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Impact Study On Market Testing Of Little Millet Rice For The Diabetics In Hubli Dharwad Region, India

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Abstract:

Diabetes is on an increase in India. The revised World Health Organization figures for the year 2025 is 57.2 million diabetics, the chief reason being urbanization and life style, Besides heredity, race, age, nutritional status, stress, altered immune function, altered Physiological and metabolic status, drugs and hormones. . It is springtime for potential minor millets like Little millet to be woven in the fabric of daily diet. The market research study conducted by simple random sampling method, determining the market potential for Little Millet rice in Hubli – Dharwad. As per the study conducted there is a huge marketing potential for Little millet rice. Now a day's people are health conscious and preferably they go for healthy nutritious products.

Key words: *Little millet, market testing, acceptance*

1.Introduction

Millets are the group of grassy plants with short slender and small grains possessing remarkable ability to survive under severe drought. Little millet (*Panicum sumatrense*) is one of the most favourable millets, which is also called by several other names viz., savakki, varedakki etc. Little millet is a multipurpose crop which is cultivated for food and fodder. It can be cultivated in all types of soils and sustains adverse climatic conditions. It has an excellent rejuvenating capacity compared to other cereal crops. The fast growing nature of the crop suppresses the weed growth. Thus, it is a promising crop under adverse agro climatic conditions. Nutritionally also, Little millet is an important crop. It is a fair source of protein, which is highly digestible and is an excellent source of dietary fibre with good amounts of soluble and insoluble fractions. The carbohydrate content is low and slowly digestible, which makes the Little millet a nature's gift for the modern mankind who is engaged in sedentary activities.

Today there is a significant change in the lifestyle of people owing to the rapid

Industrialization, improved socio-economic status, enhanced health facilities and increased life expectancy. Economic affluence coupled with sedentary lifestyles and changing food patterns are contributing to several chronic degenerative diseases such as diabetes mellitus, cardiovascular diseases, cancer, etc. Diabetes mellitus is a silent disease and is now recognized as one of the fastest growing threats to public health in almost all countries of the world. Around 150 million people suffer from diabetes in the world, of which above 35 million are Indians, the highest number in any country.

Diabetes is on an increase in India. The revised World Health Organization figures for the year 2025 is 57.2 million diabetics, the chief reason being urbanization and life style, besides heredity, race, age, nutritional status, stress, altered immune function, altered physiological and metabolic status, drugs and hormones. Within the allotted span, India shall also have the dubious distinction of having the maximum number of diabetics in the world.

Western data suggest that Indians are more centrally obese at a given level of body mass index compared to white Caucasians and that Indians are more insulin resistant even at lower levels of body mass index. It is a fearful scenario for India since it has to tackle twin problems of communicable and non-communicable diseases in the next millennium.

Dietary modification, weight control, and regular exercise are the main approaches in the management of diabetes, diet being the sheet anchor. Because the risk of developing long term complications can be dramatically reduced with appropriate glycemic control, food ingredients that can attenuate postprandial glucose in persons with diabetes would be useful. New research findings in this area indicate the potential value of diets in the prevention of such disorders. In fact, the preventive role of corrective nutrition has been an ever evolving process. Currently, the challenge is to identify hypoglycemic diet supplements to control blood glucose levels. Thus, for the health conscious genre of the present world, minor millet especially

Little millet is perhaps one more addition to the proliferating list of healthy foods, owing to its nutritional superiority. With the modern people chasing ready to cook food items, the nutritive minor millets are being faded into oblivion. It is springtime for potential minor millets like Little millet to be woven in the fabric of daily diet. Although little millet like any other minor millet is nutritionally superior to cereals, yet its utilization is limited. The major factor discouraging its cultivation and consumption with improvement in living standard or urbanization is the drudgery associated with its processing. However, there is a need to restore the lost interest in millets particularly little millet that deserves recognition for its nutritional qualities and potential health benefits.

2. Research And Methodology

3. Research Study On

Marketing of Little millet rice

4. Objectives Of The Study

- Assessment of Consumers awareness towards the non/less familiar staple millet ie., little millet.
- Assessment of market potential for the Little millet rice.
- Development of penetration strategies to introduce Little millet and its product.
- To find out the satisfaction level of the Little millet and its products from the respondents during survey.
- To find out the effective strategy to be built for the promotion and sale of Little millet rice.
- To suggest Strategies to adopt towards enhancing the sale of Little millet rice.

