



Assessment of consumer preferences of Puran Poli with special focus on age and family type

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Abstract

The study was conducted to understand the consumer preferences for traditional Maharashtrian dish Puran Poli. Puran Poli is one of the most loved delicacies in Maharashtrian food that is prepared in every Maharashtrian family during special occasions. It is dish made majorly from Bengal gram and Jaggery or/and sugar. The major objective of the study was to assess the preferences of consumers towards Puran Poli along with analysis of consumer awareness regarding it. The assessment was based on age, occupation and family type. The impacts of all these demographics was analysed in context of consumer preferences regarding Puran Poli. The simple randomised sampling was used for primary data collection. The documented information was also accessed for better understanding of the consumer preferences. Data was collected through online and offline survey and interview method using a structured questionnaire. Geographical scope of the study was rural and urban population in Pune district. It was found that the people are fond of Puran Poli. Puran Poli is moderately important in the diet of people. It is mostly consumed on special occasions. Overall soft textured, Yellow-red colour Puran Poli is preferred. Maximum people like to consume Puran Poli with milk. It is detected that age have significant while family type have very less impact on the consumer preferences regarding Puran Poli.

Keywords: puran poli, consumer preference, instant puran mix, Marathi culture

1. Introduction

Puran Poli is a traditional Maharashtrian dish. In India, it is culture to eat more prominent flavours and high-fat suppers than normal all through happy seasons. Diverse states have particular celebrations, distinctive strengths and unique sustenance things. Maharashtra is never prohibition to that. The genuine and mark dish of Maharashtra is Puran Poli. It is a typical sweet dish prepared in many families amid any special events and the celebrations like *Holi*, *Shravan Maha*, *Ganapati-Gauri*, *Gudipadwa*, *Diwali* and so on. The tasty Puranpoli has even come to America and Europe, crossing seven oceans There are different names are given to Puranpoli like "*vedmi*" in Gujarati, *boli* (Malayalam & Tamil), *bobbatlu/bakshalu* (Telugu), "*polae*"/"*polelu*" for plural which is a lot more slender form in Telangana, *holige*, *obbattu* in Andhra Pradesh, *Orugatalle* in Kannada, *ubbatti* or just *poli* in Konkani ^[1].

Puran Poli is like Paratha that is loaded down with a blend of jaggery and chickpeas dal and is presented with fiery curry, regularly perceived as *Aamti* or with Milk or thick Mango squeeze alongside ghee. Amid celebrations, the dish is exhibited to the Gods and is offered as *Nevedyam* ^[2, 3, 4]. With the adjustments in custom, societies and ceremonies everywhere throughout the state, there are different kinds of strategies accessible to plan Puran Poli that fluctuates as indicated by areas. In Nagpur, utilization of sugar is basic in Puran Poli, while in Kolhapur jaggery is utilized as a sweetener. In *Vidarbha*, all the more stuffing is included Puran Poli, while in west Maharashtra, stuffing is very less. In *Khandesh*, individuals use chana dal, rather than Tur dal or Mug dal ^[5]. In the south, stuffing is loaded up with jaggery and coconut. The Parsi individuals utilize dry fruits and essence dry fruits and essence and wave it like a pudding with one layer on one side ^[2].

In a large portion of the Maharashtra, Puran Poli is regularly

prepared with channa dal. Half sugar and half jaggery is utilized to make the stuffing. Dal is right off the bat steamed in Pressure cooker until it is totally delicate to smash. A jaggery or sugar is then added to it. This blend is then pounded a ton, with the goal that no entire lentil ought to be available in the blend. For the covering, whole wheat flour and maida is blended with water and milk. The dough formed is utilized for the external covering of the Puran Poli. Much the same as paratha, the stuffing of Puran, is filled inside the covering and is then squeezed delicately with the roller fit as a fiddle. The Poli shaped, must be cooked on a container from both the sides until it is having proper colour. Ghee is use for frying the Puran Poli which gives a heavenly taste to it. It tends to be even devoured following 2-3 days ^[3, 2]. A few people use Khava, Cashews and Almond Powder and Cardamom Powder for the more flavours. Alongside every single other trademark size and thickness likewise changes with area. In a few territories coconut stuffing is additionally utilized with large size ^[6].

