



A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS MILLETS-WITH SPECIAL REFERENCE TO ERODE DISTRICT

Dr.R.P.MANJULA , Assistant Professor, Department of Commerce,

Vellalar College for Women (Autonomous), Erode-12

Abstract:

In recent years, consumer prefer millets have undergone a significant transformation, marking a resurgence of interest in these ancient grains. Millets, once relegated to traditional and regional diets, are now gaining recognition as nutritional power houses with diverse culinary applications. This shift is driven by an increasing consciousness among consumers about the importance of health, sustainability and a desire for dietary diversity. There is a growing understanding of millets as wholesome and nutrient-rich alternatives to conventional grains. Millets are gluten-free, rich in fiber, vitamins and minerals, making them an attractive choice for health-conscious consumers. Additionally, the awareness of millets' minimal environmental impact, requiring fewer resources like water and pesticides compared to some other crops, aligns with the rising global interest in sustainable food choices. The satisfaction of consumers towards millets is closely tied to their culinary adaptability and taste.

INTRODUCTION

The Millets have transcended traditional boundaries, finding their way into various contemporary dishes, from breakfast cereals and snacks to gluten-free baked goods. The satisfaction derived from millets often lies in their versatility, allowing consumers to enjoy these grains in familiar or innovative ways. For those seeking alternatives due to gluten sensitivities or dietary preferences, millets offer a satisfying solution. The positive reception is further bolstered by an increasing availability of millet-based products in the market, providing consumers with convenient and appealing options. In the dynamic landscape of modern food preferences, the evolving awareness and satisfaction towards millets reflect a broader paradigm shift in consumer attitudes – a shift towards holistic well-being, sustainability and the rediscovery of traditional, nutrient-dense foods. As the momentum continues, the role of millets in shaping a healthier and more conscious food culture is poised to become increasingly prominent.

REVIEW OF LITERATURE

Deepthi Shirahatti (2022) the study conducted to determine the factors influencing the purchase behavior intention of millets and satisfaction towards millets in Bangalore. 200 people were included in the study. Frequency approach, percentage analysis and correlation and regression tools were used to prove the hypothesis. The study proved that the consumer's health consciousness, their environmental concern, healthy and safety food consciousness, value for the product – price consciousness and social status significantly affect the purchase intention of millet products and subsequently, it affect the consumer's actual purchase of millet products.

K. Gomanth Kumar et al., (2023) This study focuses on assessing the awareness and consumption pattern and factors

influencing the consumption of millet products among college students. The study revealed that most respondents (94.17 percent) were aware of millet based products, and 80.83 percent respondents were aware through word of mouth from family and friends. Products made with Ragi millet were the most consumed millet products. The health and nutritional benefits was the key factor influencing millet product consumption.

Nagadeepa. C et al., (2023) this study aims to figure out the awareness level of the consumers which lead them to consume millet/millet-based products. This paper examines how today's youth and middle-aged segments perceive and use millets and focuses on how today's youth should become much aware of the health benefits that millets provides and lead a healthy life and live their lives to the optimum. The study was conducted among 220 respondents and most of them are aware of the millet's health benefits and intended to consume it in their daily food menu.

STATEMENT OF THE PROBLEM

- What are the factors influencing the satisfaction level of consumers on millets?
- Find out the level of satisfaction on millets among the consumers
- What makes the consumers to prefer millets?

OBJECTIVES OF THE STUDY

- To find out the respondents' Preference towards millets in Erode District
- To measure the level of satisfaction towards millets among the consumers
- To examine the factors inducing consumers towards millet
- To bring out the findings, suggestions and conclusion based on the study

SAMPLING DESIGN

The sampling method used in this study was probability sampling technique that is simple random sampling method. It is a reliable method where, every unit in the population has the same probability of being chosen and this method is considered unbiased because it minimizes potential selection biases. Questionnaire is the main tool used for collecting the data. Hence, the efforts had been taken to construct the questionnaire in a systematic way with adequate and relevant questions to ensure the research objectives. The questionnaire design is built up to analyze the level of awareness and satisfaction of the respondents.

