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A Study on Consumption Pattern of Various Types of Major Dry Fruits and Nuts in Coimbatore City

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

Aim: The purpose of the study was to find the consumption pattern of various types of major dry fruits and nuts in Coimbatore city of Tamil Nadu.
Design of the Study: Analytical or diagnostic research and exploratory research design were used as the study aims to find the consumption pattern of major dry fruits and nuts in Coimbatore city. Survey was carried out through a well-structured interview schedule. Primary data was collected using interview schedule from the sample respondents.
Methodology: The sampling technique used for data collection was the convenience sampling method. The sample respondents in this study were selected from different regions of Coimbatore city who had purchased major dry fruits and nuts in supermarkets, hypermarkets, retail stores and bakeries. Total sample size for the study was 150. Tools used for analysis were percentage analysis and chi-square test for consumption patterns of major dry fruits and nuts.
Findings: Most of the sample respondents were highly aware about the health benefits and nutritional content of dry fruits and nuts. Age is significantly associated with purchasing frequency, consumption pattern of major dry fruits and nuts. Consumption pattern of major dry fruits and nuts varies according with the age of consumers. There is no significant association between gender and

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consumption pattern of major dry fruits and nuts. Family income was significantly associated with the quantity of consumption of major dry fruits and nuts like almond, pistachios, cashews and raisins.

Keywords: Consumption pattern; Dry fruits and nuts; Frequency of purchase and consumption.

1. INTRODUCTION

Nowadays, consumers use dry fruits and nuts directly or consume as a snack food, desserts or as breakfasts. The various dry fruits and nuts available in the market are raisins, dates, almond, pistachios, cashew, dried fig, walnut, hazelnut, apricots, peaches, pears, prunes, pine nuts, peanuts**.** Dry fruits and nuts are high in essential oils, proteins, potassium, and calcium, all of which help to boost immunity [1-2]. Individual health and wellness can be greatly improved by adopting these little behaviours. Because the World Health Organization (WHO) recommends that dry fruits and nuts be included in a healthy diet for adults, consumers are becoming more aware of the benefits of this functional food, which is propelling the worldwide dry fruits and nuts market forward. The major dry fruits and nuts taken for study are almond, pistachios, cashew, dates and raisins [3-7]. The objective of the study was to find the consumption pattern of various types of major dry fruits and nuts. Nowadays consumers are highly conscious towards leading a healthy life, demand for dry fruits and nuts had increased [8-10]. The main purpose for carrying out this research is to study the importance and consumption pattern of major dry fruits and nuts as they play a major role in every individual's diet. This study will help the producers and marketers to know about the consumer view towards dry fruits and nuts and they will design their marketing strategy accordingly.

1.1 Literature Review

Camarena and Sanjuan (2006) studied the consumption pattern of walnuts in spain and indicated that majority of the customers were consumed walnuts on a regular basis either weekly or monthly. In terms of socio-demographics, the consumers were a homogeneous group, although their tastes for walnuts were diverse.

Hezbullah (2014) reported that 69 percentage of the consumers preferred the branded raisins and the rest of consumers preferred the unbranded raisins. The nutritional value of the raisin was the most important factor determining brand selection, followed by the availability of the raisin. Other criteria impacting brand preference included quality and attractiveness [11,12].

Alphonce et al. [13] identified that consumer preference for dry fruits were mainly influenced by aroma intensity and for both organic and fair trade products customers were ready to pay high prices in Europe.

McNeil (2016) indicated that nutritional value of the raisin were the most important factor determining brand selection, followed by the availability. Other criteria impacting brand preference included quality and attractiveness.

Cinar (2018) revealed that dry fruits had certain concerns with hardness and odour, and it has been claimed that improving taste attributes and emphasising health while marketing the items had a favourable impact on raising demand for dried fruits.

Mahajan and Chavan [14] revealed that majority of the customers were influenced by quality of cashew followed by convenience and recommendation factors. Annual Income of the consumers had a negative relationship with preference of cashews in Nipani.

Hong *et al* [15] studied the influencing factors on consumer purchase intention of nuts in Zhejiang and identified that customers willingness to purchase the nuts had a positive relationship with taste, hygiene, brand familiarity, overall quality satisfaction, nutritional value, and readiness to pay more for high quality nuts. The desire to buy nuts was negatively influenced by price, monthly income, and packaging.

Sun and Liang [16] identified the factors influencing the purchase of dried fruits and concluded that high purchase rates were influenced by intention autonomous motivation, related motivation, and perceived convenience value. The purchase of dried fruits was also highly influenced by health values.

2. MATERIALS AND METHODS

The sample respondents for this study were selected from different regions of Coimbatore city who purchase major dry fruits and nuts in supermarkets, hypermarkets, retail stores, and bakeries. Convenience sampling was used to collect the primary data from sample respondents in this study. The survey was carried out through a well-structured interview schedule. Totally 150 sample respondents were selected for the research study who purchases, dry fruits and nuts throughout the Coimbatore city. Tools used for analysis were percentage analysis and chi-square test for consumption patterns of major dry fruits and nuts.

3. RESULTS AND DISCUSSION

The demographic characters include age, education, profession, family income and gender. The demographic details of sample respondents are given in the Table 1.

