

# **A Study on Buying Behavior of Nutri cereals among the Consumers in Coimbatore District, Tamil Nadu**

## **Abstract**

**Aim :** Nutri cereals are the oldest foods known to humans but their importance and cultivation reduced due to large scale cultivation of rice and wheat because of urbanization and industrialization. Nutri cereals are not only power house of nutrients, they also play the role of hedging against several insecurities (food, fodder, fiber, health). Hence, the present study aims to know the buying behavior of Nutri cereals among the people in Coimbatore District.

**Study design:** Totally 100 consumers were selected by proportionate random sampling. Primary data was collected from the respondents by using well structured interview schedule for the period of October 2021 - November 2021

**Methodology:** Percentage analysis and Garrett's ranking techniques were the tools used for analyzing the data.

**Results :**Result revealed that nutrient content and better quality are the major factor influencing the purchase of Nutri cereals. Development of customized products in Nutri cereal products category and proper promotion measures should help the policy makers to increase the consumption among the people.

**Keywords :** Consumer, Buying behavior, Nutri cereals, Constraints

## **1. Introduction**

India is the leading producer and consumer of Nutri cereals crops and their products. They are easy and friendly to cultivate, are nearly organic and have good nutritional content. They can help overcome some of the biggest nutritional and health problems; they have a low water footprint, are able to survive in the hottest driest climates and will be important in coping

with climate change. Nutri cereals were the oldest foods known to humans but their importance and cultivation reduced due to large scale cultivation of rice and wheat because of urbanization and industrialization

In India, Nutri cereals are grown on about 36.25 million hectares, with an annual production of 62.49 million tonnes and an yield of 4349 kg/hectare (Directorate of Economics and Statistics, 2019-20). Sorghum and Pearl millet are the major Nutri cereals crops grown, constituting 92.06 % of the world Nutri cereals production followed by Finger millet, Foxtail millet, Proso millet, Barnyard millet, Little millet and Kodo millet which altogether constitute about 7.94 %. The use of Nutri cereals as whole grain makes the essential nutrients such as dietary fiber, minerals, phenolics and vitamins concentrated in the outer layer of the grain or the seed coat form the part of the food and offer their nutritional and health benefits (Antony *et al.*,1996). To analyze the buying behavior of consumers in Coimbatore district towards Nutri cereals products, the objectives are taken as follows

- To study the socio- demographic profile of the Nutri cereals consumers
- To analyze the factors influencing the purchase of Nutri cereals.
- To identify the willingness to pay (WTP) for Nutri cereals
- To analyze the constraints in purchase of Nutri cereals

## **2. Methodology**

Coimbatore District was purposively selected to know about the consumer buying behavior towards Nutri cereals. The sampling technique involved is proportionate random sampling. In Coimbatore District, five regions were selected. Each region consists of 20 samples and made the sample size equal to 100. From each region, ten samples from shopping areas and the remaining from household size were selected. Primary data was collected by using well structured interview schedule for the period of October 2021 - November 2021.

To draw meaningful conclusion, statistical tools used as follows,

1. Percentage analysis
2. Garret's ranking technique
3. Likert scales

### **2.1 Percentage analysis**

Percentage analysis was used to analyze the general characteristics of the sample respondents such as age, educational status, gender, income, source of information and willingness to pay for Nutri cereals.

## 2.2 Garrett's ranking technique

Garrett's ranking technique was adopted to analyze the factors influencing the purchase and constraints faced by the sample respondents while purchasing Nutri cereals. The orders of merit given by the respondents were converted into ranks by using the following formula.

$$\text{Percent Position} = \frac{100(R_{ij} - 0.05)}{N_j}$$

Where,

$R_{ij}$  = Rank given for  $i^{\text{th}}$  attribute by  $j^{\text{th}}$  individual

$N_j$  = Number of attributes ranked by  $j^{\text{th}}$  individual

The percent position of each rank obtained was converted into scores by referring Garrett's table. Mean score was estimated for each attribute. The mean scores for all the constraints were arranged in descending order and attribute with the highest mean score was given first rank and it was recognized as the most important factors influencing the purchase of Nutri cereals and constraint faced by the respondents during Nutri cereals purchase.

## 3. Results and Discussion

### 3.1 Socio - economic characteristics of sample respondents

The demographic details of gender, age, education and monthly income of the respondents were analyzed and the results are presented in Table 1.

**Table 1: Demographic details of sample respondents**

Characteristics	Category	Number (N=100)	Percentage
Gender	Male	45	45.00
	Female	55	55.00
Age (In years)	Upto 30	18	18.00

	31-40	33	33.00
	41-50	38	38.00
	>50	11	11.00
<b>Educational status</b>	Illiterate	6	6.00
	Primary Education	17	17.00
	High school	25	25.00
	Graduate	43	43.00
	Post graduate	9	9.00
<b>Income of the respondents</b>	<input type="checkbox"/> Upto 90000	15	15.00
	<input type="checkbox"/> 90000-200000	32	32.00
	<input type="checkbox"/> 200000- 1000000	45	45.00
	> <input type="checkbox"/> 1000000	8	8.00
<b>Total</b>		<b>100</b>	<b>100.00</b>

It could be concluded from the above Table 1, the respondents were classified based on different demographic features. According to the gender character, 55% of the sample respondents were female followed by 45% of them male respondents. It was observed that majority of the sample respondents are below 30 years (18%) followed by 31-40 years (33%) and 41-50 years (38%). Most of the respondents are graduates and their family income ranges from 2-10 Lakhs per annum. Hence, it is easy for the firms to communicate information through brochure, pamphlets which will be easy to attract more number of consumers and frame their promotional strategies accordingly.