SAMPLE SIZE

The sample size in a study refers to the number of participants or observations. Sample of 120 respondents were selected to carry out the present study in the Erode District.

HYPOTHESES OF THE STUDY

There is no significant relationship between Gender, Age, Educational Qualification, Occupation, Monthly family income, Marital status, Nature of family, Area of residence, Respondents first thought on Millets, Reasons for consuming Millets and level of satisfaction of the respondents.

ANALYSIS AND FINDINGS OF THE STUDY

Table :1

Percentage Analysis

Factors		No.of Respondents	Percentage
Gender	Male	58	48
	Female	62	52
Age	Up to 20 years	102	51
	21 to 25 Years	50	25
	26 to 30 Years	24	12
	Above 30 Years	24	12
Educational Qualification	School level / Diploma	36	30
	Graduate	42	35
	Post Graduate	24	20
	Others	18	15
	B.Ed	24	12
Occupation	Employed	90	45
	2 to 5 hours	60	30
	5 to 7 hours	20	10
	More than 7 hours	30	15
Monthly Family Income	Up to Rs. 20,000	34	28
	Rs. 20,001 to Rs.40,000	40	33
	Rs. 40,001 to Rs. 60,000	27	23
	Above Rs. 60,000	19	16
Marital Status	Married	65	54
	Unmarried	55	46
Nature of Family	Joint Family	56	47
	Nuclear Family	64	53
Area of Residence	Urban	50	42
	Rural	36	30
	Semi-urban	34	28
Respondents First Thought On Millets	Nutritious	38	32
	Expensive	34	28
	Gluten-free	17	14

	Rural Food	31	26
Awareness About Millet'S Healthiness	Highly aware	57	48
	Just Aware	46	38
	Not Aware	17	14
Frequency Of Consumption Of Millets	Everyday	20	17
	Few times a week	47	39
	Once a week	38	32
	Once a month	15	12
Reason For Consuming Millets	Taste	19	16
	Healthy diet	41	34
	Weight loss	23	19
	Safe to consume	26	22
	Others	11	9
Source Of Information Influenced To Buy Millets	Doctor's Advice	31	26
	Awareness programme	30	25
	Friends / Relatives	43	36
	Media	16	13
Outlets To Purchase Millets	Organic Store	41	34
	Online	26	22
	Supermarket / Retailers	35	29
	Producers / Farmers	18	15
Monthly Consumption Quantity	Less than 2 kg	32	27
	2 kg to 4 kg	37	31
	4 kg to 6 kg	36	30
	More than 6 kg	15	12
Recommend Millets to others	Yes	103	86
	No	17	14

It is found that majority (52 %) of the respondents are female,(34 %) of the respondents were under the age group of 31 – 40 years, (42 %) of the respondents have completed Graduate level, (30 %) of the respondents are employed, (33 %) of the respondents earn Rs. 20,001 to Rs. 40,000, (54 %) of the respondents are married, (53 %) of the respondents belong to the nuclear family, (42 %) of the respondents are living in urban area, (32 %) of the respondents thought that millets are nutritious, (48 %) of the respondents are highly aware , (39 %) of the respondents consume millets few times a week, (34 %) of the respondents consume millets for healthy diet,(36 %) of the respondents are influenced by friends /relatives, (34 %) of the respondents buy millets from organic stores, (31 %) of the respondents consume 2kg to 4kg of millets per month,(34%) of the respondents commonly use finger millet (ragi) at their home frequently,(27 %) of the respondents eaten millet dosa, (27 %) of the respondents prefer

consuming millets in the form of snacks, (28 %) of the respondents' key consideration when buying millet snacks is taste,(56 %) of the respondents are extremely likely to consume more millets in future and (86 %) of the respondents said yes to recommend millets to others.

