



# CONSUMER PERCEPTION TOWARDS MILLETS AMONG HOUSEHOLDS IN COIMBATORE CITY.

## Author Details:

**MS. T. INDUMATHY**

II.M.COM(CS),

Department of Corporate Secretaryship,

PSG College of Arts & Science,

Coimbatore-641014.

## Co-Author Details:

**DR. S.JEYALAKSHMI**

Assistant Professor,

Department of Corporate Secretaryship,

PSG College of Arts & Science,

Coimbatore-641014.

## Abstract:

This study investigates the consumer perception towards millets among households in Coimbatore city, shedding light on their awareness, attitudes, and purchasing behavior regarding this traditional yet nutritious grain. Millets, with their rich nutritional profile and environmental sustainability, have gained attention globally as a potential solution to food security and health challenges. However, their acceptance and consumption patterns among urban households, particularly in cities like Coimbatore, remain underexplored. Utilizing a mixed-methods approach, including surveys and interviews, this research aims to uncover the factors influencing consumer perception towards millets, including socio-demographic characteristics, knowledge levels, cultural influences, and perceived benefits and barriers. The findings will contribute to understanding the dynamics of millet consumption in urban settings and inform strategies for promoting their uptake in household diets, thereby fostering healthier and more sustainable food systems.

**Keywords:** Consumer perception , Coimbatore city, Dietary preferences, Food consumption, Health awareness , Nutritional value .

## INTRODUCTION

Millets, once relegated to the fringes of traditional diets, are experiencing a renaissance in contemporary nutrition discourse. With their exceptional nutritional profile, environmental sustainability, and cultural significance, millets have garnered attention as a potential solution to various health and ecological challenges. In the Indian context, millets have been integral to culinary traditions for centuries, particularly in regions like Coimbatore City, where they have been staples in local diets.

However, amidst the modernization of food habits and the influx of processed and convenience foods, the consumption of millets has undergone a perceptible shift. This study aims to delve into the multifaceted aspects of consumer perception towards millets, examining factors such as awareness, attitudes, beliefs, and preferences that shape their acceptance or rejection.

## OBJECTIVES OF THE STUDY

- To know about the consumer Perception and consumption pattern of millets in their daily life.
- To analyse the health benefits of millets among respondents.
- To understand the purchasing behaviour of millets among the respondents .
- To identify the problems or constraints in the usage of millets

## RESEARCH METHODOLOGY

### TYPE OF RESEARCH

The current study belongs to the category of ‘Descriptive study’. Descriptive study is the powerful tool used by the researcher to gather information about a particular group or phenomenon. This type of research provides a detailed and accurate picture of the characteristics and behaviours of a particular population .

### SOURCES OF DATA :

There are two sources of data primary and secondary data.

### PRIMARY DATA:

Primary data are those which are collected afresh and for the first time and thus happens to be original in character. It is the real time data which are collected by the researcher himself. It is collected with the help of questionnaire from the respondents in Coimbatore city.

### SECONDARY DATA: .

Secondary data refers to data that is collected by someone other than the primary user. It is obtained from journals, books and websites.

**AREA OF THE STUDY:**

The area of study was Coimbatore City, Tamilnadu, which is located in the southern part of india.

**SAMPLE SIZE**

The sample size of the study is to be 120 respondents.

**FINDINGS AND RESULT****PERCENTAGE ANALYSIS****TABLE NO:4.1**

TABLE SHOWING GENDER OF THE RESPONDENTS:

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	60	50
Female	60	50
Total	120	100

(SOURCE : PRIMARY DATA).

**INTREPRETATION :**

It is inferred from the above table that out of the 120 respondents taken for the study,50 % of the respondents are male and 50 % of the respondents are female.

**TABLE NO :4.2**

TABLE SHOWING AGE OF THE RESONDENTS:

AGE	NO OF RESONDENTS	PERCENTAGE
Below 20	28	23.3
21-30	38	31.7
31-40	32	26.7
41 and above	22	18.3
Total	120	100.0

SOURCE : PRIMARY DATA

**INTERPRETATION:**

It is inferred from the above table that out of the total respondents taken for the study, 23% of the respondents are below the age of 20, 31.7% of the respondents are between the age of 21-30, 26.7% of the respondents are between the age of 31-40 and 18.3% are above 41 years of age .

**TABLE 4.3:**

TABLE SHOWING EDUCATIONAL QUALIFICATION OF RESPONDENTS:

EDUCATIONAL QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
Schooling	25	20.8
Graduate	78	65.0
Professional course	17	14.2
Total	120	100.0

SOURCE : PRIMARY DATA

**INTREPRETATION:**

It is inferred from the above table that out of the total respondents taken for the study, 20.8 % of the respondents have completed schooling, 65 % of the respondents are graduated and 14.2 % of the respondents have completed professional course.

