

## Consumption pattern of *papad* at household level and its availability in the local market\*

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**Abstract:** The present investigation was undertaken to document the consumption pattern of *papad* at household level and its availability in the local market. A sample size of each 100 households and retail shops were selected purposively from local Dharwad. Consumption pattern of *papad* and its availability in the market were collected by personal interview method. The traditional practice of *papad* preparation was still followed at household level. Pulses, cereals, processed cereals, fruits and tubers were used for preparation of *papads*. National brands like *Lijjat* and MTR and also local brands were available in the local market. Blackgram dhal *papad* was most popular. The distributors of *papads* in the local market of Dharwad were from local Dharwad town (30%), different places within Karnataka (33%) and outside Karnataka (37%).

**Key words:** *Papads*, *lijjat*, household level, blackgram dhal

### Introduction

*Papad* is a popular and tasty food item in the Indian diet since many centuries. Combination of pulses, cereals, processed cereals, fruits, roots and tubers used for preparation of *papad* varies from one region to another depending upon the preferences of local people. Market for *papad* is steadily growing across the country. There are a couple of national brands available, but the market is predominantly controlled by the local brands. Manufacturing of *papad* is yet to pickup and prospects for new types of *papads* are bright, provided good quality is maintained and prices are competitive. It was proposed to study the consumption pattern of *papad* and its market availability in Dharwad city of Karnataka state to know the consumer preferences for introduction of new *papads*.

### Material and methods

The study was conducted in 2008 in Dharwad city with sample size of 100 *Mahila mandal* members and 100 retail shops. The existing list of *Mahila mandals* of Dharwad city was collected from Taluk Panchayat Office, Dharwad. Ten *Mahila mandals* were purposively selected and 10 respondents were selected at random from each *Mahila mandals* for data collection. Purposive sampling was done while selecting the retail shops covering the entire city of Dharwad including market and extension areas.

The data was collected using pre-tested, structured questionnaire and interviewed respondents and retail shop owners personally. The general information and specific information such as consumption and purchasing pattern of *papads*, most common and an unique indigenous methods of *papad* preparation by the respondents were collected and documented. The information on the availability of different

brands of *papad* and source of procurement was collected through the market survey.

The analysis of data collected by household and market survey was done by frequency and percentage (Steel and Torrie 1960).

### Results and discussion

The traditional practice of preparation of *papad* as a convenient food at household level was followed by 72 per cent respondents (Table 2). This is mainly due to the high percentage (50%) of respondents of above 50 years in the study group, who are more familiar with the traditional methods of preparation of *papads* than younger age group (17%) of the respondents (Table 1). Respondents used variety of *papads* prepared from different types of pulses, cereals, processed cereals, tubers and fruits for consumption at household level (Table 2). This depicts the use of local resources as a traditional practice by the respondents. The percentage of preparation of variety of *papads* by respondents, however, was very low (1-9%) because of non-availability of raw materials, time consuming, laborious and not knowing the proper method of *papad* preparation. Blackgram dhal (94.44%), rice (63.80%) and greengram dhal (33.33%) *papads* were prepared by large percentage of respondents. Unique quality characteristics of Blackgram dhal and rice and also easy accessibility of these two processed raw materials in the local market could be the reason for its wide use (Shurpalekar and Venkatesh 1975).

The results of household survey on procurement of *papads* for consumption (Table 2) revealed that about 50 per cent respondents procured *papads* from local retail shops and women entrepreneurs. The educational and economic status of the respondents are the influencing factors (Table 1) for

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Table 1. Socio-demographic profile of the respondents

(N=100)			
Sl. No.	Variables	Category	Percentage
1	Age (years)	< 35	17.00
		35-50	36.00
		50 and above	47.00
2	Educational level	Illiterate	8.00
		School	46.00
		College	46.00
3	Family size	1-5	47.00
		5-8	49.00
		>8	4.00
4	Monthly income (Rs.)	> 12,717	20.00
		12,717-8,572	30.00
		< 8,572	50.00
5	Occupation	Non-job holders	88.00

procurements of *papads*. Variety of *papads* prepared at household level were also found to be available in retail shops and entrepreneurs. This reflects the availability of traditional *papads* in the local market prepared from local resources, because of the growing demands of the respondents for readily available foods (Srivastava, 2008). Rice, Blackgram dhal *papads* were procured by majority (93.75%) of the respondents, where as 3.12 to 31.25 per cent procured other types of *papads*. The trend in the procurement of type of *papads* depicts those respondent's likings and familiarity towards blackgram dhal and rice *papads*.