Table :2

Chi-Square Analysis

Factor	Calculated Value	Table value	D.F	Result
Gender	2	0.241	5.991	Accepted
Age	6	1.852	12.592	Accepted
Educational Qualification	6	2.503	12.592	Accepted
Occupation	6	2.463	12.592	Accepted
Monthly Family Income	6	7.131	12.592	Accepted
Marital Status	2	0.926	5.991	Accepted
Nature of Family	2	2.350	12.592	Accepted
Area of Residence	4	5.853	9.488	Accepted

There is no significant association between Gender, Age, Educational Qualification, Occupation, Monthly Family Income, Marital Status, Nature Of Family, Area Of Residence And Level of level of satisfaction towards Millets.

SUGGESTIONS

The following are the suggestions to improve the consumption of millets

- Most of the respondents felt that millets are expensive. It is suggested that millets can be available at ration shop at low prices
- Government can provide incentives and subsidies to the farmers to produce more millets at low cost and support for procurement and storage
- Government can open up new markets for millets and encourage research and development of millet production
- It is suggested to provide attractive offers during the festival seasons
- Encourage more people to eat millet by getting influencers such as bloggers, chefs, doctors, and fitness instructors to talk about its health benefits and share new recipes with the public
- It is suggested to utilize social media platforms to share informative posts, recipes, and success stories related to millet consumption. Engage with followers by hosting polls, and challenges to encourage participation and awareness
- Respondents suggested to increase the culinary classes to create more millet recipes to cook millets in easy way
- Most of the respondents think that, instant millet food products should be introduced to increase the millet consumption
- It is suggested that the colleges and schools to conduct more cooking competitions related with millets
- It is suggested to work with schools, hospitals and corporate cafeterias (canteens) to include millet-based dishes in their menus. More snacks recipes can be introduced

CONCLUSION

The study has been conducted to find out the awareness and level of satisfaction of the consumers towards millets. The survey is conducted among the 120 sample respondents in Erode district. Based on the study of consumer awareness and satisfaction towards millets, it can be concluded that there is a growing awareness of the nutritional and environmental benefits of millets among consumers. Majority of the respondents prefer consuming millets because of their health benefits. Most of the consumers use ragi in their home and consume millets few times a week. Chi - square test is used to analyze the satisfaction level of the respondents. The study revealed that, majority of the respondents has medium level of satisfaction and people who live in urban area have the high level of satisfaction. The study also reveals that, consumer satisfaction is widely varied in accordance with the taste, price and consumption pattern of millets. Apart from taste, availability and being difficult to cook, price is the major problem faced by the respondents. Further, the research explores the barriers to adoption and strategies for increasing consumer satisfaction and consumption of millets. Furthermore, exploring innovative ways to incorporate millets into mainstream food products and menus could increase their accessibility and appeal to a wider audience.

References

BOOKS:

Kothari C. R. "Research Methodology" – Whishwaprakasam, New Delhi, 2011
Dr. Nidhi Nagar, Pooja Vidyarthi, "Research Methodology" – ThakurPublication Pvt.Ltd., 2020

JOURNALS:

Deepthi Shirahatti & C. Nagadeepa & Sumit Kumar Singh & Bala Koteswari (2022) - Transformation towards Millets: Consumer Purchase Intention and Purchase Behaviour towards Consumer Satisfaction"

K. Gomanth Kumar & S. D. Sivakumar & M. Chandrakumar & M. Shanthasheela & V. Anandhi (2023) – "Awareness and Consumption of Millet Products among College Students in YSR (Kadapa) District, Andhra Pradesh"

C. Nagadeepa & Deepthi Shirahatti & Sumit Kumar Singh & Bala Koteswari (2023) – "Towards Healthy and Immunity World: Awareness and Consumption of Millets and Millet-based Products"

WEBSITES:

- www.researchgate.net
- <https://researcher.life>
- <https://masujournal.org>
- <https://www.millets.res.in>