

## A CASE STUDY

# A case study of consumer preference towards foxtail millet products

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### ABSTRACT

Millets are ancient Super grains and the reservoirs of nutrition for a better health. Millets are the important food and fodder crops in semi-arid regions and are predominantly gaining more importance in a world in the recent years. Foxtail millet is one of the important minor millet, it has higher quantities of protein, fat and fibre compared to other major cereals. It is also a rich source of calcium and iron. The amino acid profile is balanced and the dietary fibre content is very high compared to other major cereals. The higher quantity of dietary fibre is helpful in the management of diabetes. These properties of the foxtail millet made the present consumers attracted towards the consumption of millets. The Consumer behaviour as an area for exploration as always been interesting and important due to rapidly changing consumers' taste and preferences, perception, attributes etc. The major factors considered while purchasing millet products were it was consumed as staple food by default. Seasonal consumption was more *i.e.*, during festival season and malt consumption was more during the summer season. Nutritional content was another factor which is influencing the purchaser because of the health consciousness of the consumers and they had some awareness about the nutritional benefits. Most of the consumers purchase the millet products on monthly basis and remaining purchase them fortnightly or whenever needed.

**KEY WORDS :** Millets, Consumer preference, Perception, Fibre

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Indian agriculture is broadly a story of success. It has done remarkably well in terms of output growth, despite weather and price shocks in the past few years. While it may appear that the performance of

agriculture and allied sector has fallen short of the target, production has improved remarkably, growing twice as fast as population. Millets are ancient Super grains and the reservoirs of nutrition for a better health. Millets are the important food and fodder crops in semi-arid regions and are predominantly gaining more importance in a world. These crops are adapted to wide range of temperatures, moisture-regimes and input conditions. Foxtail millet has higher quantities of protein, fat and fibre compared to other major cereals. It is also a rich source of calcium and iron. The amino acid profile is balanced and the dietary fibre content is very high compared to

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other cereals. The higher quantity of dietary fibre is helpful in the management of diabetes. Traditionally, a person when diagnosed as diabetic is advised to consume foxtail millet rice in North Karnataka. The higher dietary fiber content is also beneficial in bowel movement, reducing cholesterol, scavenging toxic components. Consumption of foxtail millet is found to help in the management of cardio-vascular disease, obesity and constipation. Because of all these nutritional and medicinal uses production and value addition of foxtail millet is gaining importance. These properties of the foxtail millet made the present consumers attracted towards the consumption of millets. The Consumer behaviour as an area for exploration has always been interesting and important as one has to deal with rapidly changing consumers' taste and preferences, perception, attributes etc.

## METHODOLOGY

In order to assess the consumer preference for foxtail millet products, the present study was taken up in Koppal district of Karnataka state. The primary data required for the study was collected from 50 consumers using well-structured and pre-tested questionnaire. The descriptive statistics like averages and percentages were used to draw the meaningful conclusions of general characteristics of consumers of foxtail millet, factors affecting the purchase, frequency of purchase and also the consumption pattern of the foxtail millet products.

## ANALYSIS AND DISCUSSION

The general information about the consumers purchasing foxtail millet products are presented in the Table 1. It could be seen from the table that majority of the consumers in foxtail millet 86 per cent of them were

Table 1: General information of consumer of millet products			(n=50)
Sr. No.	General information	Category	Foxtail millet ( in numbers)
1.	Gender	Male	43 (86)
		Female	07 (14)
		Total	50 (100)
2.	Age	Young (18-30 years)	00 (00)
		Middle (31-50)	38 (76)
		Old (>50)	12 (24)
		Total	50 (100)
3.	Education	Illiterate	17 (34)
		Primary School	12 (24)
		High School	16 (32)
		PUC	03 (06)
		Graduation and above	02 (04)
		Total	50 (100)
4.	Marital status	Married	50 (100)
		Un-married	00 (00)
		Total	50 (100)
5.	Family type	Nuclear	32 (64)
		Joint	18 (36)
		Total	50 (100)
6.	Occupation	Agriculture	28 (56)
		Business	04 (08)
		Self employed	10 (20)
		Employees	05 (10)
		Housewife	03 (06)
		Total	50 (100)
7.	Food habit	Vegetarian	30 (60)
		Non-vegetarian	20 (40)
		Total	50 (100)

