

A Study on Perception of Millet Products among Household Consumer in Salem District

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Abstract: Importance steps had been taken through India's food commission (co-operation) approximately food conduct and hygienic meals conduct. The maximum crucial fact became, in human's thoughts there have been idea which kind of foods were, we in taking. Agriculture has an importance in one international locations wealth. The again bone of India changed into agriculture. The whole monetary wealth motive own family's profits are primarily based on hygienic of food production. The millets have an important truth in vitamins and US Economic wealth based on millets. It enables in nutrients and international locations monetary wealth. This targets to present attention to the consumers who have been the use of millet food, their health situation. Buying particular type of meals, and reason for this buying product may be organization discussion by way of this, we get a concept buying of the products is based totally on consumer's attitude. By looking commercial how human beings feels. Like this sensation can be every one's mindset. Consumer manner analyzation after the clients shopping for products. The study is an empirical analysis designed to measure the perception of millet products among households. With a sample of 100 households.

Key words: Perception, Millet products, Households, Consumers.

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I. Introduction

We want to share significance about meals, to the beyond era and feature era. In our historic days, one international locations identify may be legal by way of them, production of meals by way of meals production we are able to decide their wealth of the use. Then every individual country has person activities of food, so example in India they comply with to eat millets. Example pearl millet, finger millet, Kodo millet, proso millet, foxtail millet, little millet, and barnyard millet, so the common concept turned into like different international locations do no longer observe this food habitat. So many nations have precise meals habitat. Our function Tamilnadu discover and tamilians food those honorable call become given by our millets. Millets become not handiest our traditional meals, it turned into wealthy in electricity wealthy compounds, and has first rate effect in nutrients. No food has nutrient level like millets. The only food has no side effects is millets, from beginning child to grandparents everybody can devour. Millets and Sorghum taken 0.33 place in east and critical Africa. This plant has a separate importance in food.

II. Definition

Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their customers perceive them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers -- and attract new ones.

Millet Nutritional Facts

Millet is considered one of the world's healthiest meals and is packed complete of vitamins. It consists of 14.00 mg Calcium, zero.535 mg copper three.94mg iron, 119.0mg magnesium, 1.002 mg manganese, 32.7mcg selenium, and 224.00mg potassium and 285.00 mg phosphorus consistent with a hundred-grams. It

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additionally carries many vitamins such as niacin, riboflavin, Pantothenic acid, Folate, Folic acid, Vitamin B6, Vitamin C, Vitamin E, and Vitamin K.

III. Advantages of Millet Products

1. Good Digestion

Millet products are healthy to all it helps to heal the illness and diarrhea and gastric disorders. If the consumers make as a practice to use the millet products in their daily life they can live a healthy life without any diseases and Sickness. Millets products are mainly helps to prevent the diseases such as peptic ulcers and colon cancer.

2. Asthma Prevention

Asthma is considered as a major issue in every Huma lives. It affects many people and major health problems arise, so the millet products are highly used as the beneficiary for the consumers to avoid all the health issues and also they prevent many diseases like asthma. Asthma patients are advised to use the millet products.

3. Cholesterol Regulation

Fiber a beneficial detail for lots ailments is the great way to manipulate cholesterol in our bodies and save you it from clogging the arteries. The fiber present in it regularly conducts a cleaning operation inside the body and allows cast off Low-density lipoprotein cholesterol. This protects the frame from diverse diseases.

4. Clear up Toxins

A toxin-unfastened frame is a intention. Recent researches have made it pretty clean that a toxic bloodstream can be the reason of contracting multiple sicknesses without delay. There are various approaches to keep detoxifying the frame, as it accumulates toxins every day. Millet incorporates catechism such as Quercetin that assist maintain the kidney and liver functioning well by excreting the pollution from the frame.

5. Diabetes Management

One of the maximum commonplace sicknesses affecting millennials, diabetes is the gateway to a host of sicknesses. It has been found that human beings who have included millet into their diets are less likely to be affected by this ailment. Millet contains a very good quantity of magnesium which allows the frame use produce insulin efficiently and additionally prevents the occurrence of diabetes. Eating millet has also shown to preserve the sugar stages in test.

