



## Consumer Acceptance and Marketing of Ragi Malt

### KEYWORDS

consumer acceptance, Ragimalt, marketing

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**ABSTRACT** India, the world's largest malt-based drinks market, accounts for 22% of the world's retail volume sales. South and East India are large markets for these drinks, accounting for the largest proportion of all India sales. The total market is placed at about 90,000 ton and is estimated to be growing at about 4%. These Malt beverages, though, are still an urban phenomenon. The market research study conducted using the survey method to determine the consumer acceptance and market potential in Hubli – Dharwad. Recommendations have been drawn by the study which will help for the effective launching of the Ragi malt. The company should introduce the Millet and its products in small packs of 100gms to 200gms packets to penetrate the market. Initially to introduce into the market low economic price is preferable.

### INTRODUCTION

India, the world's largest malt-based drinks market, accounts for 22% of the world's retail volume sales. These drinks are traditionally consumed as milk substitutes and marketed as a nutritious drink, mainly consumed by the old, the young and the sick. The Health food drinks category consists of white drinks and brown drinks. South and East India are large markets for these drinks, accounting for the largest proportion of all India sales. The total market is placed at about 90,000 ton and is estimated to be growing at about 4%. These Malt beverages, though, are still an urban phenomenon. These tiny deep red pearls called Ragi or finger millet are bundle of nutrients. *Eleusine coracana* is often intercropped with legumes such as peanuts (*Arachis hypogea*), cowpeas (*Vigna sinensis*), and pigeon peas (*Cajanus cajan*), or other plants such as Niger seeds (*Guizotia abyssinica*). Although statistics on individual millet species are confused, and are sometimes combined with sorghum, it is estimated that finger millet is grown on approximately 38,000 km<sup>2</sup>. Storage: Once harvested, the seeds keep extremely well and are seldom attacked by insects or moulds. The long storage capacity makes finger millet an important crop in risk-avoidance strategies for poorer farming communities. Finger millet is especially valuable as it contains the amino acid methionine, which is lacking in the diets of hundreds of millions of the poor who live on starchy staples such as cassava, plantain, polished rice, or maize meal. Finger millet can be ground and cooked into cakes, puddings or porridge. The grain is made into a fermented drink (or beer) in Nepal and in many parts of Africa. It is also used for as a flavoured drink in festivals. As per the health benefits are concerned, It is a very good source of fiber in diet. Ragi/ Finger millet has low Glycemic Index which makes it digest very slowly thus keeping the blood sugar levels constant. Ragi is surely a boon for people suffering from diabetes. Ragi/ Finger millet is rich in many minerals such as thiamine, iron and calcium. It serves as a good laxative for constipation. Ragi/ Finger millet is rich in carbohydrate and low in fat, which can help control obesity. Ragi malt/ Finger millet can be a good substitute for people suffering from milk allergies.

### RESEARCH AND METHODOLOGY

#### Research study on:

Consumer acceptance and marketing of Ragi malt

#### Objectives of the Study:

- Assessment of Consumers awareness towards finger millet and its processed form Ragi malt.
- Assessment of market potential for the Ragi malt.
- To find out the satisfaction level during market testing of

the Ragi malt.

- Assessment of consumer acceptance of Ragi malt.
- Development of penetration strategies to introduce Ragi malt

#### Research Methodology:

#### Research Design:

#### The tools used for data collection:

The study makes use both secondary data and primary data

#### Primary Data:

The primary data is collected through survey method by conducting group demonstrations for the targeted groups.

#### Secondary Data:

Secondary data is collected from sources like literatures thesis & websites.

#### Sampling Technique:

Sampling Size & sampling method

#### Total number of Sample: 100

Simple Random sampling by group demonstrations in different premises like, hospitals and nursery schools etc.

### FINDINGS AND DISCUSSION:

#### BEFORE MARKET TESTING

Through the survey, it is found that 98% of people surveyed are aware of Ragi, By this document we can conclude that Ragi is a very well known millet among the millets. 73% of people surveyed are using Ragi. Usage frequency of Ragi malt is very good among the sample group. That is of about 27.8% of the sample is consuming the Ragi malt daily and among the sample 30.6% of the consumers are using Ragi malt at least once in a week. So there is a highest frequency of consumption of Ragi malt which shows the market potential for Ragi malt. The reason for the consumption of Ragi malt is because of its general health benefits.

89% of the consumers' home everybody consumes Ragi malt. So we can conclude that there is no need of targeting a single group of people. There is no single specified target group for the Ragi malt consumption so we can target each & every population. From the study it is clear that the reason for the consumption of Ragi malt is because of its general health benefits. As people are becoming more and more health conscious it is a very necessary that to highlight the nutritional aspects of the product and its impact on the body health.