**TABLE NO:4.4**

TABLE SHOWING PLACE OF PURCHASE OF MILLETS.

PARTICULARS	NO OF RESPONENTS	PERCENTAGE
Organic shops	43	35.8
Online	18	15
Retailers	47	39.2
Directly from farmers	12	10
Total	120	100

SOURCE : PRIMARY DATA

**INTERPRETATION :**

It is observed from the above table that out of the 120 respondents taken for the study 35.8 % of the respondents purchase from organic shops, 15 % of the respondents from online ,39.2 % of them from retailers and 10 % of the respondents purchase directly from farmers.

**TABLE NO: 4.5**

Table showing the motivating factor for purchasing millets.

MOTIVATING FACTOR	NO OF RESPONDENTS	PERCENTAGE
Suggested by doctors	26	21.7
Health benefits	60	50
Influenced by ads	13	10.8
Health consciousness	21	17.5
Total	120	100

SOURCE : PRIMARY DATA

**INTERPRETATION:**

The above table shows that 21.7 feels suggestion by doctors as the motivating factor ,50 % feels health benefits as motivating factor, 10.8 % are influenced by ads , 17.5 % of respondents are health consciousness.

**CHI SQUARE ANALYSIS :**

EDUCATIONAL QUALIFICATION AND MOTIVATING FACTOR FOR CONSUMING MILLETS .

Null hypothesis(H0) : There is no significant relationship between educational qualification and motivating factor for consuming millets

Alternate hypothesis(H1) : There is a significant relationship between educational qualification and motivating factor for consuming millets

	value	df	Asymptotic significance ( 2-sided)
Pearson chi square	13.618	6	.034
Likelihood Ratio	14.316	6	.026
Linear-by-linear Association	1.557	1	.212

The analysis of association through Chi square between educational qualification and motivating factor for consuming millets is presented in above table. The p value (.034 ) is less than the significant value (0.05).

Hence, the null hypothesis is rejected and it is found that there is significant association between educational qualification and motivating factor for consuming millets.

## 2. FAMILY MONTHLY INCOME AND QUANTITY OF MILLETS PURCHASED :

Null hypothesis(H0) : There is no significant relationship between family monthly income and quantity of millets purchased .

Alternate hypothesis(H1) : There is a significant relationship between between family monthly income and quantity of millets purchased .

	value	df	Asymptotic significance ( 2-sided)
Pearson chi square	18.344	9	.031
Likelihood Ratio	18.384	9	.031
Linear-by-linear Association	5.741	1	.017

The analysis of association through Chi square between family monthly income and quantity of millets purchased is presented in above table. The p value (.031 ) is less than the significant value (0.05).

Hence, the null hypothesis is rejected and it is found that there is significant association between educational qualification and quantity of millets purchased.

**ANOVA :**

Anova analysis for age and level of perception towards difficulty faced in usage of millets.

		Sum of Squares	df	Mean Square	F	Sig.
Prices are high.	Between Groups	2.130	3	.710	.704	.552
	Within Groups	117.070	116	1.009		
	Total	119.200	119			
Difficult to cook.	Between Groups	3.003	3	1.001	.963	.413
	Within Groups	120.589	116	1.040		
	Total	123.592	119			
Available in adulterated form	Between Groups	12.042	3	4.014	3.643	.015
	Within Groups	127.824	116	1.102		
	Total	139.867	119			
Kids don't prefer	Between Groups	23.175	3	7.725	5.573	.001
	Within Groups	160.792	116	1.386		
	Total	183.967	119			
Variety of foods cannot be cooked.	Between Groups	15.954	3	5.318	3.099	.030
	Within Groups	199.037	116	1.716		
	Total	214.992	119			

**Relationship between age and perception on prices are high :**

From the table the significant value of association between age and perception that millets prices are high is  $> 0.05$  . so we are accepting the null hypothesis and rejecting the alternate hypothesis. So there is **no significant association** between age and perception on prices are high.

**Relationship between age and perception on difficult to cook :**

From the table the significant value of association between age and perception that millets are difficult to cook is  $> 0.05$  . so we are accepting the null hypothesis and rejecting the alternate hypothesis. So there is **no significant association** between age and perception on difficult to cook.

**Relationship between age and perception on available in adulterated form :**

From the table the significant value of association between age and perception that millets are available in adulterated form is  $< 0.05$ . So we are rejecting null hypothesis and accepting alternative hypothesis. So there is **significant association** between age and perception on available in adulterated form.

**Relationship between age and perception on kids don't prefer :**

From the table the significant value of association between age and perception that kids don't prefer is  $< 0.05$ . So we are rejecting null hypothesis and accepting alternative hypothesis. So there is **significant association** between age and perception on kids don't prefer.

**Relationship between age and perception on variety of foods cannot be cooked :**

From the table the significant value of association between age and perception that variety of foods cannot be cooked is  $< 0.05$ . So we are rejecting null hypothesis and accepting alternative hypothesis. So there is **significant association** between age and perception on variety of foods cannot be cooked.

