

BUYERS BEHAVIOUR TOWARDS BUYING OF FRESH JOWAR ROTI WITH REFERENCE TO MAHABUBNAGAR DISTRICT

Dr. Md Sadat Shareef

Assistant Professor, Department of Commerce, Maulana Azad National Urdu University, Hyderabad.

Abstract

India is a agricultural country in the world. Rice jawar wheat is main food grains of the country. India's more population is in the villages. Jawar roti is commonly used by the villagers including women's and children's, particularly in the south Indian states. Jawar roti is good for health particularly for heart fat peoples preferred this roti to control the deceases. Day by day jawar roti business is fatly growing in the headquarter of district and the cities. It is found that jawar roti is not making in the some of the houses. Heart patient and fat people buying the jawar roti from the market. The study is conducted in the district to find out of buying behaviour towards jawar roti. Mothers are giving preference to make parata (wheat roti) for school going children. More than forty year peoples are using jawar roti for maintaining good health. Children's are not using jawar roti.

1. Introduction:

Jowar (Sorghum), is very ancient time food which has been known to man since 3000 BC. It is common food thing of the villagers. Old generation preferred to eat jawar roti. New generation is giving preference of soft food. New generation is unaware of good and health food. After knowing the side effect of the soft food, they are preferring to eat and drink soft food. Jowar Known as sorghum in English, it is also called Cholam in Tamil and Jonna in Telugu. Most of the migrated peoples from villages preferred to make jowar roti in their houses. Children's dislike the jowar roti in their food. Senior member of the family wants to eat jowar in daily life. Jowar can be used in any vegetable or curry. Some technique and time are required for making jawar roti. Women's are suitable for making jawar roti.

2. Review of Literature

1. Singh (2003) in his research paper explained the failure of government anti-poverty programmes and the efficiency of microfinance programme as an effective poverty mitigation strategy in India. International Labour Organisation (ILO) (1998) in its different projects concluded that microfinance had fruitfully augmented micro-enterprises and self-employment of the clients. Gurumoorthy (2000) elucidated the Self-Help Group (SHG) as a practical alternative to achieve the objectives of rural growth and to get community participation in all rural development programmes. Sudhakar Reddy (2015) Analyze the socio-economic development of the members and performance of the SHGs in Bidar district and concluded that the performance of the SHGs was good. Dr Shailaja Kheni (2016) discussed the Role of Microfinance in Building up Women entrepreneurship in Hyderabad Karnataka Region and concluded that micro finance playing an important role in the development of women entrepreneurship. The importance of micro-finance in the developing economies like India can not be undermined, where a large size of population is living under poverty and large number of people does not have an access to formal banking facilities. The

taskforce on Supportive Policy and Regulatory Framework for Microfinance constituted by NABARD defined microfinance as “ the provision of thrift, saving, credit and financial services and products of very small amount to the poor’s in rural, semi urban and urban areas for enabling them to raise their income level and improve their standard of living.” (Sen, 2008) Shareef Mohd shows that more than seventy percent of India’s population lives in villages, out of which sixty percent of population is depend on agriculture. Micro finance is important source for uplifting the poor community. It is the best source for providing employment to the needy peoples. Microfinance: “A Study on the Performance of Microfinance Institutions in India

3. Significance of the study.

Jowar is an important crop in semi-arid tropic of Asia and Africa. It is cultivation in both Kharif and Rabi season, it is fifth most important crop after rice, wheat, maize, and barley. Jowar has more potential as compared to other cereal grains like barley or rice, it contains more consist of fibber,. magnesium, A high fibre diet lowers risk of obesity, stroke, high blood pressure, cardiac disease, diabetes control bad cholesterol and digestive problems. Jowar roti does not have any side effect, so it can be used at any age group of people. There is a need of creating awareness of healthy food from early age group.

4. Objective of the study.

- 1) To know the byers behaviour of fresh jowar roti
- 2) To know the awareness of healthy food.

5. Research methodology:

5.0.Types of research:

For this study, the descriptive research has been used.

5.1.Sources of data: The research is based on primary data only which is collected in the place of jowar making shop in the district of Mahbubnagar.

5.2.Sample technique and sample size:For this study, convenience sample technique has been used with a size of 50 sample responded.

5.3.Tools and technique: As the study is based on descriptive research therefore the descriptive statistics has been used like average, table and charts.

5.4.Limitation of the study

The study is confined to Mahbubnagar area only so the result may not be applicable rest of the India.