**AFTER MARKET TESTING**

The Ragi malt is accepted by the maximum consumers. 34% have rated as highly acceptable 48% of the sample rated as moderately acceptable, so 82% of the consumers have completely accepted the Ragi malt. It shows the higher acceptability of the product 'Ragi malt'.

There is 68% of the consumers willing to purchase Ragi malt. It shows the market potential for the product Ragi malt.

From the above graph most preferred size is 100gms to 200gms. Therefore small packaging size is the preferred for the penetration of market.

From the above two tables only 42% of the consumers prefer improvements in the areas of taste and appearance. 40% of the consumers have opinioned as taste is a area of improvement and rest 40% have opinioned as appearance is a area of improvement. There is a need of improvement in both the areas namely taste and appearance.

**CONCLUSION**

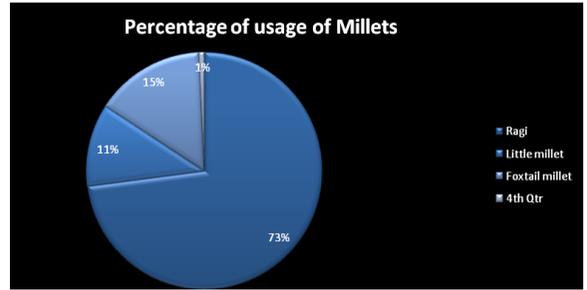
82% of surveyed sample are using because of its benefits to the health. The consumers are very health conscious and the products produced must give value added benefits for the health. Ragi malt is accepted by the 82% of the consumers. There is a need of improvement in both the areas namely taste and appearance. small packaging size is the preferred for the penetration of market. 68% of the consumers willing to purchase Ragi malt. It shows the market potential for the product Ragi malt. 82% of the consumers have completely accepted the Ragi malt. It shows the higher acceptability of the product Ragi malt.

Consumption frequency twice in a week 25%, Once in a 15 days 37.5, More than a month 37.5. 75% of the samples surveyed are using Ragi malt. From this we can conclude that, there is a huge potential for the Ragi malt. there are 68% of the consumers willing to purchase Ragi malt. It shows the market potential for the product Ragi malt. Small packaging size is the preferred for the penetration of market.

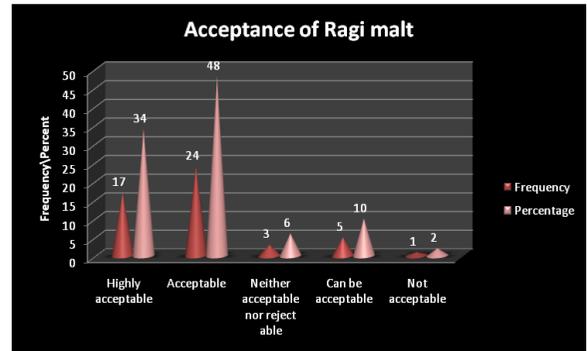
The percentage of usage of Ragi malt which is prepared at home is highest when compared with purchased Ragi malt therefore there is a need of promotional strategies to implement to promote readymade Ragi malt. Usage frequency of Ragi malt is very good among the sample group. That is of about 27.8% of the sample is consuming the Ragi malt daily and among the sample 30.6% of the consumers are using Ragi malt at least once in a week. So there is a highest frequency of consumption of Ragi malt which shows the good potential market for Ragi malt. As people are becoming more and more health conscious it is a very necessary that to highlight the nutritional aspects of the product and its impact on the body health.

**TABLES AND CHARTS**

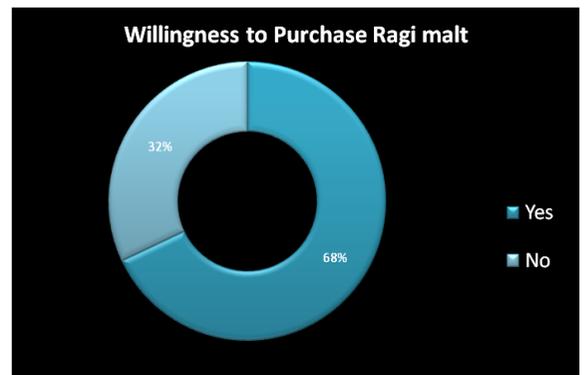
**1. Usage potential of Ragi/Finger millet**



**2. Acceptance of Ragi malt**



**3. Willingness for the purchase of Finger millet**



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