2. Methodology

This study was based on empirical data collection through which an effort was made to analyse the consumer preferences of people regarding Puran Poli.

2.1 Geographic Scope

Study was conducted at urban and rural area of Pune. The Pune being cultural capital of Maharashtra many individuals from all over the Maharashtra are settled in Pune. Individuals with different age, economic conditions were analysed.

2.2 Sample selection

Simple randomized sampling was used for data collection. About 700 questionnaires were collected from population for the analysis among them only 648 were used for analysis

as 52 questionnaires were not having required information.

2.3 Questionnaire design

The questionnaire was designed with an ‘easy to understand’ format in English language. The first part of questionnaire was having demographic details like Name, contact number, gender, age, occupation and family type and second part was focused on consumer preferences regarding Puran Poli. Questionnaire was also translated in Marathi and Hindi for better understanding.

2.4 Data collection

The research data were collected using the technique of interview by questionnaire forms. Online forms were also used for data collection. In the questions where the participants were asked to specify their preferences out among given choices provided in the questionnaire. Questionnaire was having about 15 questions.

2.5 Data representation and Analysis

Data is represented in the form of percentage. The data is sorted according to age, sex and occupation as the impacts of these demographic details on consumer preference is to be analysed. Data is analysed by IBM SPSS Statistics software.

3. Result and discussion

This is the first study to comprehensively understand the

consumer preferences about Puran Poli. As the Puran Poli is signature dish of Maharashtra, it is important to understand the consumer preference of people.

3.1 Consumption of Puran Poli

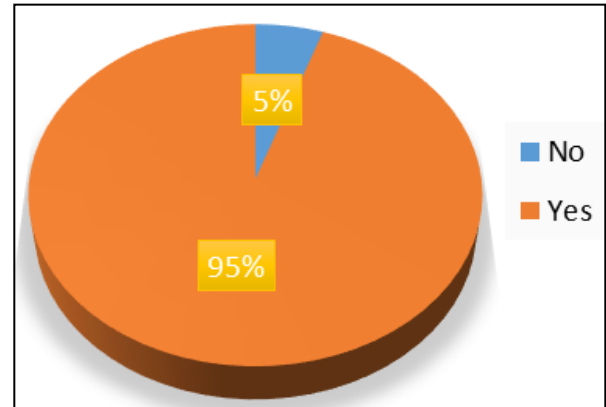


Fig 1: Overall Consumption of Puran Poli

About 95% people consume Puran Poli in their diet. Five % people do not consume Puran Poli as they do not like sweets or they have some medical conditions like diabetics. Some individuals also don't consume Puran Poli as they are basically from region where Puran Poli is not consumed.

