



## **An Analysis of Consumer Perception and Awareness Towards Value Addition on Rice With Reference to Valanadu Sustainable Agriculture Producer Company Limited, Mayiladuthurai**

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### **ABSTRACT**

This project explores consumer perception and awareness of rice's value addition through a thorough analysis. This study attempts to clarify the complex factors influencing consumer preferences and attitudes toward value-added rice products, especially in the context of rice consumption, given the dynamic character of the food industry. Surveys and data analytics are integrated into the research technique to provide a thorough understanding of customer opinions. The purpose of the study is to find out how much the public knows about the many value-adding techniques used on rice, such as innovative packaging, improved nutrition, and milling techniques. This study looks at the social, cultural, and health-related factors impacting customer attitudes in an attempt to discover patterns in consumer behavior. Results from the analysis will.

**KEYWORDS** : consumer ,rice, preference, perception

### **INTRODUCTION**

Rice, is a necessary food for a significant portion for the global community, has witnessed a dynamic transformation in consumer preferences over the years. As dietary patterns evolve and health-conscious choices become more prevalent, there is an increasing interest in value-added rice products that go beyond the traditional grains. This research seeks to delve into the intricate landscape of customer perception and awareness regarding value addition in the rice industry, with a keen focus on understanding the factors that influence consumer decision-making in this domain. The rice industry has long been characterized by its resilience and adaptability to changing market demands. These products encompass a wide array of innovations, including fortified rice varieties, pre-packaged seasoned rice mixes, and ready-to-eat rice-based snacks and Understanding the consumer perceptions is paramount in shaping the direction of product development and marketing strategies within the rice industry.



## REVIEW OF LITERATURE

**Erpeng wang (2023)** In order over the ages, in order to guarantee food sustainability and safety, numerous small farmers in underdeveloped nations have utilized sustainable traditional farming techniques. In fact, the value of viable conventional farming products in developing countries is rarely examined because they are a cheap alternative to those produced by Modern Organic Products. sustainable traditional Agriculture is capable of sending a clear signal about environmentally friendly practices, food safety and consumer preparedness . The price of traditional agricultural products that of modern organic products. products. Given there is a high demand for traditional agricultural products revitalisation In order to balance sustainability and feasibility, sustainable traditional farming is a good option.

### **Aimi Aznan (2023)**

The world's rice consumption is gradually rising due to the growing demand for rice as a necessary food. From 460.85 million metric tons (MMT) in 2011/2012 to 510.28 MMT in 2021/2022, global rice consumption has increased over the past ten years (Shahbandeh, 2022). Customers who are sensitive to gluten have shown interest in rice and Gluten-free grain, as a substitute for carbohydrates (Jamieson & Neufeld, 2020). Since a wide variety of rice cultivars have been guzzle by the years in different parts of the world, different combinations of rice's qualitative features may have an impact on consumer preference for the grain. Customers can assess the quality of rice by examining its exterior characteristics, such as its packaging, as well as its internal characteristics, which include its appearance, flavor, and texture.

**Etty Soesilowati & Nana Kariada (2022)** When purchasing organic rice products, respondents take into account factors including price, convenience of obtaining them, certification, elasticity, and quality. An attribute that is thought to be crucial in influencing consumers' perceptions of organic rice products is the information label. While the quality attribute has the highest degree of customer confidence. When the features of organic rice products are generally what one would expect, people may generally accept them. This study suggests that Expanding the planting area, helping with product certification, enhancing the packaging with nutritional content information and ensuring that it is free of dangerous chemicals, and promoting the advantages of organic rice.

**Wuryantoro ( 2021)** Due of rice's status as a staple grain, food problems, and particularly those involving rice, are always fascinating. The fact that agricultural land has declined annually, particularly in Java and Bali, makes it difficult to boost rice production. As a result, the rice harvest is lower each year. A smaller area now exists ]. Given that it serves as the Indonesian people's primary food source, Being one of the elements influencing the attainment of adequate national rice production, fulfillment of food security on a nationwide level content information.



**Josefina ( 2018)** The creation of high-value rice products is an entrepreneurial and scientific endeavor. It is another significant step forward and the nation's Industry competition for rice. Value-adding rice and Diverse rice-based agricultural goods and byproducts also improve the economic and nutritional remote farming communities' current state. Creating and promoting higher-quality, value-added items and nutrition turns into more revenue streams.

## **RESEARCH METHODOLOGY**

### **Meaning**

A research methodology defines the methods and approaches employed in order to locate and evaluate data pertaining to a certain study subject. It is a procedure by which researchers plan their investigation to enable them to use the chosen research tools to accomplish their goals.