6. Cancer Prevention

Free radicals, the culprits liable for inflicting oxidative harm each inside and outside. This oxidative damage is the cause of many sicknesses such as cancer. Millet is an antioxidant-rich grain containing quercetin, selenium and pantothenic acid which protect the body from generating cancerous cells.

7. A Healthy Heart

The coronary heart is a important organ that is chargeable for pumping the blood all through the body an bad coronary heart has intense effects. The great manner to make sure a wholesome frame and thoughts is to be privy to the proper alternatives of meals. Millet is a good source of fiber, which allows maintain the cholesterol within the frame and maintain a wholesome blood drift.

8. Prevents Anemia

Anemia, especially for ladies who are looking forward to is extremely dangerous and might lead to fatal deceases. Millet consists wonderfully to assist prevent anemia or to address it. The folic acid, folate, and iron found in millet are the key components inside the formation of red blood cells and enables maintain the hemoglobin to an ok degree. Millet is a superb supply of copper which also aids in making crimson blood cells.

9. Helps Repair Body-Tissue

Phosphorus, the mineral that does all of it. It is the mineral that enables in forming the shape of the cells in the body, helps shape the mineral matrix of the bone and aids the molecules which can be the source of energy for our body. Millet is a superb supply to get the phosphorus intake required for the body to carry out a majority of these features. Phosphorus is also a factor of cellular membranes and fearful device systems.

10. Prevents Gallstones

Some studies indicate the function of insoluble fiber in stopping the formation of gallstones. There is a lot of studies which shows that consumption of millet and other comparable fibers helped lessen the hazard of

gallstones. This is because of the reduction in intestinal transit time, aided by means of the intake of fiber. It additionally reduces the secretion of bile acid, which is thought to reason gallstones.

IV. Objectives

- To study the demographic profile of the respondents.
- To identify the perception towards millet products among household's consumer in Salem district.
- To analyze the consumption level of millet products in households
- To find out the impact of millet products and providing suggestions based on results to households

V. Review of Literature

- ❖ Forgas and Melamed based their description of perception on cognitive structures and according to them, "perceptions are the processes that determine how humans interpret their surroundings".
- ❖ According to Steward L. Tubbs & Stylvia Mors "Perception is an active process as one selectively perceives, organizes and interprets what one experiences. Interpretations are based on the perceivers past experiences, assumptions about human behavior, knowledge of the others circumstances, present moods / wants / desires and expectations."
- ❖ According to D. Scott & Baydon "Perception is a selective process as eye is capable of sensing much more data than the brain is capable of processing. Six factors which enhance selectivity is background, intensity, extensity, concreteness, contrast, velocity and impressively."
- ❖ The Perceptions have been analyzed by Peter B. Warr, Christopher Knapper in their book titled "the Perception of People and Events" published by John Willey & Sons. They have tried to clarify perceptions as personal perceptions and general perceptions. They felt that the behavior of individuals is determined by the way they perceive each other and this behavior gets affected by the general perceptions which may be direct or which may be indirect.
- ❖ As per Ludy T. Benjomin, J. Roy Hoppkins, Jack R. Nation (MacMillan) perception is not only made of stimulus variables that make up our perceptual environment like sounds, colors, shapes, textures, etc. but other variables too which reside within the perceiver and are usually labeled organismic variables. Thus perception is a result of stimulus variables and organismic variables.

VI. Limitations of the Study

- The study is conducted only in the Salem district.
- The sample is limited up to 100 respondents for the study.
- The data has collected in Limited places.

VII. Research Methodology

Research methodology is a way to systemically solve the research problem. It may be under as a science of studying how research is done scientifically and the steps that are generally adopted by a researcher in studying his research problem.

Research Design

In this article exploratory research has been undertaken. The purpose of exploratory study is to achieve new insights into a phenomenon. The major emphasis in those studies is the discovery of new insights or ideas

Sampling Design

In this article Simple Random Sampling method has been undertaken.