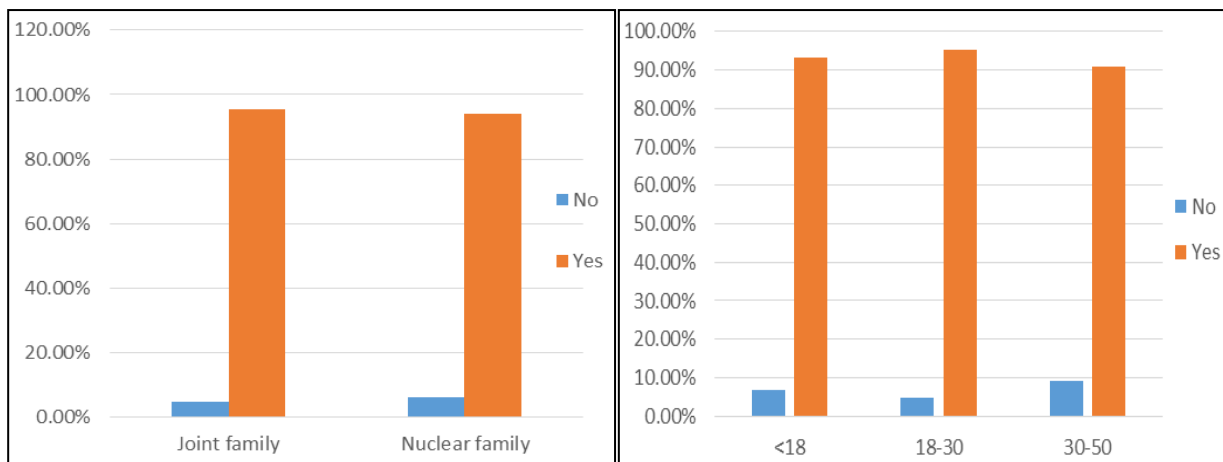


Fig 2: Consumption of Puran Poli on the basis of family type and age

The overall consumption of the Puran Poli varies with age. It was found, in the group of individuals having age below 18, 93% people consume and 7% people do not consume Puran Poli. This may be due to change in consumption pattern of youth. Youth is more inclined towards fast food [3]. Especially regarding Indian sweet products this age group is now days preferring western sweet products [2]. As Puran Poli is mostly prepared in Maharashtrian homes during most of the festivals due to which 95% individuals from this age group consume Puran Poli. While in age group 18-30 it was found that 95% people consume Puran Poli and only 5% do not consume Puran Poli. In age group 30-50, 90% people consume Puran Poli and 10% people do not consume Puran Poli. As India being diabetic capital of the

world many health advisors, advice not to consume sweet to individuals from this age group. This may be major reason of less consumption of Puran Poli in this age group [7, 8]. According to family type, there is not much difference in consumption of Puran Poli. Joint family shows 95% consumption rate while nuclear family show 94% consumption rate. The consumption of Puran Poli in both type of family is similar without any significant difference.

3.2 Importance of Puran Poli in diet

According to survey, Puran Poli is moderately important to the maximum individuals with 37% followed by 20% with very important and then 18% and 19% with extremely and fairly important respectively.

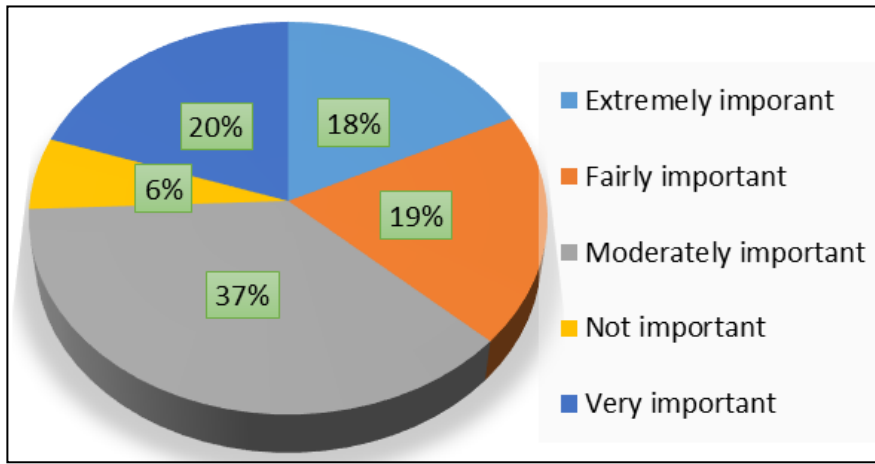


Fig 3: Overall Importance of Puran Poli in diet

As Puran Poli is considered as the cuisine of festivals [9], it is mostly moderately important for most of the individuals. It is prepared in most of the home on the special occasion. It

was also observed that for 6% people Puran Poli is not important as part of their diet.