### **Research design**

"DESCRIPTIVE RESEARCH DESIGN" is the research design employed this project. This research is used for describing the features of a population or events that is being studied. It gives no explanation as to how, when, or why the features evolved. Rather, it responds to the 'what' question. Usually, the features that are used to describe the scenario are classified using a category scheme, also called descriptive categories.

### **Sampling method**

This study utilizes Non-probability sampling method. This sampling method are in which all individuals or elements of the population do not have an equal opportunity of being in the sample. it is used when time or money are limited.

### **Sampling technique**

Here, participants are chosen using the convenience sampling technique, which takes into account their availability and accessibility to the researcher. Instead of selecting individuals at random from a larger population, this technique selects volunteers based on their ease of availability to the researcher.

### **Sample size**

The size of the sample is defined as the number of sample units drawn from the population. The sample size of this study is 106 consumers living around the company which make up the study's sample size.



## DATA COLLECTION

### Primary data

It is a data which were newly gathered, unique in nature, having been acquired for the first time. The main source of data for this study was the questionnaire. First-hand data is used in primary research. This indicates that the investigator carries out either the researcher directly or by hiring someone to gather the data on their behalf.

## STATISTICAL TOOLS

Several tools are used in the analysis of the customer data that was gathered during the survey. The instruments used in this investigation are,

- Percentage analysis
- Chi- Square analysis
- Correlation analysis

## PERCENTAGE ANALYSIS

A percentage is a type of ratios that is used in statistics. It is employed in the process of comparing two or more data series. A percentage can be used to compare the relative terms and distribution of two or more data series, as well as to characterize the relationship between the number of respondents.

Percentage of respondents =  $\frac{\text{number of respondents in survey}}{\text{total no of respondents}} \times 100$

## CHI SQUARE ANALYSIS TEST

Chi-square is a statistical metric for comparing a variance to a theoretical variance in the context of sampling analysis. it indicates the dependency or indicating two independent classes.

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Where:  $O_i$  = observed value (actual value)       $E_i$  = expected value.

## CORRELATION

A statistical technique called correlation analysis is used to determine whether or not two variables or datasets have a link and how strong that relationship might be. For research, this means analyzing quantitative data obtained from methods such as surveys and opinion polls using correlational analysis to determine if there are noticeable relationships, patterns, or trends between the two factors.



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$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

$r$  = Pearson Coefficient       $\sum xy$  = sum of  $xy$        $\sum x$  = sum of the  $x$        $\sum y$  = sum of the  $y$   
 $\sum x^2$  = sum of  $x$  squares       $\sum y^2$  = sum of  $y$  squares

## DATA ANALYSIS AND INTERPRETATION

### Age of the respondents

Particulars	Percentage	
Age	Under 18	8.5 %
	18-25 years	17.9 %
	26-35 years	34 %
	36-45 years	25.5 %
	Above 45 years	14.2 %
		100 %

Data source : Primary data

### INTERPRETATION:

The above table indicates 8.5% respondent's age are below 18 years, 17.9% respondent's age is 18-25 years, 34% respondent's age is 26-35 years, 25.5% respondent's age is 36-45 years and 14.2% of respondent's age is from above 45 years. It is found that majority 34% respondent's age are 26-35 years.

### Gender of the respondents

Particulars	Percentage	
Gender	Male	56.6 %
	Female	43.4 %
		100 %

Data source : Primary data



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## INTERPRETATION:

The above table indicates 56.6% respondents are male and 43.4% respondents are female. It indicates majority (56.6%) respondents are male.

## Location of the respondents

Particulars		Percentage
location	Rural	57.5 %
	Suburban	30.2 %
	Urban	12.3 %
		100 %

Data source : Primary data

## INTERPRETATION:

The above table indicates 57.5% respondents are from rural area, 30.2% respondents are from suburban area and 12.3% respondents from urban area. It is found that majority (57.5%) of the respondents are from rural area.

## Rice consumption in a typical week

Particulars		Percentage
Rice consumption in a typical week	Daily	40.6 %
	3-6 times a week	37.7 %
	Rarely	17.9 %
	Never	3.8 %
		100 %

Data source : Primary data

## INTERPRETATION:

The above table indicates 57.5% respondents are from rural area, 30.2% respondents are from suburban area, 12.3% respondents from urban area. It is found that majority (57.5%) of the respondents are from rural area.



## Type of value added rice product consumer prefer

Particulars	Percentage	
Type of value addition on rice products consumer prefer	Organic or sustainable Options	38.7 %
	Ready to cook	35.8 %
	Fortification	17.9 %
	others	7.5 %
		100 %

Data source : Primary data

### INTERPRETATION:

The above table indicates 38.7% respondents prefer organic or sustainable options, 35.8% of the respondents prefer ready to cook, 17.9% of the respondents prefer fortification and 7.5% of the respondents prefer other type of value addition on rice products. It is found that majority (38.7%) of the respondents prefer organic or sustainable options on value addition on rice products.

