RESEARCH ARTICLE

Consumer's preference for pearlmillet products

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ABSTRACT

Various types of traditional health foods can be prepared from pearlmillet. Data pertained to the year 2008-09 in order to study consumer's preference towards pearlmillet processed products in Beed district of Maharashtra state. Cluster analysis was used to analyse the opinion scores given by consumers of pearlmillet products. The results revealed that, the consumer was preferring *Bhakari* and *Dashmi* with similarity measures of 0.374 followed by that of *Papads* and *Thalipeeth* with similarity measure of 0.352. It inferred that, consumer could consume the processed products after roasted. Hence, this aggregate cluster is named as *a dimension of roasted products.* Similarly in regard to medium aggregate similarity measure was 0.297. In next order *Kharvade* and *Usal* showed similarity measure 0.272. It inferred that consumer was preferring these products which were in cooked froms. Hence, this aggregate cluster is designated as *a dimension of cooked products.* In regard to low aggregate cluster, consumer preferred *Shev* which showed similarity measure 0.258. In next order *Khurdaya* and *Shankarpali* with 0.257 and lastly *Chakali* with 0.230 similarity value. Hence, this aggregate cluster is called as *a dimension of fried products.*

INTRODUCTION

Pearlmillet (*Pennisetum typhoids*) belongs to the family graminae. It is most widely grown, under millet group. Pearlmillet is a sixth most important cereal crop after the wheat, rice, maize, barley and sorghum in the world as one of the millet crop. India is the largest producer of pearlmillet crop. Pearlmillet possesses inherent capability to survive under extremely high temperature. In India, major pearlmillet growing states are Rajasthan, Maharashtra, Gujarat, Haryana, Karnataka, Madhya Pradesh, Tamil Nadu and Andhra Pradesh. Maharashtra State is second in respect of area under pearlmillet. In traditional growing areas in India and many African countries, pearlmillet is the basic staple for some of the poorest households. The grain is consumed in the form of leavened and unleavened breads, porridges, boiled or steamed food and beverages. Millet is nutritionally superior to rice and comparable in many respect with wheat. Pearlmillet is a rich source of iron. Various types of traditional health foods can be prepared from pearlmillet such as *Bhakar, Bundiladdu, Burti, Chakli, Chiwada, Dive, Kharibundi, Khichadi, Masala papad, Thalipeeth and Vade*. Also the major types of foods are porridges which are common in Africa. Next is the flat bread either fermented or unfermented. *Idli* is steamed product made in India, usually for

breakfast.On the basis of consumer's preference, the different pearlmillet products may be sold by the processer. Keeping in view the above aspect, the study of consumer's preference towards different pearlmillet products was undertaken. Different types of food products can be prepared from pearlmillet flour such as *Roti*, porridge from grits, non fatty, crisp noodles and puffs etc.

METHODOLOGY

The method of maximum similarity measures of cluster analysis was used to analyse the opinion scores given by consumer of pearlmillet products. For the investigation, data were collected from randomly selected consumers from Beed district with the help of pretested schedule by personal interview method. Data pertained to the year 2008-09. Each of consumers was interviewed in regard to preference for pearlmillet products that were in terms of five quantum scale. Consumers preference was measured as excellent, best, better, good and notbad with assigned weightages, 5, 4, 3, 2 and 1, respectively. Opinion scores of the consumer of pearlmillet products were obtained on twelve variables. These are namely *Bhakar, Chakli, Dashmi, Kharvadi, Khichadi, Kurdaya, Nagdive, Papadi, Shankarpali, Shev, Thalipeeth* and *Usal*. A correlation matrix of 12x12 was developed for identifying maximum similarity