

## Consumer's preference for *rabi* jowar in Maharashtra

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### ABSTRACT

Data are pertained to the year 2005-2006, in order to study consumers preference analyse towards *rabi* jowar products in Osmanabad district of Maharashtra. Cluster analysis was used to analysis the opinion scores given by *rabi* jowar products consumers. Results revealed that jowar consumers were thinking in order to use *Ambil* and *Bhakri* with similarity measures of 0.551 followed by *Chaklya* and *Papdya* 0.328 with high preference. Hence, this aggregate cluster is named as frequently consumption dimension. Similarly, in regard to medium aggregate cluster, similarity measures were as of *Chick* and *Sanjya* (0.316) followed by *Dhapate* (0.296) and *Ghugarya* (0.296), *Dirde* (0.286) and *Thalipit* (0.245). Hence, this aggregate cluster is named as occasionally consumption dimension. In regard to low aggregate cluster, similarity measures recorded in *Lahya* (0.206) followed by *Kanya* (0.177) and *Shengule* (0.130). Hence, this aggregate cluster is named by rarely consumption dimension.

### INTRODUCTION

Jowar [*Sorghum bicolor* (L.) Moench] belongs to family Gramineae. Jowar is the fifth most important cereal crop followed by rice, wheat, maize and barley, in the world. Jowar is the major crop in Osmanabad district. Jowar has an important place in daily diet, it contains preteins (10.40 per cent), carbohydrates (72.60 per cent). The *rabi* jowar is primarily crop of dryland area, where it is used as the staple food by many people around the world. Jowar grains are popped flake and several local preparations are made like *Ambil*, *Bhakari*, *Chaklya*, *Chik*, *Dirde*, *Dhapate*, *Ghugriya*, *Kanya*, *Lahya*, *Papdya*, *Sanjaya*, *Shengulae* and *Thalipit*. The products such as starch, glucose, syrup, oil, gluten and feeds can also be manufactured from jowar grain. On the basis of consumer's preference, the different *rabi* jowar products may be sold by the processor. Keeping in view the above aspect, the study of consumer's preference towards different *rabi* jowar products was undertaken.

### METHODOLOGY

Cluster analysis was used to analysis the opinion scores given by *rabi* jowar products consumers. For this investigation, data were collected from Osmanabad district with the help of pretested schedule by personal interview method. Data pertained to the year 2005-2006. Each of the consumers was interviewed in

regard to ranks of preference for *rabi* jowar products that is in terms of five quantum scale, consumer's preference was measured as excellent, best, better, good and not bad with assigned weightages, 5, 4, 3, 2 and 1, respectively. Opinion scores of the *rabi* jowar products consumers were obtained on thirteen variables. These were namely *Ambil*, *Bhakri*, *Chaklya*, *Dhapate*, *Dhirde*, *Ghugarya*, *Kanya*, *Lahya*, *Papdya*, *Sanjya*, *Shengule*, *Thalipit* and *Chick*. A correlation matrix of 13 x 13 was developed for identifying maximum similarity values of variables or indicators. The indicators which had the similarity values greater than or equal to  $X + 0.425$  S.D. were considered as high aggregate cluster. The indicator which had similarity values in between less than  $X + 0.425$  S.D. and greater than or equal to  $X - 0.425$  S.D. were considered as medium aggregate cluster. The indicators, which had similarity in values less than or equal to  $X - 0.425$  S.D. were considered as low aggregate cluster. Where, X arithmetic mean of the similarity values, S.D. = standard deviation of Xi and Xi = similarity values or correlation values.

### RESULTS AND DISCUSSION

Consumer's preference to different jowar products in the from of similarity measurers were calculated and are presented in Table 1. It was observed that on the basis of preference, the jowar products were grouped into high,

### Key words :

*Rabi* jowar,  
Cluster, Bhakri,  
Papdya, Ambil

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