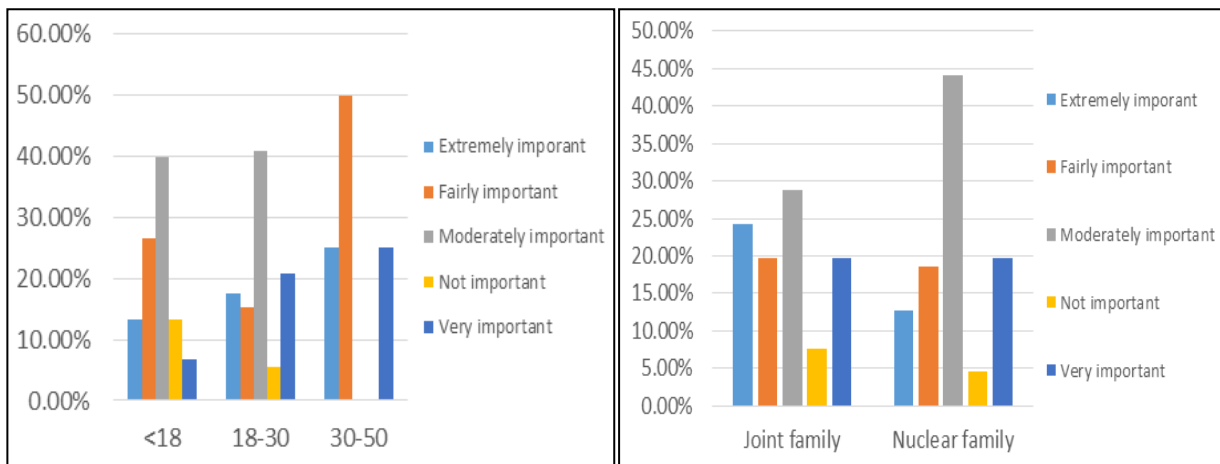


Fig 4: Importance of Puran Poli in Diet on the Basis of Family Type and Age

According to the age group, in the group below 18 years that includes children that mostly like sweet things. It is observed in many research works that sweet products have more preference by individuals below 18years of age. Therefore, 40% below 18 has moderate importance of Puran Poli in their diet followed by fairly important with 27%. For 6% individuals having age below 18, Puran Poli is very important part of the diet. There is equal score for very important and not important category with 13%.

In the age group 18-30, 40% individuals has moderate importance with 20% very important and 18% with extremely importance. 15% individuals has fairly importance while 6% individuals has no importance. The consumer preference of this group is also similar to the age group of blow 18years except the amount of individuals for whom Puran Poli is very important. In the age group 31-50 with the increasing age, people get more health conscious and reduce their consumption of eating sweets. In addition, people tend to have various health problems. Therefore, 50% of individuals have fairly importance of Puran Poli in

their diet. This is followed by 25% equally distributed to very important and extremely important.

According to family type, nuclear family has comparative much more moderate importance of Puran Poli in their diet with 44%, where that of joint family is 29%. This may be due to the feeling of home is attached with Puran Poli as it is prepared during festivals. 24% people of joint family has extreme importance of Puran Poli in their diet followed by 19% with very and fairly important. 8% of joint family has not much importance of Puran Poli in diet. Whereas in nuclear family, 20% individuals consider Puran Poli as very important, 12% with extremely important and 18% people with fairly important.

3.3 Regularity of Consumption

As India is the country of festivals and known for its tradition, it has several traditional dishes. Puran Poli is also known as traditional dish that is largely consumed on festive season. Mostly Puran Poli is consumed as a traditional food from ages in Maharashtra [8].

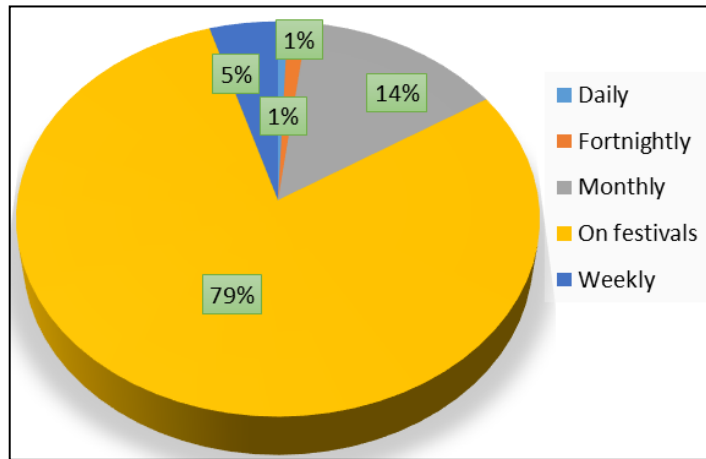


Fig 5: Overall Regularity of Consumption

According to survey, 79% individuals consume Puran Poli on festivals with 14% consume on monthly basis and 5% people consume weekly which are very fond of Puran Poli. While only 1% individuals consume Puran Poli daily and fortnightly.