6. Result and Discussions.

Table 1.
Gender of the Respondence

Gender	No of respondence	Percentage
Male	50	100
Total	50	100

Source Field Survey

Above table reveals that the only males are selected for the purpose of the study. Further it found the only male peoples are coming to by the roti.

Table 2.
Business hours of Roti making

Working Hours PM	No of Response	Percentage
6 PM -7 PM	4	8
7 PM -8 PM	11	22
8 PM -9 PM	16	32
9 PM -10 PM	19	38
Total	50	100

Source: Field survey

Above table shows that the buying time of the jowar Roti. 19 (38%) Response are buying roti between 9 pm to 10 pm. 16 (32%) of the response are buying roti making business between 8 pm to 9PM. 11 (22%) of the response are buying roti between 7PM to 8 PM. Only 4 (8%) response are buying between 6 pm to 7 pm. It shows that 8 pm to 10 pm is a dinner time when byers are willing to by the roti.

Table 3
Age group of the byers

Age of the Response	No of Response	Percentage
30 -35 year	2	4
35 -40	10	20
40 -45	17	34
45 -50	13	26
50 and above	8	16
	50	100

Source: Field survey

Above table reveals that the age of byres jawar roti. 17 (34%) of the response are in the age group of 40 to 45 years. 13 (26%) response are in the age group of 45 to 50 years. 10(20%) response are in the age group of 35 to 40 years. 8(16%) response are above fifty years. Only 2(4%) response are in the age group of 30 to 35 years. It shows that above forty years are crating health problems. Buyers are suddenly taking good initiating for health.

Purpose of Buying roti

Purpose of buying	No of response	Percentage
Health purpose	50	100
Taste of the Roti	-----	-----
Habit of the Roti	-----	-----
Total	100	100

Source: Field survey

Above table reveals that all fifty people are purchasing jawar roti for maintaining health purpose. No one is purchasing as a habit of eating. It means peoples are not in a habit of eating jawar roti.

Table -5
Suggested by

Suggested by	No of Response	Percentage
Doctor	22	44
Family members	11	22
Doctor and Family Members	17	34
Self	00	00
Total	50	100

Source: Field survey

Above table shows that 22(44%) of the response are using jawar roti as suggested by doctors , 17(34%) of the response are motivated by family and doctors. Further it is found that no one is self-motivated to purchase jawar roti.

Table- 6
Place of purchase

Types of energy	No of Response	Percentage
Near to residence	22	44
good services	18	36
Returning home	10	20
Total	50	100

Source: Field survey

Above table reveals that 22 (44%) of the respondents purchasing the roti nearest to residence 18(36%) of the respondents buying the roti on good services only 10(20%) of the respondents purchasing the roti while returning to the home. It shows that it is a dinner time so people are preferring to buy from nearest to residence, for freshness of the roti. Customers also preferring the good services of the roti.

Table 7
Place of Making Roti

Place of making	No of Response	Percentage
At the road side	50	100
Total	50	100

Source: Field survey

Above table reveals that 50 (100%) respondents are doing roti making business of the road side which is not have permanent shelter. They arrange cooking place with simple safe place.

Conclusion:

Jawar is very good food which help in maintaining good health. It is a regular and common food of village people. Urban people more like parata in their life. Some people are using jawar roti for controlling disease and maintaining good health. Patient follow the Suggestion of the doctors. It is found that healthy people are not purchasing the jawar roti. Below thirty year of people are not using the jawar roti. Further it is found that more than forty years people are more for purchasing jawar roti. They are regular using for maintaining good health. They are purchasing from nearest to residence. Family members also play very important role in maintaining good health.

References:

- Kothari, C. R. (2008). Research Methodology. New Delhi: New Age International. www.ijetmas.com December 2016, Volume 4, Issue 12, ISSN 2349-4476
- Singh, Naresh (2003) "Building Social Capital through Micro-Finance: A Perspective on the Growth of Micro-Finance Sector with special reference to India
- Sheokand, S. M (2000) "Re-orienting Banking with the Poor: The SHG-Bank Linkage Way", in K. Basu and K. Jindal (eds.), Microfinance Emerging Challenges
- Sudhakar Reddy (2015) "Impact Of Self Help Group On Members In Bidar District Karnataka (India)" International Journal of scientific research and management (IJSRM)
- Dr Shailaja Khani (2016) "Role of Microfinance in Building up Women entrepreneurship in Hyderabad Karnataka Region-A Study with reference to Kalaburagi District"