



FACTORS INFLUENCING ON BUYING BEHAVIOUR OF MILLET BASED PRODUCTS IN YSR DISTRICT OF ANDHRA PRADESH

B. PADMAJA*, N. KRISHNA PRIYA, A. VEERAI AH AND B. RAMANA MURTHY

Institute of Agribusiness Management, S.V. Agricultural College, ANGRAU, Tirupati-517 502.

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ABSTRACT

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The study was conducted in YSR Kadapa, Andhra Pradesh, investigates the factors influencing the buying behaviour of consumers regarding millet-based products. The research comes at a significant time, as the year 2023 has been designated by the United Nations General Assembly as the International Year of Millets (IYOM), recognizing the importance of millets in addressing global challenges like food security and nutrition. The study revealed that consumers in the region are increasingly drawn to millets due to their health benefits and cultural significance. Factors such as health benefits, high nutritional value, and their role in traditional diets play a pivotal role in influencing consumer preferences. However, challenges like limited availability and taste concerns need to be addressed to encourage wider acceptance. By focusing on the factors influencing consumer buying behaviour and promoting millet cultivation through government initiatives, the millet industry can flourish and contribute to the well-being of people in the region and beyond, while preserving the legacy of millets.

KEYWORDS: Millet based products, Factors, Buying behaviour.

INTRODUCTION

The year 2023 marks a significant milestone for millet cultivation and consumption, as it has been designated by the United Nations General Assembly (UNGA) as the International Year of Millets (IYOM). This recognition comes in response to the commendable efforts of the Government of India, supported by 72 countries, to emphasize the importance of millets in addressing global challenges such as food security, sustainable agriculture, and nutrition. Millets, often referred to as Nutri-cereals, are small-grained cereal crops that have been a staple of Indian agriculture for centuries due to their exceptional resilience to harsh environmental conditions and minimal requirement for chemical inputs.

One of the driving forces behind the surging popularity of millets is the increasing awareness of their profound health benefits. Rich in essential nutrients, including dietary fiber, vitamins, and minerals, millets have emerged as a valuable dietary component for promoting overall well-being. With a low glycemic index, millet-based products offer a suitable option for individuals seeking to manage blood sugar levels effectively. Moreover, the substantial protein content of millets makes them an excellent choice for vegetarians and vegans, further fueling their demand among health-conscious consumers.

In this context, a study was undertaken with the prime objective i.e. factors that influences the buying

behaviour of millet consumers

MATERIAL AND METHODS

YSR Kadapa urban area is purposively selected for the study. A survey was conducted with a sample of 60 consumers from 10 retail shops in which three of them were organic stores, four were super markets and three were general stores from which 6 consumers were interviewed from each store in YSR kadapa urban region. The data were collected on Profile of the respondents and buying behaviour towards millet-based products. The data was collected by using pre-tested interview schedule. For the purpose of statistical analysis of the coded data various statistical tools such as frequency and percentage analysis, standard deviation and garret ranking were used for the study.

RESULTS AND DISCUSSION

The survey included a majority of the male respondents (71.67%) compared to the female respondents (28.33%). Most of the respondents were between the ages of 31 to 40 (38.33%), followed by 41 to 50 (31.67%), indicating a significant portion of the working-age population. The majority of the respondents were post-graduates (41.67%), and the primary occupation was government employment (31.67%). The majority of the respondents were from nuclear families (88.33%), and a significant number were married (63.33%). The survey revealed that 81.67% of the respondents had

*Corresponding author, E-mail: padmaja.iabmt@gmail.com

both vegetarian and non-vegetarian eating habits, with only 18.33% being strict vegetarians. Millets and millet-based products were primarily consumed during dinner and lunch (33.33% and 31.67%, respectively). Most of the respondents (53.33%) had a small family size, and the majority of them (35%) reported a monthly household income above Rs. 3,00,000. The preferred sources of information on millets were television (70%) and social media (33.33%). Respondents tended to buy RTE (Ready-to-Eat) millet products once a month (40%) and RTC (Ready-to-Cook) millet products once

a month (38.33%). In terms of consumption frequency, one-third of consumers consumed RTE millet products once a week (31.67%), while RTC millet products were consumed twice a week (28.33%). This preference was influenced by the convenience and time-saving nature of the partially processed and fully processed millets, respectively.

From Table 1, it was observed that in YSR Kadapa, consumers were highly influenced by the health benefits of millet consumption, which obtained the top rank, followed by high nutritional value with second rank,

Table 1. Factors influencing buying behaviour of consumers on millet based products in YSR Kadapa (n = 60)

S. No.	Factors	Percentage Positions	Garett's table value	Garrett score	Rank
1.	Health benefits	2.5	97	81.80	I
2.	Highly nutritious	7.5	78	65.07	II
3.	Best for diabetics	12.5	73	51.33	III
4.	For weight loss	17.5	68	64.58	IV
5.	As a part of the traditional diet	22.5	65	48.80	V
6.	Alternate use for Rice and Wheat	27.5	62	40.18	VI
7.	Suggestion by doctor	32.5	59	52.35	VII
8.	Easy availability	37.5	56	73.73	VIII
9.	Availability of the products in all seasons	42.5	53	52.20	IX
10.	Due to availability of RTE & RTC products	47.5	51	31.53	X
11.	Cheaper than rice and wheat	52.5	49	54.62	XI
12.	Taste	57.5	46	50.93	XII
13.	Easy for cooking	62.5	43	43.03	XIII
14.	Curiosity to try new products	67.5	41	44.67	XIV
15.	No fear of adulteration	72.5	38	34.15	XV
16.	Influence of neighbours and friends	77.5	35	36.63	XVI
17.	Promotions by the seller	82.5	31	43.83	XVII
18.	Effective advertising	87.5	27	66.05	XVIII
19.	Social media influence	92.5	22	36.80	XIX
20.	More hygienic preparation	97.5	13	34.70	XX

best for diabetics with third rank followed by the factors being a part of the traditional diet, weight loss, as an alternative to rice and wheat, suggestions by doctor, easy availability, availability of ready-to-eat and ready-to-cook millet products, cheaper than rice and wheat, taste, curiosity to try new products, absence of adulteration fears, influence from neighbours and friends, availability of millet products in all seasons, promotion by sellers, social media influence, effective advertising, more hygienic preparations. Therefore, it is believed that "Health benefits are the most important factor among consumers to prefer millets and millet-based products."

The study was conducted in YSR Kadapa of Andhra Pradesh, reveals that millet-based products have gained significant popularity in recent years due to their health benefits and cultural significance. Consumers in the region exhibit a strong interest in millets, driven by their nutritional advantages, easy integration into traditional diets, and growing health consciousness. However, challenges such as limited availability, high costs, and taste concerns need to be addressed by industry stakeholders to foster greater acceptance among consumers. By emphasizing consumer preferences, enhancing accessibility, and promoting millet cultivation through government initiatives, the millet industry has the potential to thrive and provide a valuable contribution to the well-being of people in YSR Kadapa and beyond, while preserving the longstanding legacy of millets in the region.

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