According to age group, below 18 children mostly consume

Puran Poli on festivals with 94% and 6% children consume Puran Poli on monthly basis according to their likes. In the age group 18- 30 year 78% people consume Puran Poli on festivals were as 15% on monthly basis. In the age group 30-50, 75% people consume Puran Poli were as 17% consume monthly according to their preference.

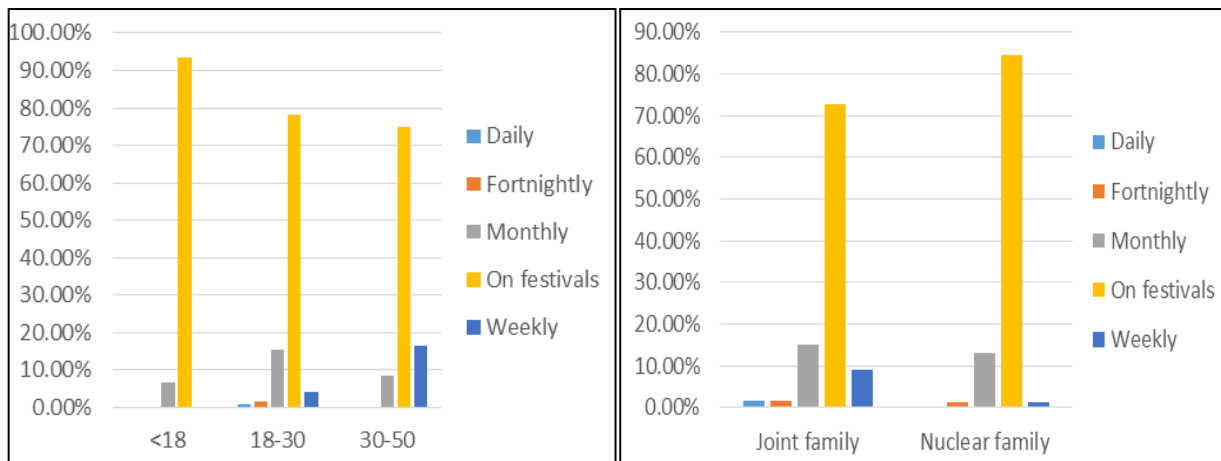


Fig 6: Regularity of Consumption on the basis of family type and age

According to family type, 73% of the joint family prefer Puran Poli on festivals, 15% on monthly preference and 9% weekly according to their preference. In nuclear family, 85% of families consume Puran Poli on festivals and 13% of families on monthly preference.

3.4 Texture Preference

Most of the times Puran Poli is consume for its taste. Along with it texture is also considered as one of the important parameter. According to the survey, 75% people like Puran Poli with soft texture, 20% prefer crunchy and crispy textured Puran Poli. It was found that 2% of individuals prefer gummy and hard texture.

