

International Journal of Agriculture Extension and Social Development

Volume 7; Issue 9; September 2024; Page No. 576-579

Received: 13-07-2024
Accepted: 18-08-2024

Indexed Journal
Peer Reviewed Journal

Purchase behaviour of consumers towards ready-to-eat millet based food products in Hyderabad

¹Swathi Puvvada, ²A Satish Reddy, ³P Radhika and ⁴A Meena

¹School of Agribusiness Management, College of Agriculture, Rajendranagar, PJTSAU, Hyderabad, Telangana, India

²Founder and CEO, Agri Provision, Hyderabad, Telangana, India

³Professor and Head, School of Agribusiness Management, College of Agriculture, Rajendranagar, PJTSAU, Hyderabad, Telangana, India

⁴Assistant Professor, Department of Statistics & Mathematics, College of Agriculture, Rajendranagar, PJTSAU, Hyderabad, Telangana, India

DOI: <https://doi.org/10.33545/26180723.2024.v7.i9h.1092>

Corresponding Author: Swathi Puvvada

Abstract

Millet, known for their nutritional value, are now available in modern ready-to-Eat (RTE) forms due to a shift towards healthier eating habits driven by lifestyle diseases. Therefore, it is necessary to understand the consumer awareness of millet-based products and also identify the attributes influencing purchase behaviour of consumer towards millet products to promote nutritious food consumption and combat various health issues affecting this generation. With this background the current study was undertaken to analyse the purchase behaviour of ready-to-eat millet based food products in the study area. Results revealed that, the main reason for purchasing ready-to-eat (RTE) millet based food products are their health advantages, which are followed by flavor, quality, and weight loss and mostly purchased by the respondents of age 36-45. Supermarkets are the main place of purchase, with monthly purchases being the most frequent. Availability of millet based products is generally rated as good, though some consumers report difficulty finding them. Strong customer satisfaction is demonstrated by the majority of respondents high likelihood of making additional purchases of RTE millet based goods after their initial purchase.

Keywords: Purchase behavior, consumer behavior, ready-to-eat food

1. Introduction

The term "millet" comes from the French word "mille," signifying that a small quantity of millet contains thousands of tiny seeds (Hemamalini *et al.*, 2021) [3]. Millets were among the earliest crops cultivated by humans in Asia and Africa. In India, millets are a group of drought-resistant and highly nutritious plants, typically grown in arid and semi-arid regions. Belonging to the Poaceae family, these grasses produce small seeds and serve as a vital food and fuel source for millions of resource-poor farmers. They are subdivided into "large millets" are sorghum and pearl millet and "small millets" are finger millet, barnyard millet, little millet, kodo millet, foxtail millet and proso millet. (Alekhya *et al.*, 2019) [2].

Millets referred to as "coarse cereals" or "the poor man's grain," Indian millets offer more protein, vitamins, and minerals compared to wheat and rice, making them a healthier option. They are also ideal for individuals with diabetes or celiac disease, as they are gluten-free and have a low glycemic index (APEDA, 2023) [1].

Processing of millets includes primary techniques like

dehusking, milling, soaking, germination, and fermentation, and secondary techniques like flaking, popping, extrusion, and baking to create "ready-to-cook" or "ready-to-eat" products. (APEDA, 2023) [1].

In India, ready-to-eat millet food products provide a healthy and practical substitute for conventional grain-based goods. Ready-to-eat products are becoming more and more popular due to their gluten-free nature and health advantages. They meet the growing need of customers looking for convenient substitutes for traditional grains and healthier dietary options. These products appeal to people who want to include millets in their diet while juggling hectic lifestyles, since they offer quick and simple meal choices. The emergence of quick millet food products signifies a substantial change towards more easily accessible and healthful food options, appealing to people who value time and convenience. Processed and convenient meals are gaining more and more demand as a result of shifting consumer preferences, growing urbanization, and an expanding middle class.



Fig 1: Classification of ready-to-eat millet products

2. Materials and Methods

Convenience sampling method was employed for the collection of primary data. Primary data for the study was collected from the households located in six zones of Greater Hyderabad Municipal Corporation (GHMC), namely Charminar zone, LB Nagar zone, Seri-Lingampally, Kukatpally zone, Secunderabad zone and Khairatabad zone. From each zone, three areas were selected and from each area 10 households were selected as sample for the study. Thus, the sample would consist of 180 households. The information collected on the purchase behaviour of consumers towards ready-to-eat millet-based food products. Tabular analysis, Likert scale was used.

3. Results and Discussion

Age of the sample

Table 1: Age of the sample consumers

S. No.	Age	No. of respondents	Percentage
1.	18-25	25	13.9%
2.	26-35	33	18.3%
3.	36-45	56	31.1%
4.	46-55	43	23.9%
5.	Above 55	23	12.8%
Total		180	100%

Table 1 showed that the majority of the respondents were between 36-45 years old with 31.1% (56). Followed by 23.9% (43) of respondents were aged 46-55 years, 18.3% (33) were under 26-35 years old, 13.9% (25) were under 18-

25 years old and 12.8% (23) were above 55 years old. These results indicate that the RTE millet products are purchased mostly by consumers from various age groups, with a notable concentration of respondents aged 36-45 years.

Reasons influencing consumption of ready-to-eat millet-based food products

Table 2: Reasons influencing consumption of ready-to-eat millet-based food products

S. No.	Factors	No. of respondents	Percentage
1.	Health benefits	52	28.9%
2.	Taste	43	23.9%
3.	Availability	40	22.2%
4.	Quality	45	25%
Total		180	100

From Table 2, the data reveals that health benefits are the most influential factor driving the consumption of ready-to-eat millet-based food products, with 28.9% (52) of respondents. Quality follows closely, influencing 25% (45) of the respondents. Taste is another significant factor with 23.9% (43) of respondents. Availability ranks the lowest among the listed factors with 22.2% (40) of respondents. Hence, respondents prefer ready-to-eat products for their health benefits.

