
5	Ukrahalli	7	3	10
6	Muduguli	8	2	10
7	Thangadimitta	5	5	10
8	Boyesonnehalli	2	8	10

9	Pichahalli	0	10	10
10	Kothuru	4	6	10
	TOTAL	51	49	100

[Source:Primary data]

The interpretation of the above table reveals that out of the 24 villages relating to the Kethaganahalli Gramapanchayath,10 villages are selected by applying random sampling method, out these 10 villages 100 respondents are selected for this study. The male and female respondents are expressed their feelings about the consumption of finger millet.

Table 1.6.2 Table shows the details about the families in the selected sample villages in respect of cultivating the consuming the finger millet.

Sl. No.	Name of the Village	Total families	Finger Millet cultivating families	Consumption of ragi by the families
1	Paravanahalli	152	148	152
2	Makara Halli	105	95	105
3	Mooganahalli	88	80	88
4	Nallaguttahalli	95	90	95
5	Ukrahalli	95	14	95
6	Muduguli	146	140	146
7	Thangadimitta	33	30	33
8	Boyesonnehalli	91	89	91
9	Pichahalli	48	45	48
10	Kothuru	13	13	13

[Source:Primary data]

The interpretation of the above table reveals that, total families under sample study are using the finger millet value added products like ragi mudde in the daily food system compulsorily but some families are not growing ragi crop instead they are participating in some other activities like Sericulture, business, growing of commercial crops.

Table 1.6.3 Consumer preferences of value added products are influenced by the following factors.-

[N=100]

Sl.No.	Factors	Average Garrett's Score	Garrett's Rank
1	Custom/Traditional	70.10	I
2	Nutritional factor	64.80	II
3	Health factor	52.65	III
4	Low price	46.50	IV
5	Availability	36.03	V
6	Others	29.93	VI

[Sources:Field survey-2023]

The interpretation of the above table is that the people in the selected sample area, on the analysis if the questionnaire used to collect the details from the respondents ,most of the farmers are willing to use finger millet on custom basis as the basic food item for them even though they do not know about the nutrition value and health value of the finger millet. The interpretation further reveals that finger millet is used on the consideration of Nutritional value followed by the health factors. Most of the sugar patients are willing to use ragi mudde and also the same is suggested by the medical field.

Table 1.6.4 Consumption Pattern of the food grains in the Kethaganahalli Gram Panchayath related villages.

Sl.No.	Value added products	No.of consumers	% to total	Avgqty consumed[kg/family]
1	Finger millet	70	70	11.87
2	Rice	58	58	0.83
3	wheat	48	48	1.50
4	Maidha	36	36	1.35
5	Other Millets	28	28	0.53

[Source:Field Survey]

The interpretation of the said table shows that ,even though the cultivation of the finger millet is decreasing due to the shifting of the finger millet growing land to the commercial crops and industrial purpose, the use of finger millet value added products is high as per the analysis. The other food grains mainly rice and wheat are compulsorily used by the people in the daily food system finger millet occupies the major portion of consumption.

1.6.5 Consumption of finger millet value added products by the consumers in the selected sample area i.e.,Kethaganahalli Gramapanchayathi related villages.

Sl.No.	Source of Information	Aeverage Garrett's Score	Garrett's Rank
1	Ragi mudde	65.47	I
2	Ragi malt or sari	56.55	II
3	Ragi rotti	43.22	III
4	Ragi shavige	41.85	IV
5	Ragi snacks like Mixture,biscuits.	41.37	V

[Source:Field Survey-2023]

By interpretation of the above table, it reveals that the people in the selected sample area are willing to eat ragi mudde in the daily food system more than the other value added products. Ragi malt is used compulsorily for the babies up to 2 years age of the children. The ragi millet snacks are not properly available in the market so people even though have interest to consume .So marketing facilities are to be extended to the rural and urban areas properly.

1.7 RECOMMENDATIONS AND CONCLUSION

As per the study it is recommended that the people need awareness about the nutrition and healthy contents of the finger millet and they are to be motivated to use the finger millet value added products in their daily life food system.

Government is also take initiatives to provide finger millet or finger millet related products as a part of diet in meals related schemes .

Government has take initiative to make available the finger millet as ration to the public through Public Distribution System.

Government has also take initiative to motivate the farmers to grow finger millet by giving subsidized good seeds and providing reasonable minimum guarantee price for the finger millet produce.

Farmers are advised to use modern technology in the growing process of finger millet and also in the processing of finger millet value added products.

So, it is concluded that, the UNO has declared the year 2023 as the Millets year to create awareness and increase the consumption of the millet related value added products across the world. Due to the nutrition value and high protein content in the finger millet related products it is necessary to establish good infrastructure facilities for the marketing of the finger millet related products properly in the rural and urban areas .

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