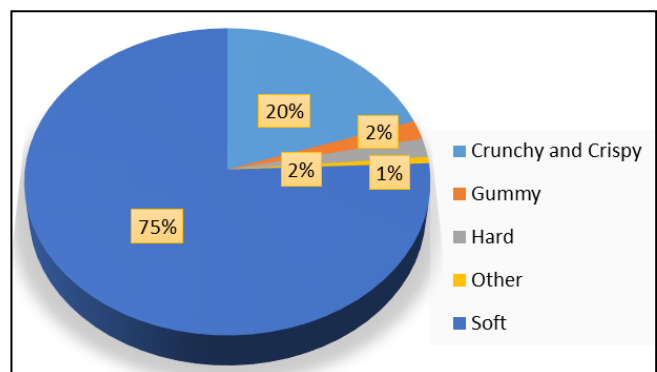


Fig 7: Overall Texture Preference

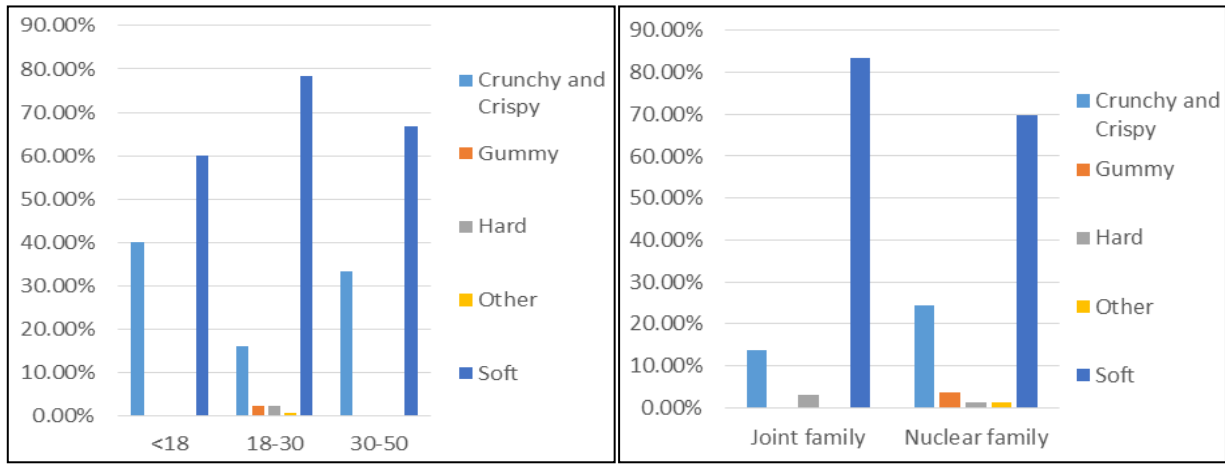


Fig 8: Texture Preference on the basis of family type and age

According to the age group, below 18, 60% of children prefer soft textured Puran Poli while remaining 40% prefer crunchy and crispy texture. In the age group 18-30, 79% prefer soft texture while 16% prefer crunchy and crispy texture. In the age group 30-50, 67% of the people prefer Puran Poli for its soft texture while the remaining 33% will like to consume Puran Poli having crunchy and crispy texture. 83% of the joint families prefer consumption of soft textured while only 70% joint families have same opinion. It was also found that 14% joint families and 24% nuclear families prefer crunchy and crispy texture.

3.5 Colour Preferences

“Person first eats with eyes” which means appearance is the first impression of food and plays very important role in selection of food Product [10]. Food, which is more appealing, is preferred first. Same goes for Puran Poli. Colour of Puran Poli varies with method of cooking, ingredients used, time used for cooking. According to survey, yellow-red Puran Poli has more acceptances with 60% followed by Brown-red that is 26%, whitish which is 9%.