Sources of Data

- Primary data
- Secondary data

Primary data

Primary data are collected through orderly structured questionnaire from the household consumers in Salem district.

Secondary data

Secondary data are collected from articles, journals, books and websites.

TOOLS FOR ANALYSIS

The collected data were formulated using the statistical tools namely

1. Percentage analysis
2. Weighted average
3. Garret ranking

TABLE NO 1. AGE GROUP OF THE RESPONDENTS

S.NO	AGE	NO.OF RESPONDENTS	PERCENTAGE
1.	20-30	22.0	22.0
2.	30-40	24.0	24.0
3.	40-50	31.0	31.0
4.	Above50	23.0	23.0
	Total	100	100

CHART NO 1. AGE GROUP OF THE RESPONDENTS

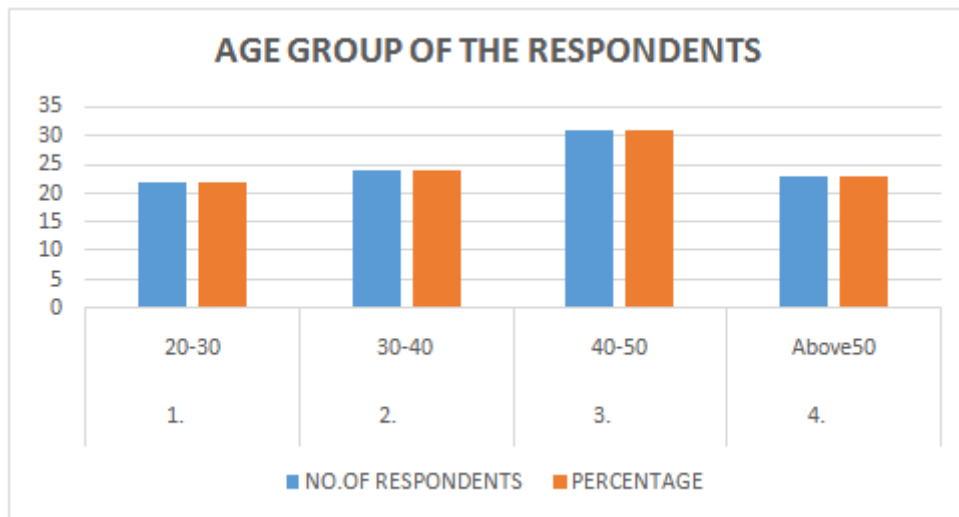


TABLE NO: 2. GENDER OF THE RESPONDENTS

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1.	Male	64	64.0
2.	Female	36	36.0
	Total	100	100