5. Research Design

5.1. The Tools Used For Data Collection

The study makes use both secondary data and primary data

5.1.1. Primary And Secondary Data

- The primary data is collected through survey method by conducting group demonstrations and individual interview in hospitals in Hubli-Dharwad premises.
- Secondary data is collected from sources like literatures, thesis & websites.

6. Sampling Technique

6.1. Sampling Size & Sampling Method

Total number of Sample: 100

Method: Simple random sampling by group demonstrations and individual interview in hospitals in Hubli-Dharwad premises.

7. Findings And Discussion Before Market Testing

Through the survey, regarding the awareness of millets it is found that (table 1&fig. 1) 41% of the population are aware of Little millet & 38% are aware of Foxtail millet. And only single person is aware of Barnyard millet. By this data we can conclude that Little millet is a very well known among the millets on which a survey is conducted and followed by foxtail millet & Barnyard millet. 11% of the population is using Little millet. If the quantity of purchase is concerned, it is 1kg to 3kgs of rice used annually by 40% of the consumers, 13.3% population is using only 3kgs to 5kgs of millets every year and 13.3% are using of about 5-7kgs. It is seen that 54% of sample surveyed are spending only Rs.50 to Rs.150 every year. Among the users 82% of population are using Millets because of its health benefits.

Among the users 49.7% are using it as a fasting food. Only single percent is using it as a diabetic food. Frequency of usage of Little millet is very uncommon. Among these user only 13.3% of the population is using daily & 20% of them are using twice in a week. 59.9% of the users are using Little millet in the form of rice as fasting food and 40% of the customers are using for the preparation of idli & dosa.

8. After Market Testing

92.9% of the population is influenced by the information provided by the expert during group demonstration and personal interview and out of them 71.8% of the consumers are ready for the purchase of Little millet rice. By this it can be assessed that, creating awareness among the people will definitely influence people for the purchase of Little millet rice. The appearance of the rice is fully accepted by the consumers. As per as taste is concerned, it is accepted by the survey group & 62% of the consumers have ranked it as 2nd and 28% of them are ranked 3. 100gms and 200gms packets is the most preferred size for the marketing of Little millet papad. 58% of the consumers preferred 100gms packets and 32% of the consumers preferred 200gms packets.

9. Conclusion

The market research study conducted using the survey method for determining the market potential for Little millet rice in Hubli – Dharwad. Recommendations have been drawn by the study which will help for the effective launching of Little millet rice in the Hubli Dharwad market. As per the study conducted there is a huge marketing potential for Little millet rice in Hubli – Dharwad. Because people are becoming health conscious, customers prefer food products with safety & healthy logos. The company should introduce the Millet products in small packs of 100gms to 200gms packets to penetrate the market. Initially to penetrate in to the market low economic price is preferable.

The following conclusion are drawn from the statistics of the study

- Ragi is a very well known millet among the millets on which a survey is conducted and followed by Little millet, foxtail millet & Barnyard millet.
- The millets & its products will reach definitely up to 30% of the population.
- The products produced must be lesser in cost and must be sold in easy economic price.
- Therefore there is a good potential in the papad market.
- 52.2% of the consumers are willing to purchase readymade papad Therefore there is a good potential for papad in the market.
- Only 2.1% are using little millet papad. So there is a need to create awareness for the little millet papad.
- Creating awareness regarding the importance of Little millet rice definitely influence people for the purchase of Little millet rice.
- 68% of the consumers willing to purchase Ragi malt. It shows the market potential for the product Ragi malt.
- 80% of the consumers are willing to purchase Millet papad. There will be a huge market potential for Millet papad.