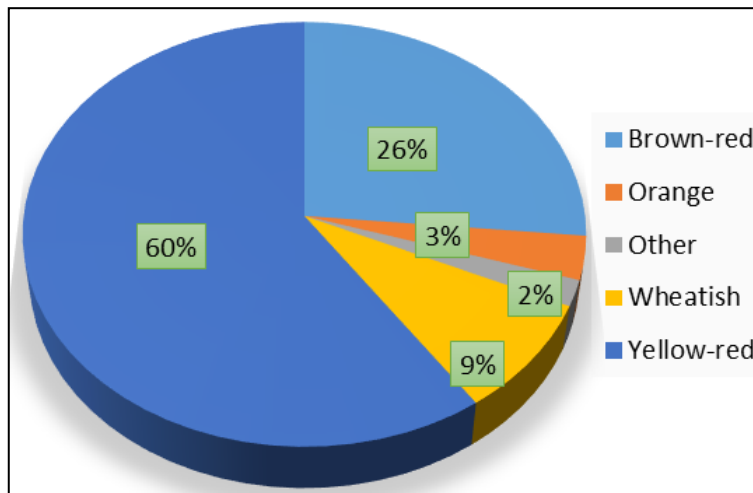


Fig 9: Overall Colour Preferences

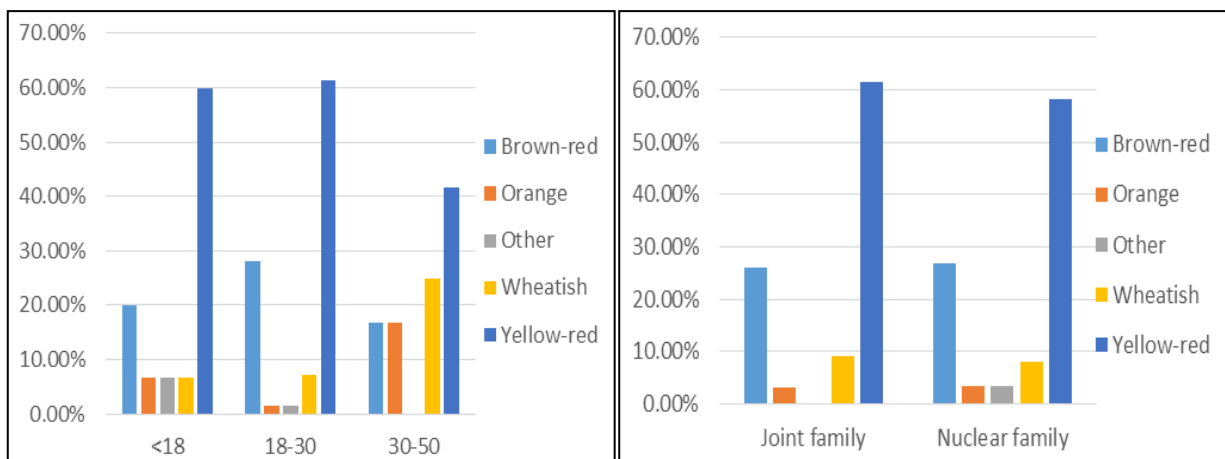


Fig 10: Colour Preferences on the basis of family type and age

According to age group, there is maximum preference for Yellow-red colour Puran Poli which is 60% for below 18, 61% for 18-30 age group and 42% for 31-50 year age. Next most favoured colour for Puran Poli is Brown-red which is 20%, 28% and 17% for below 18, 18-30 and 31-50 age groups respectively. Further, in age group below 18, there is equal distribution for Orange and Whitish. In age group 18-30, whitish colour is preferred with 7% while orange and other is in minor with 2% each. In age group 31-50, 25% prefer whitish coloured Puran Poli. According to family type, joint family like yellow-red colour most which is 61.5% followed by 26% for brown-red colour, 9.23% for whitish colour and 3% for orange colour Puran Poli. For nuclear family type, 58% is for yellow-red coloured Puran Poli which is more favoured, followed by 27% for brown-red colour, 8% for whitish colour. Overall Yellow-red colour Puran Poli is preferred.

3.6 Combinations with Puran Poli

In Indian culture where Puran Poli is consumed as part of culture as well as festival is consumed with different side dishes. These dishes may vary with region and season. During summer, people mostly consume Puran Poli with the

mango juice i.e *Aamras* while in winter it is consumed with milk and ghee [8, 11]. Even though the consumption pattern may vary with time, area and people, people now consume Puran Poli according to their choices and preferences as most of the side dishes available through the year. It was found that 45% of people prefer milk with Puran Poli, 26% prefer ghee on poli, 13% prefer *Aamras*, 9% people like curry on poli while the remaining 7% like to consume Puran Poli as it is.