CHART NO: 2. GENDER OF THE RESPONDENTS

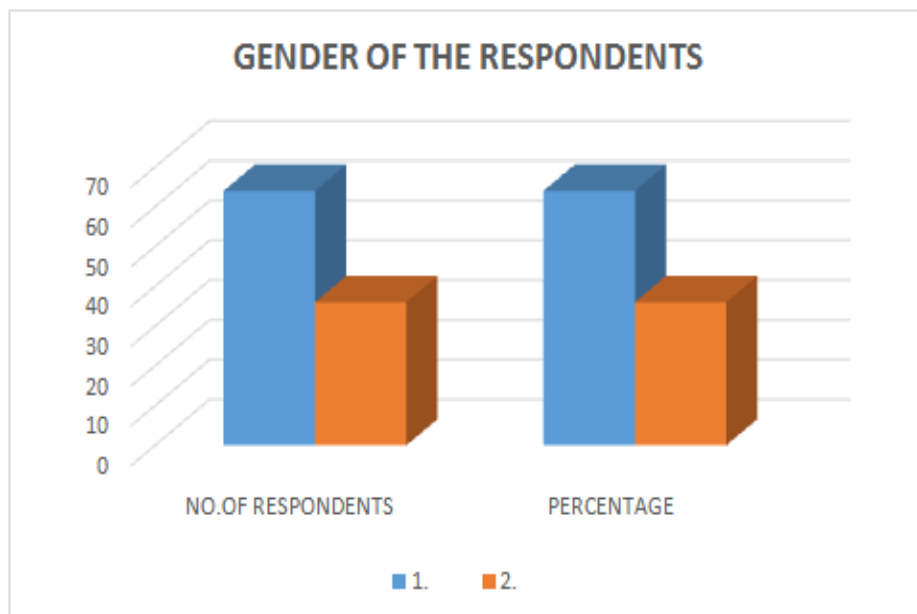


TABLE NO: 3. LEVEL EDUCATION OF THE RESPONDENTS

S.NO	LEVEL OF EDUCATION	NO.OF RESPONDENTS	PERCENTAGE
1.	School level	32	32.0
2.	Graduate or Diploma	11	11.0
3.	PG level	4	4.0
4.	Illiterate	53	53.0
	Total	100	100

CHART NO: 3. LEVEL EDUCATION OF THE RESPONDENTS

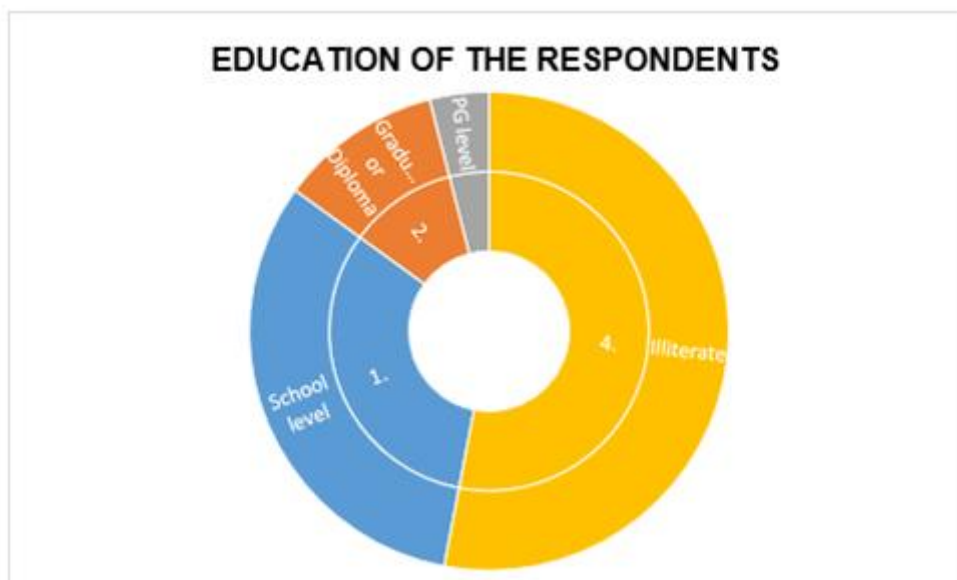


TABLE NO: 4. OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
1.	Govt employee	4	4.0
2.	Private employee	18	18.0
3.	Farmer	58	58.0
4.	Business man	20	20.0
	Total	100	100