Majority of the respondents consumed *papads* occasionally and as an accompaniment (Fig. 1), which represents an important part of the diet consumed widely (Singh *et al.*, 1996). It is also observed that 33 per cent household consumed *papad* as an appetizer, which may be due to the change in the

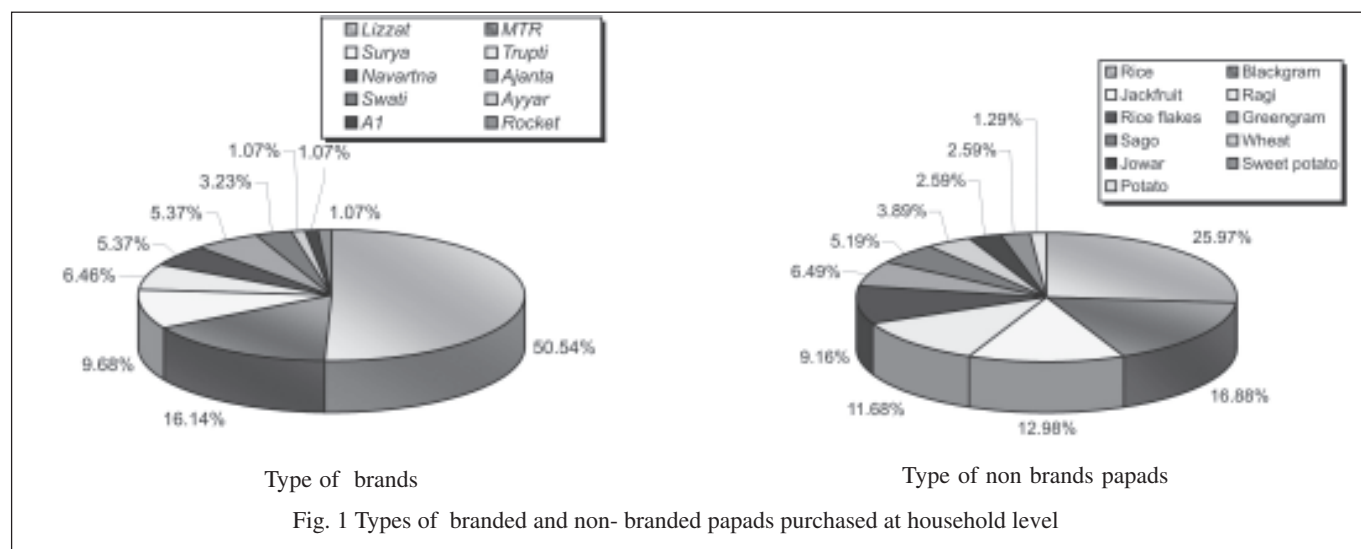


Table 2. Source of procurement and types of papads used by respondents

(N=100)							
Sl. No.	Particulars	Home made*		Procurement*			
		F	%	Retail shops		Small scale entrepreneurs	
		F	%	F	%	F	%
<b>A</b>	<b>Papad</b>	72	72.00	32	32.00	16	16.00
<b>B</b>	<b>Types</b>						
1	Blackgram dhal	68	94.44	30	93.75	7	43.75
2	Greengram dhal	24	33.33	2	6.25	3	18.75
3	Horsegram dhal	8	11.11	-	-	-	-
4	Rice	46	63.80	10	31.25	10	62.50
5	Ragi	9	12.50	6	18.75	3	18.75

