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## Consumer Preference Towards Buying of Processed Small Millets Products

By S. Angles

LAP Lambert Academic Publishing Jun 2015, 2015. Taschenbuch. Condition: Neu. This item is printed on demand - Print on Demand Neuware - The minor millets consumption has been in practice since the Harappan period in India. At present again minor millets preferences is gaining momentum because of its valuable properties. The Millets are nutritious compared to rice and wheat and these millets release sugar slowly in the blood and also diminish the glucose absorption. These properties of the minor millets made the present consumers attracted towards the consumption of minor millets. The Consumer behavior as an area for exploration has always been interesting and important as one has to deal with rapidly changing consumers' taste and preferences, perception, attributes etc. The prime objective of any organization is to achieve a satisfied customer in order to remain in business. The various variables concerning the behavior of customer have strength which can be used as the basis for formulating market strategies. For the peoples those who involve in production, processing, marketing, Export trade and research of small millet and its processed products, this book is designed and will be highly useful. 80 pp. Englisch.



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