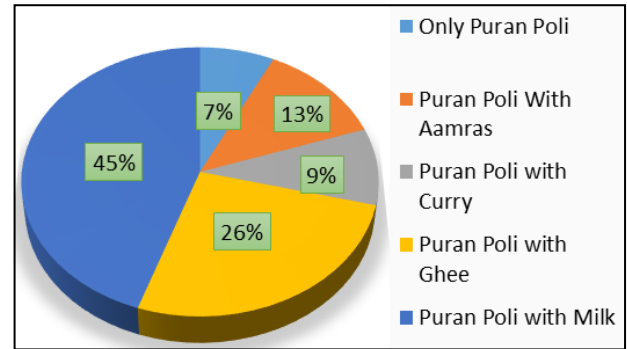


Fig 11: Overall Preferred Combinations

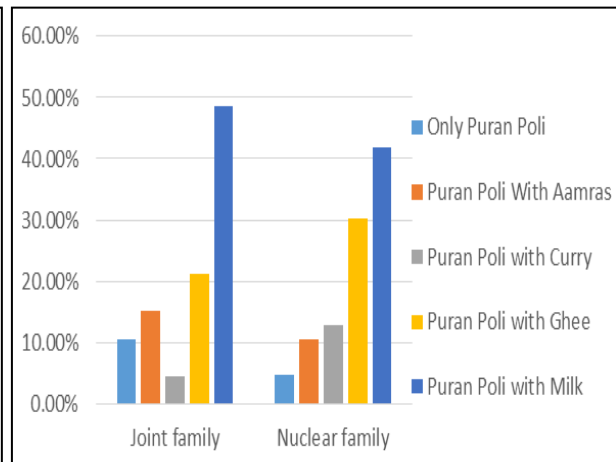
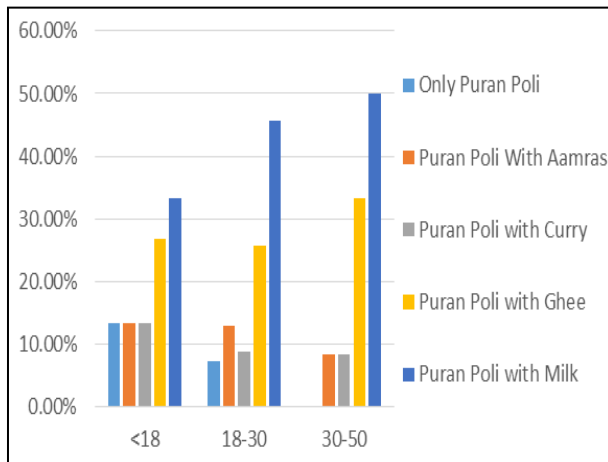


Fig 12: Preferred Combinations on the basis of family type and age

According to survey, in the age group below 18, children mostly like milk with Puran Poli with 33% followed by Ghee with 27%. There are equal preferences for Puran Poli with *Aamras*, Puran Poli with curry and only Puran Poli with 13% each. In the age group 18-30, people mostly prefer milk with Puran Poli with 45% followed by Puran Poli with Ghee. In this age group 13% people like *Aamras* with Puran Poli, 9% people like curry with Puran Poli and 7% people like Puran Poli as it is. While in the age group 31-50 50% people like Puran Poli with milk, 33% people like Puran Poli with Ghee.

According to family type, 49% of the joint family and 42% of nuclear family like milk with Puran Poli while 21% of joint families and 30% of nuclear families like Ghee with Puran Poli. It was also found 15% of joint families and 10% of nuclear families like *Aamras* with Puran Poli. It was clearly observed that maximum people like milk with Puran Poli.

4. Limitation

Data collection was conducted in very short span of time (August- September 2018.) As the sample size is small and drawn from a single district the findings cannot be generalized. As there is lack of prior research studies on the

topic the foundation for understanding the consumer preferences regarding Puran Poli was not there. As the Puran Poli is considered as cultural specific food for Maharashtra, there can be a little impact of Cultural biasness.

5. Conclusion

On the basis of findings it can be concluded that individuals have fond of Puran Poli. Being traditional dish of Maharashtra most of the people consume it. Age have significant impact on the consumption. People with age more than 30 have less consumption as compared with lesser age group. It was also found that family type don't have any significant impact on the consumption. Puran Poli is moderately important to the maximum individuals as it is considered as festival food. It is more important to the individuals in age group of 18-30 as compared with other age groups. It was also concluded that for nuclear families it is more important as compared with joint families. Puran Poli is mostly consumed during festivals and special occasions. 18-30 age group consume Puran Poli more regularly as compared with others. Joint families are more inclined towards regular consumption than nuclear families. Most of the individuals like soft textured Puran Poli with

Yellow-red colour. There is no significant impact of age and family type on the texture and colour choices regarding Puran Poli. It can be consumed with different side dishes but milk is the most favoured one.

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