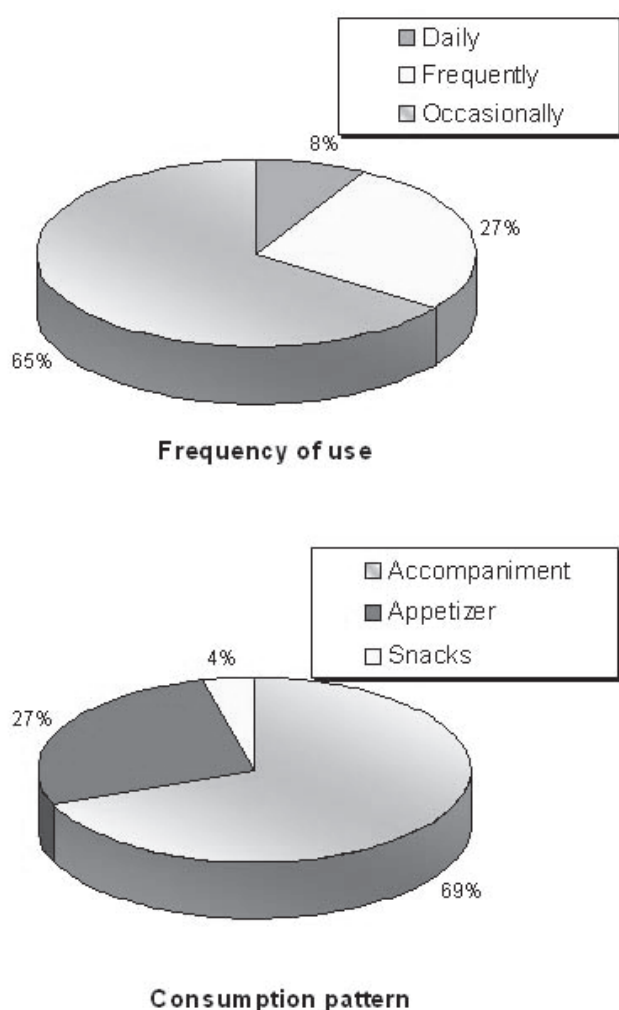


Fig. 2. Consumption pattern of papads by the respondents

food pattern of the respondents (Fig. 2). Annual consumption of *papads* ranged from 1 to 5 kg. Sixty seven per cent of the respondents consumed 1 to 2 kg *papads*, which is mainly related to the large percentage of medium (41%) and small (47%) family size of the respondents in the study. The scientific information on the quantity of consumption of *papads* is scanty, and hence more information needs to be collected in this area. The common methods practiced for drying of *papads* by the respondents were sun drying, sun drying followed by shade drying and exposing *papads* to air by shade drying (Table 3). It is also observed that few spices like cloves, pepper, asafoetida and bajji beru were used as preservatives for storage of *papads* at household level. However the preservatives were used by only 2-3 per cent of the respondents (Table 3). This shows that such traditional practices are not being followed in many households because of ignorance or not aware of the method used.

The data of household and market survey on types of brands of *papads* purchased by the respondents and the availability in the local market of Dharwad city (Fig. 1 and Table 4) revealed that there were more than 30 brands of *papads*

Table 3. Storage of papads at household levels (N = 100)

Sl.No.	Particulars	Frequency	Percentage*	Method of storage
1	Frequent sun drying and storing in air tight containers	100.00	70.93	
2	Sun drying before and after rainy season	20.00	14.18	
3	Sun drying and shade drying before storing in air tight container	11.00	7.80	
4	Exposing to air by shade drying	10.00	7.09	
<b>B Storage containers</b>				
1	Aluminium box	48.00	46.15	
2	Steel box	17.00	16.35	
3	Tin box	3.00	2.88	
4	Cartons	12.00	11.54	
5	Polythene covers**	24.00	23.08	
<b>C Preservatives used for storage</b>				
1	Asafoetida	2.00	2.00	
2	Pepper	3.00	3.00	
3	Cloves	2.00	2.00	
4	Bajji beru	2.00	2.00	