Note: Figures in the paranthesis indicates the percentages to the respective total

male followed by female (14 %). In foxtail millet (76 %) of the consumers were middle age group. In foxtail millet 34 per cent of the consumers were illiterate, 32 per cent of the consumers had education upto high school, 24 per cent of the consumers had education upto primary level, 6 per cent of the consumers had education upto PUC and 4 per cent of the consumers had education level of graduation and above. It was also seen that most of the consumers purchasing of millet products were married. The consumers from nuclear family were more in foxtail millet (64 %). Most of the consumers were vegetarian with 60 per cent of foxtail millet (Lilly, 2010).

It was noticed from the Table 2 that the major factors considered by the consumers while purchasing foxtail millet rice were as staple food by default (68.00 %) and doctors advice (30.00 %). Similarly for foxtail millet holige was as staple food by default (56.00 %) and seasonality that is during festival seasons (44.00 %). The major factors considered while purchasing millet

products were it was consumed as staple food by default. Seasonal consumption was more *i.e.*, during festival season and malt consumption was more during the summer season. Nutritional content was another factor which was influencing the purchase as most of the consumers were educated and having health consciousness as well as were aware about the nutritional benefits. The other reasons for the purchase of foxtail millet were nutritional content. Further they purchase on the suggestion from relatives and friends, advertisement and price. An attempt was made to elicit these factors affecting the purchase of foxtail millet products by the respondents in Koppal city. Similar results were found in Balaswamy *et al.* (2012).

The frequency of purchase and consumption pattern of foxtail millet products indicated in Table 3 revealed that, most of the consumers purchase the foxtail millet products such as foxtail millet rice (66.00 %) was monthly and remaining purchase them fortnightly or whenever

**Table 2: Factors affecting the of purchase of foxtail millet products** (n = 50)

Sr. No.	Factors	Foxtail millet rice		Foxtail millet holige	
		No. of respondents	Per cent	No. of respondents	Per cent
1.	Advertisement	00.00	00.00	00.00	00.00
2.	Suggestion from relatives and friends	01.00	02.00	00.00	00.00
3.	Doctor's advice	15.00	30.00	00.00	00.00
4.	Nutritional content	00.00	00.00	00.00	00.00
5.	Price	00.00	00.00	00.00	00.00
6.	As staple food by default	34.00	68.00	28.00	56.00
7.	Seasonally ( <i>i.e.</i> , during festivals)	00.00	00.00	22.00	44.00
	Total	50.00	100.00	50.00	100.00

**Table 3 : Frequency of purchase and consumption pattern of foxtail millet products** (n = 50)

Sr. No.	Particulars	Foxtail millet rice		Foxtail millet holige	
		No. of respondents	Per cent	No. of respondents	Per cent
1.	Frequency of purchase				
	Weekly	00.00	00.00	00.00	00.00
	Fortnightly	00.00	00.00	00.00	00.00
	Monthly	33.00	66.00	08.00	16.00
	Whenever needed	17.00	34.00	42.00	84.00
	Total	50.00	100.00	50.00	100.00
2.	Consumption pattern				
	Only once in a week	00.00	00.00	04.00	08.00
	Twice a week	03.00	06.00	18.00	36.00
	Thrice a week	16.00	32.00	03.00	06.00
	Daily	31.00	62.00	00.00	00.00
	Whenever needed	00.00	00.00	25.00	50.00
	Total	50.00	100.00	50.00	100.00

needed (34.00 %). Another important foxtail millet product that is holige was purchased whenever needed (84.00 %). In case of the consumption pattern, it was observed from the table that, majority of the respondents consumed the foxtail millet rice (62.00 %) daily where as the foxtail millet holige was consumed whenever needed (50.00 %). Most of the consumers purchase the millet products on monthly basis and remaining purchase them fortnightly or whenever needed. Consumers bought these products along with the monthly grocery in retail stores or they purchase it whenever they felt to consume these millet products. In case of the consumption pattern, it was observed that, majority of the respondents consumed it on daily basis as a staple food or consumed

thrice a week (Gupta, 2013).

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