CHART NO: 4. OCCUPATION OF THE RESPONDENTS

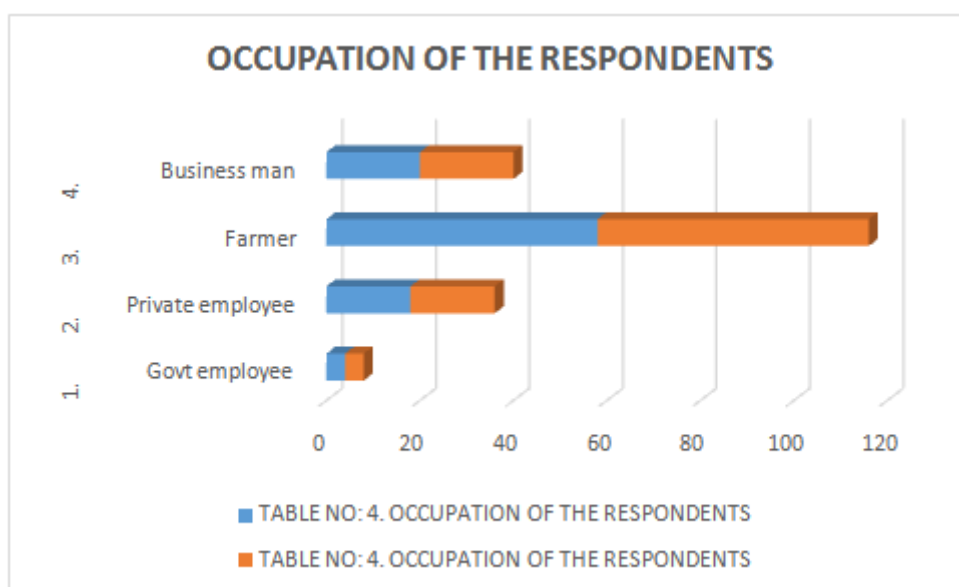


TABLE NO: 5. RESIDENCE OF THE RESPONDENTS

S.NO	RESIDENCE	NO.OF RESPONDENTS	PERCENTAGE
1.	Rural	77	77.0
2.	Urban	22	22.0
3.	Semi-urban	1	1.0
	Total	100	100

CHART NO: 5. RESIDENCE OF THE RESPONDENTS

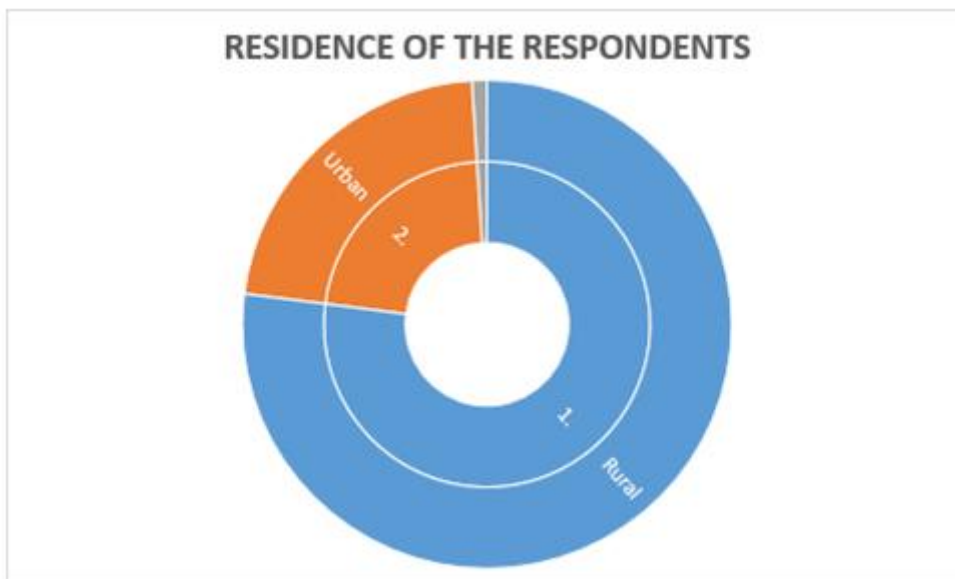


TABLE NO: 6. INCOME OF THE RESPONDENTS

S.NO	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
1.	Below 10000	73	73.0
2.	10000-20000	23	23.0
3.	20000-30000	2	2.0
4.	Above 30000	2	2.0
	Total	100	100

