

Preference for banana products and their effects on consumer's satisfaction

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ABSTRACT

Banana (*Musa paradisiaca* L.) is one of the most important fruit crops in the world. Banana is not only the staple food of million of people but also most important commercial crop of tropical region. In all 60 banana product consumers were randomly selected from Nanded city. Data pertained to the year 2007-08. Cluster analysis was used to analyse the opinion scores given by banana product consumers. The result revealed that, the consumer was preferring more *banana barfi* and *banana ice-cream* with similarity measure of 0.633 followed by *banana powder* and *banana jam* with similarity value of 0.498. It implied that consumer was preferring more *banana barfi* and *banana ice-cream*, *banana powder* and *jam* in high aggregate cluster. Hence, this cluster is named as highly preferred dimension. Similarly, consumer was preferring moderately *banana ripened fruit* and *banana shikran*, *raw banana vegetable*, *banana pakoda* and *banana juice*. Hence it is called as banana medium preferred dimension. Salad and chips are in low performance. Hence it is called as low preferred dimension.

INTRODUCTION

Banana (*Musa paradisiaca* L.) belong to family Musaceae. It is most important fruit crop in the world. Banana is important commercial crop of tropical region. It ranks next to mango in both area and production in India. Nanded is one of the districts in Maharashtra where banana has been grown on large scale. It is used in religious functions and it has other uses also. There are different varieties locally called Basari, Ardhapuri, Chekkerakeli, Mukhiri, Desi, Amrutpani, Pachorati, Karpura, Robusta, Poovan and Nendran. Various types of traditional health food can be prepared from banana such as chips, shikran, pakoda, barfi, ice-cream, vegetable, powder, juice, jam and salad. On the basis of consumer's preference, the different banana products may be sold by the processor. Keeping in view the above aspects, the study of preference for banana products and their effects on consumer's satisfaction has been undertaken.

METHODOLOGY

For this investigation, data were collected from randomly selected 60 consumers from Nanded city with the help of pre-tested schedule by personal interview method. Data pertained to the year 2007-08. Each of consumer was interviewed in regard to rank of preference for banana products that is in terms of five quantum scale. Consumer's

preference was measured as excellent, best, better, good and not-bad with assigned weightages as 5,4,3,2 and 1, respectively. Opinion scores of consumer to the banana products were obtained on eleven variables. These were namely, *ripened banana*, *banana chips*, *banana shikran*, *banana pakoda*, *banana barfi*, *banana ice-cream*, *banana vegetable*, *banana powder*, *banana juice*, *banana jam* and *banana salad*. A correlation matrix of 11 X 11 was developed for identifying maximum similarity values of variables or indicators. The indicators which had the similarity in values greater than or equal to $\bar{X} + (0.425 \text{ S.D.})$ were considered as high aggregate cluster. The indicator which had similarity values in between less than $\bar{X} + (0.425 \text{ S.D.})$ and greater than $\bar{X} - (0.425 \text{ S.D.})$ were considered as medium aggregate cluster. The indicator, which had similarity in values less than $\bar{X} - (0.425 \text{ S.D.})$ were considered as low aggregate cluster.

$$\text{Standard deviation (S.D.)} = \frac{[\sum (X - \bar{X})^2]^{1/2}}{n^{1/2}}$$

where,

\bar{X} = Similarity values or correlation values

\bar{X} = Arithmetic mean of the similarity values

n = Number of similarity values (8)

RESULTS AND DISCUSSION

The findings of the present study as well

Key words :

Banana, Products,
Cluster,
Consumption

Accepted :
December, 2009