

Research paper on buying behaviour of consumers towards instant millet based food products

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Food had been one of the major categories in consumer share of spending. Indian consumers spent more than half of their income on food whereas the consumers around the world spent one third of their income on food. In the year 2002-2003 an average rural Indian household spent 55 per cent of its income on food, whereas the same was about 43 per cent for an urban household. It was estimated that the middle class segment spent Rs.37800 crore per annum on food and groceries. The processed food segment, instant food products had occupied a considerable shelf space in stores and super markets in India. The instant mix market in India was estimated to be worth approximately Rs.350 crore during the year 2003 and at the end of 2004, it was estimated to be around Rs.700 crore. Several firms had been engaging in production and marketing of instant millet based food products. Understanding the consumer behaviour would help the firms in formulating strategies to cater to the needs of the consumer and thereby increase their market share. The specific objectives of the study were; to study the consumers buying behaviour for selected instant millet based food products in Pollachi city, to identify the factors influencing buying behaviour for selected instant millet based food products, to suggest strategies for increasing the sales of instant millet based food products of Milleteo.

Key Words : Consumer behaviour, Buying behaviour, Instant millets

How to cite this article : Kalidas, K. and Mahendran, K. (2017). Research paper on buying behaviour of consumers towards instant millet based food products. *Food Sci. Res. J.*, 8(2): 196-202, DOI : 10.15740/HAS/FSRJ/8.2/196-202.

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