CHART NO: 5. INCOME OF THE RESPONDENTS

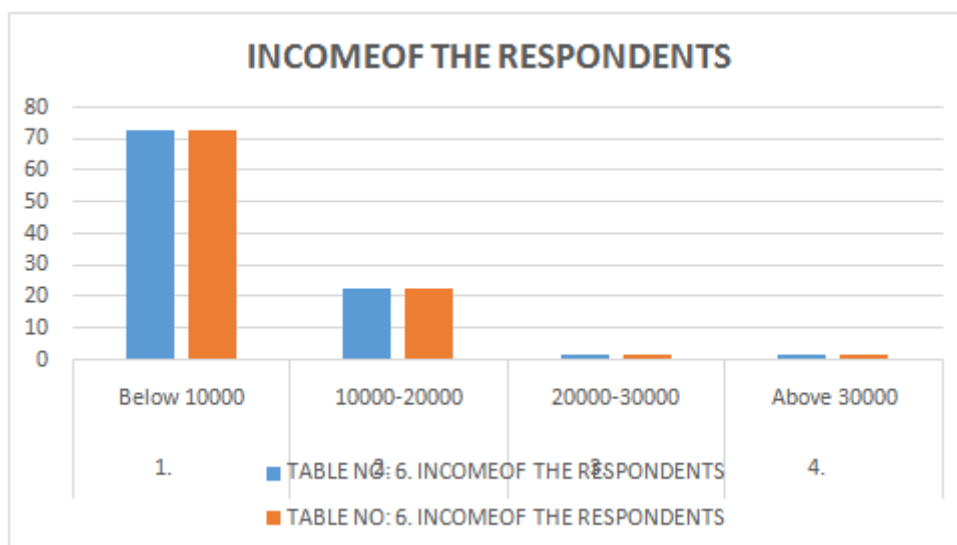


TABLE NO: 7. MARITAL STATUS OF THE RESPONDENTS

S.NO	MARITAL STATUS	NO.OF RESPONDENTS	PERCENTAGE
1.	Single	14	14.0
2.	Married	86	86.0
	Total	100	100