Frequency of Purchase ready-to-eat millet based food products

Table 3: Frequency of purchasing ready-to-eat millet based food products

S. No.	Frequency of Purchase	No. of respondents	Percentage
1.	Weekly	46	25.56%
2.	Bi-weekly	34	18.89%
3.	Monthly	60	33.33%
4.	Rarely	40	22.22%
Total		180	100%

Table 3 indicates that a significant portion of respondents, 33.33% (60) purchase RTE products on a monthly basis, making it the most common frequency. Following this, 25.56% (46) of respondents purchase RTE millet-based food products weekly. On the other hand, 22.22% (40) of respondents rarely purchase these products. Lastly, 18.89% (34) of respondents purchase millet-based products bi-weekly, representing the smallest group of buyers in the sample.

Place of purchase of RTE millet products by consumers

Table 4: Place of purchase of RTE millet products by consumers

S. No.	Place of Purchase	No. of respondents	Percentage
1.	Supermarkets	58	32.22%
2.	Online sites	40	22.22%
3.	Local markets	35	19.44%
4.	Health food stores	47	26.11%
Total		180	100%

Table 4 indicates that supermarkets are the most popular place of purchase, with 32.2% (58) of respondents buying RTE millet products. Health food stores are the second most preferred location, with 26.11% (47) of respondents, purchasing from the outlets. Followed by Online sites with 22.22% (40) of respondents, while local markets are the least popular, with 19.44% (35) choosing them. This distribution indicates that supermarkets are the leading purchase point, a significant proportion of consumers also favour health food stores and online platforms for buying RTE millet products.

Availability of millet-based food products in respondent's locality

Table 5: Availability of millet-based food products in respondent's locality

S. No.	Availability	No. of respondents	Percentage
1.	Very good	23	12.78%
2.	Good	56	31.11%
3.	Average	41	22.78%
4.	Poor	45	25%
5.	Very poor	15	8.33%
Total		180	100%

From Table 5, the largest proportion of respondents 31.11% (56) assessed the product's availability as good, suggesting that respondents generally had a positive opinion of their accessibility. This was followed by 25% (45) of respondents rating the availability as poor, indicating that a sizeable segment of the public had difficulty purchasing these products. 22.78% (41) of respondents rated availability an average, indicating a modest level of satisfaction and respondents with 12.78% (23) rated availability as very

good. Lastly, significant portion of respondents 8.33% (15) rated the availability as very poor, indicating that they believe there is a severe dearth of millet-based food products available.

Frequency of switching brands

Table 6: Frequency of switching brands

S. No.	Switching of brands	No. of respondents	Percentage
1.	Frequently	57	31.6%
2.	Occasionally	42	23.3%
3.	Rarely	33	18.33%
4.	Never	48	26.67%
Total		180	100%

Table 6 indicates the frequency of switching of the brands while purchasing RTE millet based food products. 31.6% (57) of respondents reveals that they frequently switch the brands of RTE millet based food products. Followed by, 26.6% (48) of respondents reveal that they won't switch their brands. 23.3% (42) of the respondents conveys that they occasionally change the brand of RTE millet based food products. 18.33% (33) of respondents show that they rarely switch the brands of RTE millet products. Hence, several consumers are likely to prefer the different brands of millet food products to identify the favourable taste.

Repurchase of RTE millet based products after initial purchase

Table 7: Repurchase a RTE millet based product

S. No.	Repurchase of products	No. of respondents	Percentage
1.	Very likely	100	55.6%
2.	Likely	50	27.8%
3.	Never	20	11.1%
4.	Unlikely	10	5.5%
5.	Very unlikely	0	0
Total		180	100

Table 7, shows the repurchase of an RTE millet based product after the initial purchase of consumers. 55.6% (100) of the respondents convey that they are very likely to repurchase the millet based RTE products. Followed by, 27.8% (50) of the respondents like to repurchase the products. 11.1% (20) of the respondents are neutral and 5.5% (10) of the respondents dislike the repurchase of RTE millet-based products.

4. Conclusion

The study reveals that the main factors influencing the consumption of ready-to-eat (RTE) millet-based food products are their health benefits, which are closely

followed by taste, quality, and weight loss. The greatest group of buyers is comprised of consumers aged 36 to 45. The most frequent purchase frequency is once a month, and supermarkets are the most popular location. The majority of respondents rank the availability of millet goods as "good," although some feel it is deficient. Though many show brand loyalty, a significant portion of consumers regularly swap brands in search of their favorite taste. Strong customer satisfaction is demonstrated by the high repurchase intention of 55.6% of respondents, who said they were very likely to buy RTE millet products again following their initial purchase.

5. References

1. APEDA. Authority Agricultural and Processed Food Products Export Development [Internet]; c2023. [cited 2024 Sep 14]. Available from: <https://apeda.gov.in/milletportal/>
2. Alekhya P, Shravanthi AR. Buying behaviour of consumers towards millet-based food products in Hyderabad district of Telangana, India. *Int J Curr Microbiol Appl Sci*. 2019;8(10):223-236.
3. Hemamalini C, Sam S, Patro TSSK. Awareness and consumption of small millets. *Pharma Innovation J*. 2021;10(7):34-37.
4. Mohanraj T, Balaji P, Karthikeyan C, Vidhyavathi A, Kathiravan M. Consumer preferences on millet-based value-added products in northern Tamil Nadu. *Int J Stat Appl Math*. 2023;8(5):110-115.