### 3.2 Source of information about Nutri cereals

Trusted source and information is very important to buy new products in the market. The source of information for Nutri cereals purchase are given in Table 2.

**Table 2: Source of information about Nutri cereals**

S.No	Particulars	Numbers (n=100)	Percentage
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1.	Family members/Self interest	39	39.00
2.	Friends and relatives	25	25.00
3.	Print media/Leaflets	11	11.00
4.	Social media	6	6.00
5.	Doctor/Nutritionist	19	19.00

It could be concluded from Table 3, majority of the respondents indicated family members as the source of information about Nutri cereals which accounted for 39%, followed by 25% of friends and relatives, 19% for Doctor/Nutritionist, 11% for Print media/Leaflets and 6% from social media. Majority of the people knew the value and health benefits of Nutri cereals, since Nutri cereals were considered as one of the traditional food from ancestor period. We believe in friends/relatives suggestions for before choosing any products in the markets. Diabetes, hypertension and cardiovascular disease becoming more prevalent, as gifts of newly acquired life-styles and food habits, Nutri cereals have returned as a viable option to live healthy life and can reduce the incidence of these lifestyle diseases. Nutri cereals have many nutritional, nutraceutical and health promoting properties especially the high fibre content, nature of starch has major role in reducing the risk of diabetes other related diseases.

### 3.3 Factors Influencing the purchase of Nutri cereals.

Factors influencing the purchase of Nutri cereals among the respondents were analyzed and presented in Table 3. Garrett's Ranking technique was used for the analyzing the data.

**Table 3: Factor influencing the purchase of Nutri cereals**

S.No	Particulars	Percent Score	Rank
1	Highly nutritious	52.38	I
2	Better Quality	45.37	II

3	Influence of Friends/Neighbours	41.11	III
4	Easy availability	34.68	IV
5	Price	30.23	V
6	Mass media	27.45	VI

It could be calculated from the Table 3, the influencing factors for the purchase of Nutri cereal products by the sample respondents due to high nutritious content (52.38) followed by quality (45.37), friends/ neighbours (41.11), easy availability of the product (34.68), price (30.23). Only less number of respondents considered mass media as a influencing factor for the purchase of Nutri cereals.

### 3.4 Willingness to pay for Nutri cereals.

Willingness to pay (WTP) is the maximum amount a customer is willing to pay for product or service. This makes willingness to pay a crucial factor when finding the best price to sell a product at, for both the seller and buyer.

**Table 4: Willingness to pay for Nutri cereals by the sample respondents**

S.No	Statements	Upto 10%	10% -15%	15%-20%	>20%	Not willing to pay extra
1	Food safety and quality certification	38 (38.00%)	20 (20.00%)	11 (11.00%)	7 (7.00%)	24 (24.00%)
2	Available in well known brands	26 (26%)	19 (72.22%)	15 (2.23%)	8 (8.00%)	32 (32.00%)
3	Graded and packed	35 (35.00%)	29 (29.00%)	21 (21.00%)	5 (5.00%)	10 (10.00%)
4	Packed and Labeled	21 (21.00%)	35 (35.00%)	18 (18.00%)	12 (12.00%)	14 (14.00%)
5	Graded, Labeled and Packed	40 (2.23%)	21 (21.11%)	15 (75.55%)	8 (8.00%)	16 (16.00%)
6	Cleaned and Processed	47 (47.00%)	19 (19.00%)	15 (15.00%)	13 (13.00%)	6 (6.00%)
7	Organically certified	23 (23.00%)	11 (11.00%)	34 (34.00%)	16 (16.00%)	14 (14.00%)

It could be concluded from Table 4, 47%,40% and 38% of the sample respondents are willing to pay extra 10% for cleaned and processed Nutri cereals, graded, labeled and packed Nutri cereals,food and quality certification respectively. 35 per cent of the sample respondents are willing to pay extra 10-15 % and 29 per cent of the sample respondents willingness to pay 10-15%extra for graded and packed Nutri cereals followed by 34 sample respondents willingness to pay extra 15-20% for Nutri cereals.

### 3.5 Constraints in purchasing Nutri cereals.

The constraints involved in purchasing Nutri cereals were analyzed by Garrett's ranking technique and are presented in Table 5.

**Table 5: Constraints in purchase of Nutri cereals**

S.No	Constraints	Percent score	Rank
1.	Fewer Customized products	62.48	I
2.	Lack of promotion for Nutri cereals products	57.91	II
3.	Different preferences among the family members	55.23	III
4.	High price	52.03	IV
5.	More time to cook	45.73	V
6.	Lack of Nutri cereal products availability	37.74	VI
7.	Not available in well known brands	38.80	VII

It could be concluded from the above Table 5 ,the sample respondents indicated that the major constraints for purchasing Nutri cereals is the availability of only fewer customized products with the percent score of 62.48 and followed by lack of promotion for Nutri cereals (57.91). The consumers faced other constraints like different preferences for food among the family members, high price, takes more time to cook. The Nutri cereal processing firm should try to produce customized products at nominal price for all people.

### 4.Conclusion

Majority of the respondents buy Nutri cereals only for highly nutritious and for better quality. Fewer customized products is the main constraint for purchasing more of Nutri cereals. The major source of information for the sample respondents from family members/self interest

then by friends/relatives. Majority of the sample respondents willingness to pay extra 10 % for cleaned and processed Nutri cereals followed by graded, packed and labeled products. The Nutri cereal processing firms should concentrate in producing customized products, promotional offers, advertising about product features and its importance .

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