CHART NO: 7. MARITAL STATUS OF THE RESPONDENTS

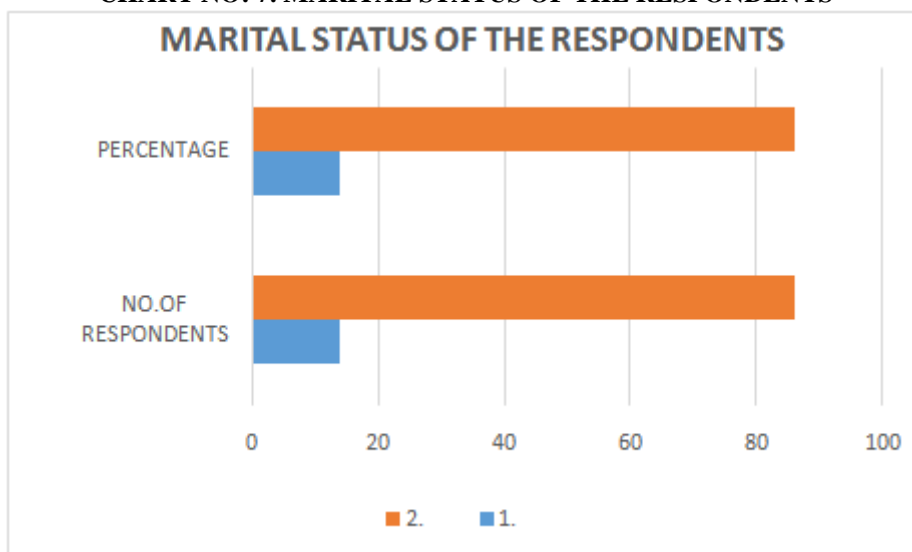


TABLE NO: 8. TRADITIONAL FOOD OF THE RESPONDENTS

S.NO	TRADITIONAL FOOD	NO.OF RESPONDENTS	PERCENTAGE
1.	Yes	99	99.0
2.	No	1	1.0
	Total	100	100

CHART NO:8. TRADITIONAL FOOD OF THE RESPONDENT

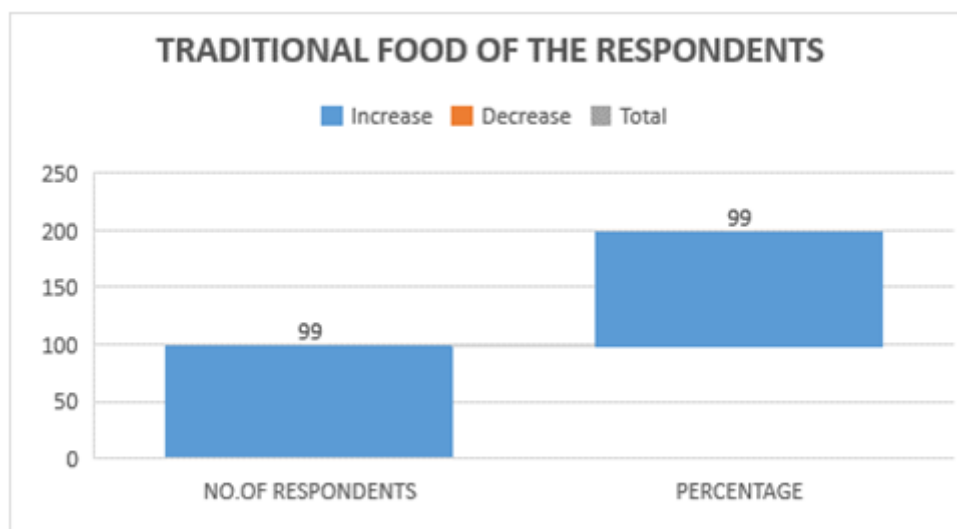
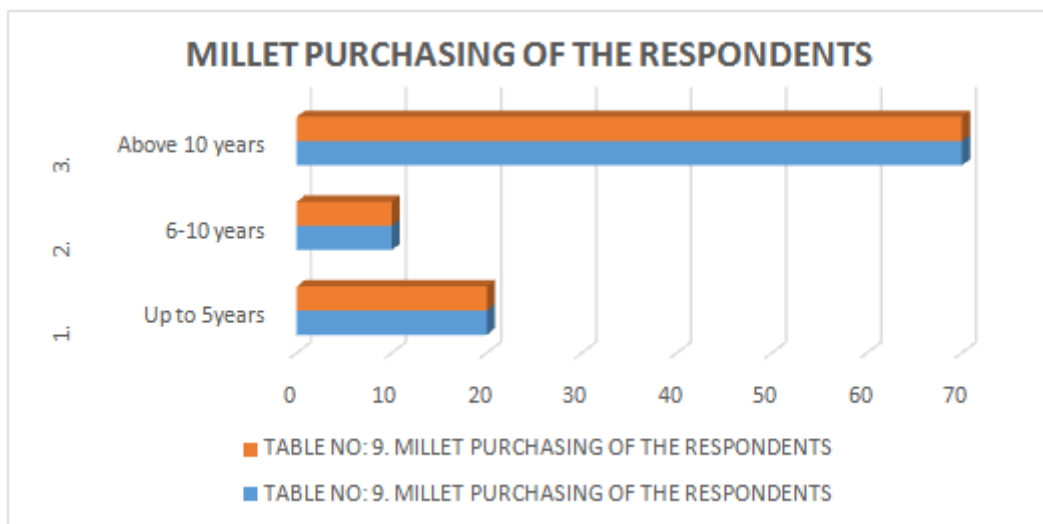


TABLE NO: 9. MILLET PURCHASING OF THE RESPONDENTS

S.NO	MILLET PURCHASING	NO.OF RESPONDENTS	PERCENTAGE
1.	Up to 5years	20	20.0
2.	6-10 years	10	10.0
3.	Above 10 years	70	70.0
	Total	100	100

CHART NO: 9. MILLET PURCHASING OF THE RESPONDENTS



INTERPRETATION FOR DEMOGRAPHICAL FACTORS

The percentage analysis (frequency tables shows that the most of the response are belonging from the age group of above 40-50 (31 %), where has the most of the response were Male (64%) then the majority of the respondents were illiterate (53%) majority of the respondents were married (86%) and majority of the respondents were Place of Residence Where Rural (77%), majority of the respondents were consuming traditional food (99%). The respondents father occupation has been Farmers (58%) most of the response were earn Family Income (Per month) Below 10000 (73%).finally majority of the respondents are purchasing millet products above 10 years (70%).

