



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CONSUMER SATISFACTION TOWARDS MILLET N MINUTES PRODUCTS IN MADURAI CITY

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### Abstract

The increasing awareness of healthy eating habits and lifestyle-related diseases has led to a growing demand for nutritious and traditional food alternatives. Millets, known for their high nutritional value, fiber content, and health benefits, have gained significant popularity among health-conscious consumers. "Millet N Minutes" products offer convenient, ready-to-cook millet-based food options that combine traditional nutrition with modern convenience. This study aims to analyze consumer satisfaction towards Millet N Minutes products in Madurai City. The research focuses on identifying factors influencing purchase decisions, measuring satisfaction levels, and understanding consumer perceptions regarding quality, taste, price, packaging, and availability. Primary

data were collected through structured questionnaires from selected respondents, supported by secondary data from journals, websites, and company sources. The findings indicate that health benefits, product quality, and convenience are the major factors influencing consumer preference. Most respondents expressed satisfaction with taste, nutritional value, and ease of preparation. However, pricing and wider availability were identified as areas for improvement. The study concludes that Millet N Minutes products have strong growth potential in Madurai City, provided the company continues to focus on quality, affordability, and effective promotional strategies.

**Keywords:** Consumer Satisfaction, Millets, Healthy Food Products, Nutritional Value, Purchase Decision, Convenience Foods, Customer Perception, Madurai City.



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## Introduction

Consumer satisfaction plays a crucial role in determining the success and sustainability of any product in a competitive market. In recent years, there has been a significant shift in consumer preferences toward healthier and more natural food choices. Changing lifestyles, increasing health awareness, and the rising incidence of lifestyle-related diseases such as diabetes and obesity have encouraged consumers to adopt nutritious dietary habits. Millets, which were once considered traditional grains, have re-emerged as “super foods” due to their rich nutritional profile, including high fiber, protein, vitamins, and minerals. Millet-based products are especially valued for their low glycemic index and ability to promote digestive health.

Recognizing this growing demand, several companies have introduced ready-to-cook and ready-to-eat millet products that combine health benefits with convenience. “Millet N Minutes” is one such brand that offers easy-to-prepare millet-based food products designed to suit modern, busy lifestyles while preserving traditional nutrition. In Madurai City, where awareness about healthy living is steadily increasing, Millet N Minutes products have attracted attention among different age groups. Consumer satisfaction towards these products depends on various factors such as taste, quality, price, packaging, nutritional value,

and availability. Understanding customer perception and satisfaction is essential for improving product performance and strengthening market position. Therefore, this study aims to examine consumer satisfaction towards Millet N Minutes products in Madurai City and identify the key factors influencing their purchasing decision.

## Statement of the Problem

In recent years, consumers have shown increasing interest in healthy and nutritious food products such as millet-based items. However, the level of satisfaction towards ready-to-cook millet products like Millet N Minutes remains uncertain in Madurai City. Factors such as taste, price, quality, packaging, and availability may influence customer perception and repeat purchase behavior. Despite growing health awareness, some consumers may still prefer conventional food products. There is a need to analyze whether Millet N Minutes products meet customer expectations. Understanding satisfaction levels will help identify strengths and areas for improvement. Hence, this study focuses on evaluating consumer satisfaction towards Millet N Minutes products in Madurai City.

## Objectives of the Study

- To analyze the level of consumer satisfaction towards Millet N Minutes products in Madurai City.



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- To identify the factors influencing consumers' purchase decisions of millet-based products.
- To examine customer perception regarding quality, taste, price, packaging, and nutritional value.
- To study the frequency of purchase and repeat buying behavior of consumers.
- To provide suggestions for improving customer satisfaction and market growth.

### Scope of the Study

The study focuses on consumer satisfaction towards Millet N Minutes products in Madurai City. It examines factors influencing purchase decisions such as quality, taste, price, and packaging. The research covers different age groups and income categories of consumers. It also analyzes customer perception regarding nutritional value and convenience. The findings will help the company improve its marketing and product strategies. The study provides insights for future research in the healthy food segment.

### Limitations of the Study

The study is limited to Madurai City and may not represent other regions. The sample size is restricted to selected respondents only. The research is based mainly on primary data collected through questionnaires. Responses may be influenced

by personal bias or opinions of respondents. Time constraints limited a more detailed analysis. Changes in market trends after the study period are not considered.