Table And Charts

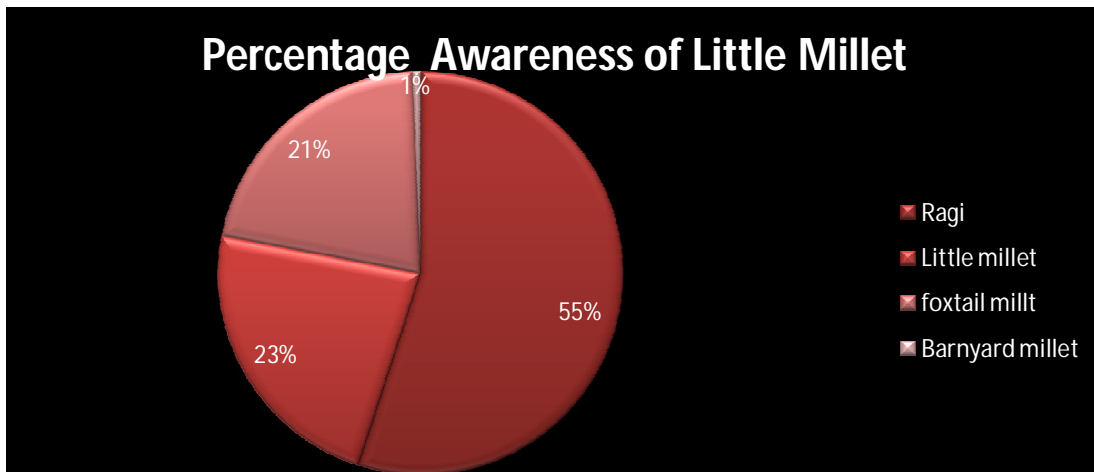


Figure 1: Percentage Awareness Of Little Millet

	Reasons	Frequency	Percent	Valid Percent	Cumulative Percent
	Staple food	6	6.0	6.1	6.1
	Health benefits	70	70.0	71.4	77.6
	Influence of friends & relatives	8	8.0	8.2	85.7
	Health benefits & recommended by doctors	6	6.0	6.1	91.8
	1&2	2	2.0	2.0	93.9
	2&3	4	4.0	4.1	98.0
	1&3	2	2.0	2.0	100.0
	Total	98	98.0	100.0	
Missing	System	2	2.0		
	Total	100	100.0		

Table 1: Reasons For The Purchase Of Millets

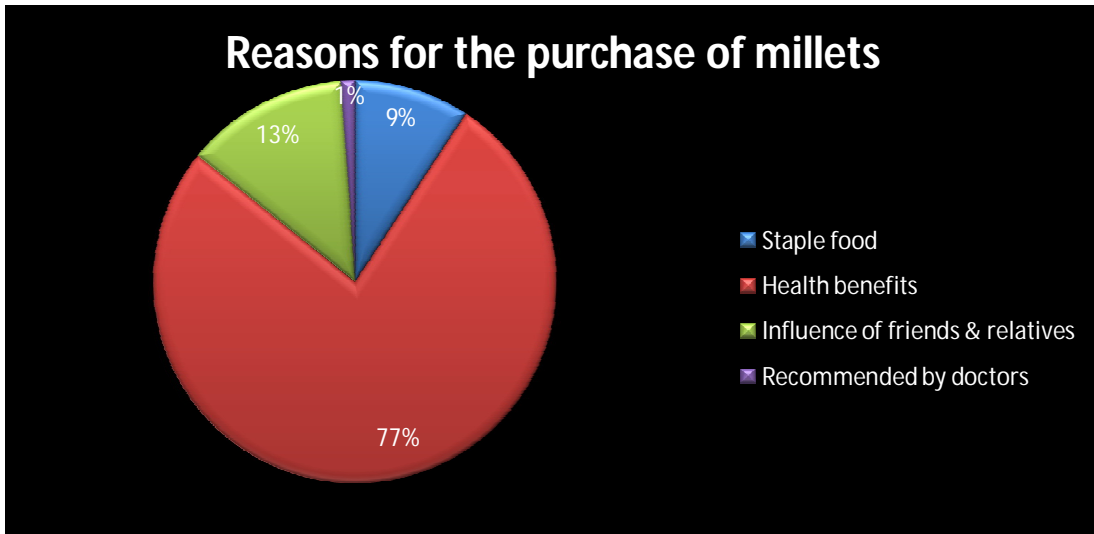


Figure 2: Reasons For The Purchase Of Millets

	Quantity (kgs)	Frequency	Percent	Valid Percent	Cumulative Percent
	Less than 1	5	5.0	33.3	33.3
	1 -3	6	6.0	40.0	73.3
	3 - 5	2	2.0	13.3	86.7
	5 -7	2	2.0	13.3	100.0
	More than 7	15	15.0	100.0	
Missing	System	85	85.0		
	Total	100	100.0		

