A STUDY OF CONSUMER’S ACCEPTABILITY OF BAJRA LASSI

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ABSTRACT

The study was conducted in two blocks selected purposively out of the six blocks of Karnal district. Each selected block was divided into rural and urban area. Sixty respondents from rural area and 60 respondents from urban area were also selected on the basis of their income to constitute a total of 120 respondents for the study. The study revealed that majority of rural (40.00%) and urban (58.33%) respondents belonged to the middle age group ranging from 35 to 50 years. About (61.67%) of rural and (65.00%) of urban consumers possessed medium level of family education status. The samples of Bajra Lassi were presented to consumers to evaluate the product on the 9 point hedonic scale. The mean score for overall liking of Bajra Lassi was found to be higher (7.55) among urban consumers than the rural consumers (6.97). These findings reflect the popularity and willingness of urban consumers to purchase traditional foods produced in a food plant.

Key words: Bajra Lassi, Hedonic scale, Consumers perception.

INTRODUCTION

The importance of milk and milk products in the human diet has been recognized from the very inception of human civilization. India ranked as top most producer of milk with an estimated current production of 106 million tons and subsequent increase in per capita availability to 246g/day (FAO, 2008). Among different dairy products, value addition using cereals plays a pivotal role to meet the growing needs of health conscious consumers and provide means of preserving precious milk solids (Dharam Pal, 2000). Utilization of milk and milk products in cereal based complementary foods improves the nutritional status and energy density. The combination of cereals and milk will have a synergistic effect to combat the problem of nutritional deficiency arising due to particular constituent such as vitamins, minerals, essential amino acids, fatty acids, etc (Swaminathan, 1995). Cereals are the most important source of dietary proteins, carbohydrates, vitamin B complex and vitamin E, iron and other minerals and fiber. Of total cereal production in India i.e. 252MT (FAOSTAT, 2007), 68-98 per cent is used for human consumption. It has been estimated that global cereal consumption provides about 50 per cent of protein and energy necessary for human diet. Cereal proteins contribute the major portion of protein source for much of the world population. Pearl millet is the sixth most important crops of the world (FAOSTAT data, 2007) and the fourth most important cereals of India. Pearl millet is rich in protein, fat, vitamin A, Ca and Fe and it has very low concentration of tannins and other anti-nutrients. The linkage between dairy product production, product availability, consumption and nutritional status is neither simple...
Various other factors are also interfering in the process and each of these are required to be studied in a producer-consumer perspective. Cereal based dairy products provide considerable scope for dairy industry to diversify its processing operation to satisfy the demand for value addition in the rapidly changing socio-economic scenario. In today’s competitive market, consumer is the most important individual who obtains and uses a commodity. Therefore, the perception and preference of a consumer population is most important for any food manufacturing organization. The organizations involved in new product development and preservation of traditional food products needs to conduct consumer survey to obtain realistic and homogenous information on their products.

National Diary Research Institute (NDRI), Karnal has been developing various dairy product formulations. The study was undertaken to evaluate consumer's perception about Bajra Lassi in Karnal district.

**MATERIALS AND METHODS**

Two sectors were selected from urban area, and two villages were also selected randomly from rural area. Thus, there were four sectors and four villages from the study area. From each selected sector / village, 15 respondents were selected proportionately on the basis of their income to constitute a total of 120 respondents. The data were collected by personal interview method through developed and pre-tested schedule. The data were subjected to analysis using appropriate statistical tools such as mean, standard deviation, frequency, average mean per cent score, t-test, spearman rank correlation coefficient. Acceptability score of Bajra Lassi was evaluated by 120 consumers by using 9 point hedonic scale (Peryam and Girardot, 1952). The score for different parameters such as taste, flavour, colour and appearance, saltiness, overall thirst quenching ability, overall liking, and general acceptability are given in Table 1.

**RESULTS AND DISCUSSION**

The mean sensory score for the taste was found to be 6.88 and 7.57 for the rural and urban consumers, respectively. It indicated that urban consumers liked Bajra Lassi more as compared to rural consumers. Similar observations were observed for the other attributes viz; flavour, colour and appearance, saltiness, mouth feel and overall thirst quenching ability, overall liking, and general acceptability are given in (Table 1,Fig, 1).

The mean score for overall liking of Bajra Lassi was found to be higher (7.55) among urban consumers than the rural consumers (6.97). It indicated that although a traditional composite dairy food, which is usually prepared and consumed in rural households, is also preferred very much by urban consumers. These findings reflect the popularity and willingness of urban consumers for traditional foods in modern presentation.

These observations are in line with findings of Kumari and Singh (2005) who reported that acceptability score of health food product (Ladoo)

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Rural (n=60)</th>
<th>Urban (n=60)</th>
<th>Pooled</th>
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<tbody>
<tr>
<td>Taste</td>
<td>6.88 ± 1.64</td>
<td>7.57 ± 1.37</td>
<td>7.23 ± 1.54</td>
</tr>
<tr>
<td>flavour</td>
<td>6.97± 0.75</td>
<td>7.21 ± 0.89</td>
<td>7.09± 0.82</td>
</tr>
<tr>
<td>Colour and Appearance</td>
<td>7.23 ± 1.32</td>
<td>7.45 ± 1.29</td>
<td>7.34 ± 1.31</td>
</tr>
<tr>
<td>Saltiness</td>
<td>7.65 ± 0.80</td>
<td>7.88 ± 0.72</td>
<td>7.77 ± 0.76</td>
</tr>
<tr>
<td>Mouth Feel</td>
<td>6.90 ± 1.76</td>
<td>7.47 ± 1.35</td>
<td>7.18 ± 1.59</td>
</tr>
<tr>
<td>Overall Thirst Quenching Ability</td>
<td>6.65 ± 1.87</td>
<td>7.43 ± 1.43</td>
<td>7.04 ± 1.70</td>
</tr>
<tr>
<td>Overall Liking</td>
<td>6.97 ± 1.56</td>
<td>7.55 ± 1.37</td>
<td>7.26 ± 1.49</td>
</tr>
</tbody>
</table>
by using 9 point hedonic scale. The score for different parameters such as colour, flavour, texture, taste and general acceptability were recorded. Score for all parameters was above 6 which indicated the acceptance of the product.

**CONCLUSION**

The findings of the study will be helpful to assess the feasibility of innovative health foods developed by dairy scientists engaged in R&D works in different organizations. Any organization involved in new dairy products development and preservation of traditional products (like Bajra Lassi) has to conduct consumer surveys to obtain realistic information on the various attributes of the products and liking of the various types of consumers.

**REFERENCES**