Weighted average

Consumer Opinion about millet products

S.No	Particulars	Weight	Score
1	Healthy Nutritious.	4.94	1
2	Available nearby	4.73	2
3	They taste better	4.72	3
4	They are affordable	3.85	6
5	They are energy saving	4.55	5
6	Controls the disease	4.65	4

INTERPRETATION

From the table no 4.94 it is inferred that Healthy nutritious ranked first among the other five features followed by Available Nearby second rank, they taste better ranked third Control the disease fourth rank, they are energy saving fifth rank, and the last rank is given for They are affordable.

Garret ranking

Priority of consuming in the millet products

S.No	Particulars	1	2	3	4	5	6	7	8	Total
1	Finger millet	66	12	6	6	2	2	3	3	100
2	Pearl millet	19	45	11	14	1	5	4	1	100
3	Foxtail millet	8	20	24	20	16	7	3	2	100
4	Sorghum millet	8	6	12	28	20	13	5	8	100
5	Little millet	8	6	7	9	29	16	16	9	100
6	Kodo millet	7	5	12	8	9	24	19	16	100
7	Barnyard millet	4	7	7	13	10	15	26	18	100
8	Proso millet	13	7	15	8	9	13	8	27	100

Garret value

100*(Rij-.5)/Nj	CV	GV
100*(1-0.5)/8	6.25	80
100*(2-0.5)/8	18.75	67
100*(3-0.5)/8	31.25	60
100*(4-0.5)/8	43.75	53
100*(5-0.5)/8	56.25	47

100*(6-0.5)/8	68.75	40
100*(7-0.5)/8	81.25	32
100*(8-0.5)/8	93.75	20

Calculate garret value

S.No	Particulars	1	2	3	4	5	6	7	8	Total
1	Finger millet	5280	804	360	318	94	80	96	60	7092
2	Pearl millet	1520	3015	360	318	47	200	128	20	5608
3	Foxtail millet	640	1340	660	1060	752	280	96	40	4868
4	Sorghum millet	640	402	1440	1484	940	520	160	160	5746
5	Little millet	640	402	720	477	1363	640	512	180	4934
6	Kodo millet	560	335	420	424	423	960	608	320	4050
7	Barnyard millet	320	469	720	689	470	600	832	360	4460
8	Proso millet	1040	469	420	424	423	520	256	540	4092

Garret Score

S.No	Particulars	Total	Avg Score	Rank
1	Finger millet	7092	70.92	1
2	Pearl millet	5608	56.08	3
3	Foxtail millet	4868	48.68	5
4	Sorghum millet	5746	57.46	2
5	Little millet	4934	49.34	4
6	Kodo millet	4050	40.5	8
7	Barnyard millet	4460	44.6	6
8	Proso millet	4092	40.92	7

INTERPRETATION

The analysis shows that Finger millet (70.92) was ranked First and Sorghum millet (57.46) was ranked second and Pearl millet (56.08) was ranked Third, Little millet (49.34) was ranked fourth Foxtail millet (48.68) was ranked fifth, Barnyard millet (44.6) was ranked sixth, Proso millet (40.92) was ranked seventh, and the finally eighth rank is given for the Kodo millet (40.5).

FINDINGS OF THE STUDY

In this section the findings of the study “A study perception of millet products among household consumer in Salem district” based on a sample of 100 respondents.

- The perception of the households for the productivity of millet product.
- The majority of the household’s fees that the millet product can be available for the regular usage.
- Majority of the household’s opinion about the millet product is healthy nutrition.
- Majority of the households highly consuming finger millet products.

VIII. Conclusion

This research helps the researcher to understand the perception level of millet products among households. differences consumers belonging to different socioeconomic classes on factors influencing their perception for product extension is a significant contribution and so the examination of the differences among households with various levels of experience. The household’s opinion about the millet products is healthy nutrition and also they feel that millet products can be available for the regular usages.

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