## Value added rice products ever purchased by respondents before

Particulars	Percentage	
Value added rice products ever purchased by respondents before	Yes	41.5 %
	No	33 %
	Maybe	25.5 %
		100 %

Data source : Primary data

### INTERPRETATION:

The above table indicates 41.5% respondents purchased value added rice products before, 33% of the respondents not purchased value added rice products before and 25.5% of the respondents think they may purchase value added rice products before. It is found that majority (41.5%) of the respondents purchased value added rice products before.



## Type of rice consumed by the consumers

Particulars		Percentage
Type of rice consumed By the consumers	White rice	64.2 %
	Brown rice	14.2 %
	Basmati rice	5.7 %
	others	16 %
		100 %

Data source : Primary data

## INTERPRETATION :

The above table indicates 64.2% of the respondents consume white rice,14.2% of the respondents consume brown rice,5.7% of the respondents consume basmati rice and 16% of the respondents consume other type of rice. It is found that majority (64.2%) of the respondents consume white rice.

## Type of value added rice products was aware by consumers

Particulars		Percentage
Type of value added rice products was aware by consumers	Puffed rice	5.7 %
	Polished rice	34 %
	Rice chips	18.9 %
	Rice flour	41.5 %
		100 %

Data source : Primary data

## INTERPRETATION :

The above table indicates 5.7% respondents was aware about puffed rice,34% of the respondents was aware about polished rice,18.9% of the respondents was aware about rice chips and 41.5% of the respondents was about rice flour. It is found that majority (41.5%) of the respondents was aware about value added rice product like rice flour.





## Respondents preference on where they purchase value added rice products

Particulars	Percentage	
Respondents preference on where they purchase value added rice products	Grocery store	20.8 %
	Online	10.4 %
	Farmer's market	48.1 %
	Speciality stores	20.8 %
		100 %

Data source : Primary data

### INTERPRETATION :

The above table indicates 20.8% respondents prefer grocery stores,10.4% respondents prefer through online,48.1% respondents prefer farmer's market and 20.8% respondents prefer speciality stores for purchasing value added rice products. It is found that majority 48.1% respondents prefer farmer's market for purchasing value added rice products.

## Nutritional information impact the respondents decision to buy a value added rice products

Particulars	Percentage	
Nutritional information impact the respondents decision to buy a value added rice products	Yes	32.1 %
	No	46.2 %
	maybe	21.7 %
		100 %

Data source : Primary data

### INTERPRETATION :

The above table indicates 32.1% respondents prefer nutritional impact on tacking decision to buy value added rice products,46.2% respondents not prefer to nutritional impact on taking decision to buy value added rice products and 21.7% respondents may prefer nutritional impact on taking decision to buy value added rice products. It shows that majority 46.2% respondents not prefer nutritional impact on taking decision in buying value added rice products.



## FINDINGS

- 34% of the respondent's age are 26-35 years.
- 56.6% of the respondents are male
- 57.5% of the respondents are from rural area.
- 40.6% of the respondents rice consumption in atypical week is daily.
- 38.7% of the respondents prefer organic or sustainable options on value addition on rice products.
- 41.5% of the respondents purchased value added rice products before.
- 64.2% of the respondents consume white rice.
- 41.5% of the respondents was aware about value added rice product like rice flour.
- 48.1% respondents prefer farmer's market for purchasing value added rice products
- 46.2% respondents not prefer nutritional impact on taking decision in buying value added rice products.

## SUGGESTIONS

- According to the responses, almost half of the consumers are not aware of the added value of the rice products. Valanaadu sustainable agriculture producer company limited needs to implement effective marketing strategies to increase the awareness of the consumers.
- Since consumers were unwilling to try a new value-added rice product, Valanaadu Sustainable Agricultural Producer Company Limited must ensure consumers' preference and should use a broader strategy to reach them.
- Most of the consumers prefers purchasing value added rice products from farmer's market so the company should advertise or giving pamphlet to know about farmer's market.
- From survey most of the consumers consider brand reputation while choosing value added rice product so Valanaadu Sustainable Agricultural Producer Company Limited must undertake to increase the brand reputation in and around the Mayiladuthurai District.
- From friends and family most of the consumers gather information about value added rice products to the company must provide promotional offers and discounts to reach more consumers in the market.



## CONCLUSION

As of the comprehensive research performed at the Valanaadu Sustainable Agricultural Producer Company Limited in Mayiladuthurai to understand consumers perception and awareness of value addition in rice. The results showed that almost half of the respondents were aware of value-added rice products and preferred farmer's markets. However, half were neutral due to difficulty in comparing options. The study identified variables such as rice consumption frequency, awareness of value-added products, and preferences for organic, sustainable, instant, and fortified rice. Recommendations include improving product awareness and increasing promotional activities.

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