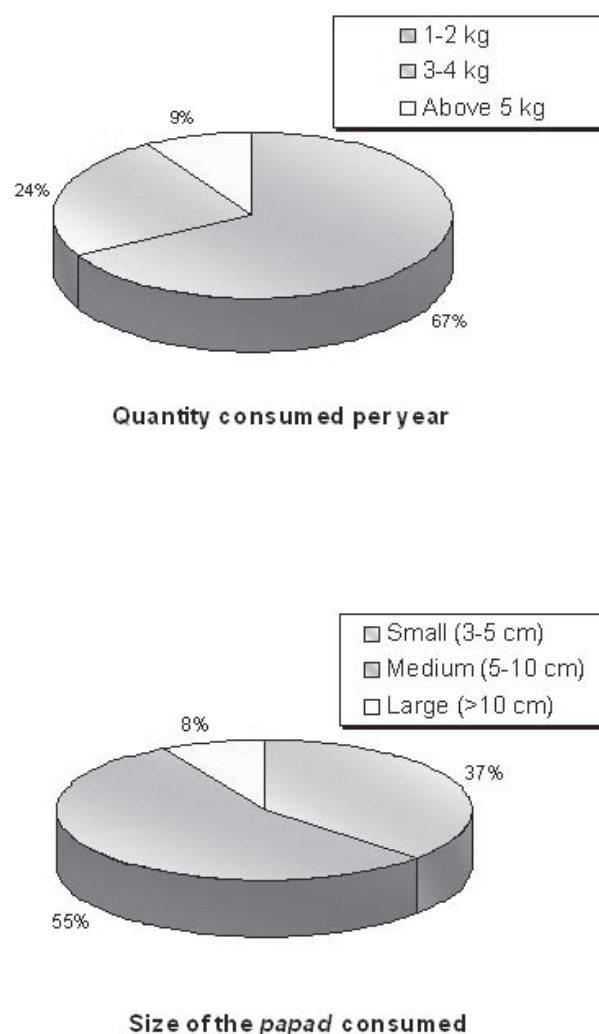


Fig. 3. Quantity and size of the papad consumed at household level

available in retail shops and 55 per cent of households purchased branded papads. Brands like *Lijjat*, *MTR*, *Swati*, *Trupti*, *Surya*, *Ajanta*, *Navaratna*, *Ayyar*, *A1* and *Rocket* were the common brands used by the respondents. Blackgram dhal was the most common papads available in different brands. *Lijjat* brand was available in majority of retail shops followed by *MTR*, *Rocket* and *Trupti*. Fifty per cent of the respondents preferred *Lijjat* followed by *MTR*, *Surya* and *Trupti* brands. This shows that local market of Dharwad is mainly covered by black gram dhal *papad* by brands like *Lijjat*, *MTR* and *Trupti*, which are also popular at the national level (Parpia, 2008). Wide publicity, advertisement and marketing techniques might be the influencing reasons for popularization of these products. Around 10-20 per cent of retail shops were covered with other branded *papads*, because of better contacts of retail shops with different *papad* distributors. *Papads*, which were available in different

retail shops differentiated on the basis of their quantity sold, size and flavored ingredients used. Since *papad* was consumed as an appetizer, it was available in different sizes like *Disco papad* with 3 cm and maximum size of 22 cm, which are mainly available in hotels. The *papads* were available in different quantities ranging from 40 to 250 g with a price range of Rs. 8/- to Rs.33/-. Only few brands were available in different flavours like plain, garlic, red chilli, Punjabi, Sindhi masala and masala.

It was observed that the distributors of *papads* in the local market of Dharwad were from local Dharwad town (30%), different places within Karnataka (33%) like Bijapur, Bangalore, Uttar Kannada and Mangalore and outside Karnataka (37%) like Maharashtra, Tamil Nadu, Rajasthan and Uttarpradesh. It was also observed that most of the *papad* units of different brands were home-made and women entrepreneur groups and

Table 4. Availability of different branded papads in the local market of Dharwad city

Type of brand	Percentage	Quantity sold (g)*	Cost (Rs.)*	Type of papad	Flavour ingredients added
Lijjat	87.00	100, 200, 250	11.5, 22.0, 23.0, 24.0, 27.0, 33.0	Blackgram	Plain, garlic, red chilli, masala
MTR	55.00	40, 100	8.0, 15.0, 17.0	Blackgram	Plain, masala
Rocket	37.00	100	14.0	Rice flour, blackgram	Plain
Trupti	29.00	100, 175	12.0, 22.0	Blackgram	Plain
Umadi	27.00	100	14.0	Blackgram	Plain, masala
Navaratna	22.00	100, 200	12.5, 24.0	Blackgram	Plain, red chilli, , Sindhi
masala, Punjabi					
Adarsh	15.00	100, 200	13.0, 25.0, 28.0	Blackgram	Plain, special Sindhi masala
Surya	13.00	100	13.0	Blackgram	Masala
Anil	12.00	50, 100	6.15, 12.15	Rice flour, blackgram	Plain
Sunil	12.00	100	13.0	Blackgram	Plain
Nilon	11.00	90	16.0	Sabudana/potato/rice	Plain
Shreepadma	10.00	100	14.0	Blackgram	Plain
Chanku	7.00	100	13.5	Blackgram	Plain
Aarti	7.00	150	30.0	Blackgram	Plain
Shakti	7.00	100	12.0	Blackgram	Plain
Agarwal	7.00	200	28.5	Moong, blackgram	Plain
Powar	6.00	150	21.0	Blackgram	Plain
Shreeshakti	6.00	100	12.0	Blackgram	Plain
Butler	6.00	100	13.0	Rice flour and blackgram	Plain
Gruhini	5.00	100	14.0	Rice flour and blackgram	Plain, chilli
A1	5.00	100	12.0	Blackgram	Plain
Mothers recipe	4.00	200	26.0	Potato/Sabudana/rice flour/wheat	Plain
Bikaner	3.00	200	26.0	Moong, blackgram	Plain
Jayanti	2.00	100	12.0	Blackgram	Plain
Mahaveer	2.00	200	26.0	Moong, blackgram	Plain
Ajanta	2.00	100	12.0	Blackgram	Plain

were named as *Mahila Griha Udyog*, Home Industries, *Mahila* Home Products and Home products. The results also showed that papad industry is largely unorganized and localized business with few national players like *Lijjat* and *MTR*. *Lijjat papad* is the largest selling brand in Indian as well as foreign market (Parpia 2008).

The study concludes that the *papad* is a popular food item in the diet of local Dharwad. The traditional practice of

preparation of *papad* as a convenient accompaniment in regular meals is still followed at the household level. Varieties of pulses, cereals, processed cereals, fruits and tubers are used for the preparation of *papads* depending upon the preferences of the consumers. Market of *papad* is steadily growing and there are national brands like *Lijjat* and *MTR* and also local brands of *papad* are available. Blackgram dhal *papad* is the most commonly available *papad* in the local market.

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