Table 2: Amount Of Little Millet Purchased

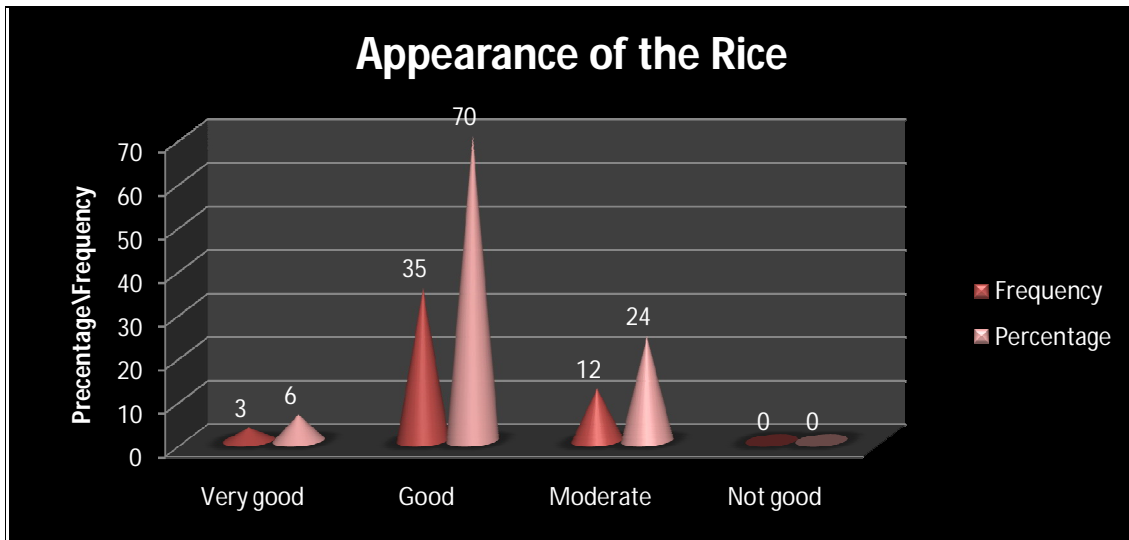


Figure 3: Appearance Of The Little Millet Rice



Figure 4: Taste/Acceptability Of Little Millet Rice

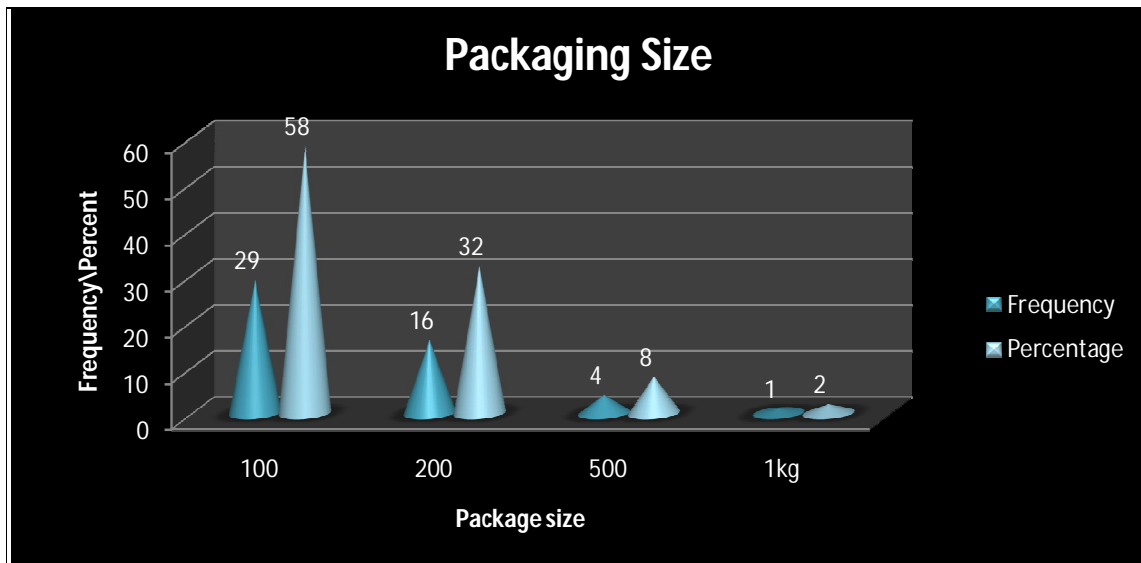


Figure 5: Preferred Packaging Size Of Little Millet Rice

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