**GARRETT RANKING ANALYSIS :**

Rank the health benefits on millets .

Percentage position =  $100(r_{ij} - 0.5)/n_j$

RANK	FORMULA	GARRET TABLE VALUE
1	$100(1-0.5)/5 = 10 \%$	75
2	$100(2-0.5)/5 = 30\%$	60
3	$100(3-0.5)/5 = 50 \%$	50
4	$100(4-0.5)/5 = 70 \%$	40

FACTORS	RANK SCALE VALUE	1	2	3	4	5	TOTAL SCORE	GARRET MEAN SCORE	MEAN RANK
Prevents anemia	X	75	60	50	40	25		59.08	1
	F	68	6	12	12	22	120		
	<b>FX</b>	5100	360	600	480	550	7090		
Prevents asthma	X	75	60	50	40	25		53.66	2
	F	13	56	23	17	11	120		
	<b>FX</b>	975	3360	1150	680	275	6440		
Clears toxins	X	75	60	50	40	25		51.16	3
	F	15	24	53	15	13	120		
	<b>FX</b>	1125	1440	2650	600	325	6140		



Prevents gallstones	X	75	60	50	40	25		43.45	4	
	F	8	18	15	54	25	120			
	<b>FX</b>	600	1080	750	2160	625	5215			
Repairs tissues.	body	X	75	60	50	40	25		42.62	5
		F	16	16	17	22	49	120		
		<b>FX</b>	1200	960	850	800	1225	5115		

The above table states that based on garret ranking method “ prevents anemia” was ranked as first factor with a weightage of 59.08 , second factor was “ prevents asthma ( 53.66), third factor was “ clears toxins ( 51.16 ) , fourth factor was “ prevents gallstones ( 43.45 ), fifth factor was “ repairs body tissues ( 4.62 ).

**The respondents ranked “ Prevents anemia” as their first factor** so it can be said that it is the top health benefit obtained by the respondents.

## CONCLUSION :

The conclusions drawn from the study on consumer perception towards millets among households in Coimbatore reveal several significant insights. Firstly, it is evident that there is a growing awareness among households regarding the nutritional benefits and health advantages of millets, indicating a potential shift towards healthier dietary choices. However, despite this awareness, barriers such as limited availability, lack of convenience, and entrenched dietary habits continue to hinder widespread adoption of millets in the region. Secondly, the study highlights the importance of addressing these barriers through targeted interventions aimed at improving accessibility, promoting culinary diversity, and raising awareness about the various uses and benefits of millets.

## References:

- [1] MATHURAVALLI, C. (2013). *An Investigation of Consumer Preferences towards Store Brands Purchase in Madurai District* (Doctoral dissertation, KALASALINGAM UNIVERSITY).
- [2]Sarkar, S. (2020). Pandemonium of Pandemic Becomes the Rectitude of Probity for Indian Products Marketing. *International Journal of Business Insights & Transformation*, 14(1).
- [3] Tamilmani, S. Of Corporate Secretaryship, PSG College Of Arts & Science, Coimbatore.
- [4] Saikrishnan, S., &Tamilmani, S. (2022). A study on the impact of selected macro-economic factors on share price movement of certain vital sectors. *IJAR*, 8(10), 115-118.

- [5] Tamilmani, S. (2017). A study on consumers satisfaction on Redressal machinery under the consumer protection act 1986 with reference to Coimbatore City. *IJAR*, 3(2), 453-455.
- [6] Malyan, R. S., & Duhan, P. (Eds.). (2000). *Green consumerism: perspectives, sustainability, and behavior* (Vol. 43, No. 4, pp. 717-736).
- [7] Kanagaraj, A. R., Tamilmani, S., & Archana, S. Procedure To Lodge Consumer Complaints.
- [8] Tamilmani, S. (2016). A study on consumers awareness on consumer rights with reference to Coimbatore City. *IJAR*, 2(1), 429-431.
- [9] Brands, F. M. C. G. (2023). Exploring the Influence of Economic Factors on Consumer Decision-Making Regarding International.
- [10] SAIKRISHNAN, D. CONSUMER PERCEPTION AND AWARENESS ON E-COMMERCE. *Journal of Service Industry Management*, 15(1), 102-121.
- [11] Kanagaraj, A. K., Archana, S., & Malathi, K. (2014). A study of employees career planning and development. *Global Journal for Research Analysis*, 3(7), 196-197.
- [12] TAMILMANI, S. (2023). THE INFLUENCE OF INTERNATIONAL FMCG TRADEMARKS ON CONSUMER TRUST: A COIMBATORE PERSPECTIVE.
- [13] Brands, F. M. C. G. (2023). Exploring the Influence of Economic Factors on Consumer Decision-Making Regarding International.