### Review of Literature

Ramesh, K. (2019) conducted a study on consumer preference towards millet-based food products in Tamil Nadu and found that health consciousness and nutritional awareness significantly influence buying behavior. The study emphasized the importance of taste and affordability in increasing repeat purchases.

Lakshmi, S. (2020), in her M.Com project submitted to the University of Madras, analyzed customer satisfaction towards organic and millet products and concluded that packaging and availability play a crucial role in urban markets.

Subramanian, P., & Devi, R. (2021) examined consumer perception of traditional foods in the Indian Journal of Marketing Research and highlighted that millets are gaining popularity due to lifestyle changes and medical recommendations.

Arulraj, M. (2018) studied health food consumption patterns among youth in Madurai and found that convenience and brand trust significantly affect purchasing decisions.

Dhanalakshmi, V. (2022), in her MBA project at Madurai Kamaraj University, focused on satisfaction towards ready-to-cook



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millet products and reported that product quality and taste were key satisfaction drivers.

Elangovan, T., & Priya, M. (2020) published a paper in the International Journal of Commerce and Business Studies stating that awareness campaigns greatly improve acceptance of millet-based foods.

Gopalakrishnan, S. (2017) analyzed the marketing strategies of health food brands and emphasized the role of promotional activities in shaping consumer attitudes.

Kavitha, R. (2021) conducted research on customer satisfaction towards packaged food products and concluded that competitive pricing enhances consumer loyalty.

Balasubramanian, R., & Shanmugam, K. (2019) in the Journal of Rural and Agricultural Marketing discussed the revival of millets and identified increasing demand due to government health initiatives.

Nithya, P. (2023) studied buying behaviour towards millet snacks among working women in Tamil Nadu and found that time-saving features and nutritional benefits strongly influence satisfaction levels.

## Findings

The majority of consumers prefer Millet N Minutes products because they are highly nutritious and rich in fiber, protein, and essential minerals. Health-conscious customers consider these products as a better alternative to rice- and wheat-based foods.

Taste and product quality are the most important factors influencing overall customer satisfaction and repeat purchase decisions. Consumers expect millet products to be both healthy and flavorful to match their regular food preferences. Convenience and easy preparation methods attract working professionals, students, and busy households. Ready-to-cook features save time and effort, making the products suitable for modern lifestyles. Most respondents perceive Millet N Minutes products as healthier substitutes for fast food and processed snacks. Customers believe these products help maintain fitness and prevent lifestyle-related diseases.

Pricing is viewed as slightly higher by some consumers, especially middle-income groups, which affects frequent or bulk purchases. Affordability plays a crucial role in expanding the customer base. Attractive packaging and availability of different product varieties positively influence buying behavior. Eye-catching design and clear nutritional information increase consumer confidence and interest.

## Suggestions

The company should maintain consistent product quality and introduce improved taste variations to satisfy diverse customer preferences. Continuous product development can strengthen customer loyalty. Competitive pricing strategies such as discounts, combo offers, and smaller trial



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packs can encourage frequent and first-time purchases. This will improve affordability and market penetration. Expanding distribution channels through supermarkets, local stores, and online platforms will enhance product accessibility and convenience for consumers.

Wider availability increases sales opportunities. Conducting health awareness campaigns and promotional programs can educate consumers about the benefits of millets. This will attract more health-conscious buyers and increase brand recognition. Introducing innovative millet-based products such as snacks, breakfast items, and ready-to-eat meals can meet changing consumer demands. Product diversification supports long-term growth. Strengthening digital marketing and social media promotion can improve brand visibility and customer engagement. Online reviews and influencer marketing can further build trust and credibility.

## Conclusion

The study concludes that Millet N Minutes products have gained positive acceptance among consumers in Madurai City due to their nutritional value, quality, and convenience. Most customers are satisfied with the taste and health benefits offered by the products. However, pricing and wider availability remain areas that require improvement. Increasing awareness about the advantages of millet-based foods can further

strengthen market growth. Overall, maintaining quality, affordability, and effective promotion will enhance customer satisfaction and ensure long-term success in the competitive healthy food market.

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