It could be inferred from the Table 1 that the majority of the samples were male respondents (64 percent) followed by female respondents (36 percent). In age category, the majority of the sample respondents were 21 to 30 years (46.7 percent) followed by 31 to 40 years (23.3 percent), 41 to 50 years (12.7 percent), up to 20 (12 percent) and above 50 (5.3 percent). In case of education, the majority of the sample respondents were graduates (71.4 percent) followed by higher secondary education (16 percent), secondary education (11.3 percent) and primary education (1.3 percent). In case of profession, the majority of the sample respondents were working in the private sector (33 percent) followed by students (30.7 percent), public sector (16.7 percent), business (9.6 percent), does not work (6 percent) and retired (4 percent). With regards to family income, most of the sample respondents had family income of 20,001 to 30,000 (26.7 percent) followed by 40,001 to 50,000 (19.3 percent), 30,001 to 40,000 (18.7 percent), above 50,000 (18 percent) and up to 20,000 (17.3 percent). The details of awareness about dry fruits and nuts are given in Table 2.

Table 1. Demographic details of sample respondents

Characteristics	Category	No of Sample Respondents (n=150)	Percentage to Total
Gender	Male	96	64
	Female	54	36
Total		150	100
Age (In years)	Upto 20	18	12
	20-30	70	46.7
	31-40	35	23.3
	41-50	19	12.7
	Above 50	8	5.3
Total		150	100
Education	Primary	2	1.3
	Secondary	17	11.3
	Higher secondary	24	16
	Graduation	107	71.4
Total		150	100
Profession	Private sector	49	33
	Public sector	25	16.7
	Retired	6	4
	Student	46	30.7
	Business	15	9.6
	Does not work	9	6
Total		150	100
Family Income (Rs/month)	Upto 20,000	26	17.3
	20,001 – 30,000	40	26.7
	30,001 – 40,000	28	18.7
	40,001 – 50,000	29	19.3
	Above 50,000	27	18
Total		150	100

It could be observed from the Table 2 that most of the sample respondents were highly aware about the dry fruits and nuts (55.30 percent) followed by moderately aware (38 percent) and less aware (6.7 percent). It could be concluded that the majority of the sample respondents were highly aware about the health benefits and usage of dry fruits and nuts. The details of purchase decision of major dry fruits and nuts are given in Table 3.

It could be evident from the Table 3 that in most of the families, the purchase decision of major dry fruits and nuts were taken joint together (44 percent) followed by head of the family (40 percent), wife (14.7 percent) and children (1.3 percent). It could be concluded that promotional activities may influence the purchase decision of family members and producers. The marketers of dry fruits and nuts should concentrate on promotional activities. The details of purchase location of major dry fruits and nuts are given in Table 4.

It could be inferred from the Table 4 that the majority of the sample respondents were purchased major dry fruits and nuts in supermarket and hypermarkets (27.3 percent) followed by retail stores (24.7 percent), bakeries (20.7 percent), departmental stores (18 percent), online shopping (5 percent) and wholesalers (4 percent). It is evident from the above table that the majority of the sample respondents preferred supermarkets and hypermarkets for purchasing the major dry fruits and nuts. The details of period of consumption are given in Table 5.

Table 2. Level of awareness about dry fruits and nuts

S.No	Particulars	No of Sample Respondents	Percentage to Total
1	Highly Aware	83	55.30
2	Moderately Aware	57	38.00
3	Less Aware	10	6.70
	Total	150	100.00

Table 3. Purchase decision of major dry fruits and nuts

S.No	Particulars	No of Sample Respondents	Percentage to Total
1	Head of the family	60	40.00
2	Wife	22	14.70
3	Children	2	1.30
4	Joint together	66	44.00
	Total	150	100.00

Table 4. Purchase location of major dry fruits and nuts

S. No	Particulars	No of Sample Respondents	Percentage to Total
1	Retail stores	37	24.70
2	Supermarket and Hypermarket	41	27.30
3	Bakeries	31	20.70
4	Wholesaler	6	4.00
5	Departmental stores	27	18.00
6	Online shopping	8	5.00
	Total	150	100.00

Table 5. Period of consumption of major dry fruits and nuts

S.No	Particulars	No of Sample Respondents	Percentage to Total
1	Less than 6 months	7	4.70
2	Last one year	19	12.70
3	1 year to 2 years	29	19.30
4	2 years to 3 years	26	17.30
5	More than 3 years	69	46.00
	Total	150	100.00

It could be concluded from the Table 5 that most of the sample respondents were consumed major dry fruits and nuts more than 3 years (46 percent) followed by 1 year to 2 years (19.3 percent), 2 years to 3 years (17.3 percent), last one year (12.7 percent) and less than 6 months (4.7 percent). It was evident that majority of the sample respondents were consumed more than three years of major dry fruits and nuts. The details of most preferred major dry fruits and nuts are given in Table 6.

It could be inferred from the Table 6 that majority of the sample respondents preferred dates (50 percent) followed by cashews (18.7 percent), almond (16 percent), pistachios (8.7 percent) and raisins (6.6 percent). It was concluded that most of the sample respondents preferred dates and it is a healthier and cheaper one. The details of association between age and purchasing frequency of major dry fruits and nuts are discussed in Table 7.

It could be inferred from the Table 7 that 32.7 percent of the sample respondents were purchased major dry fruits and nuts once in a month and 46.7 percent of the sample respondents were falls under the age category of 21 to 30 years. Hence 18.7 percent of the sample respondents were purchase major dry fruits and nuts once in a month falls under the age category of 21 to 30 years and 1.3 percent of the sample respondents were purchase major dry fruits and nuts in different categories of once in a fortnight, once in a month and occasionally. Hence, the chi-square value for the purchasing frequency of major dry fruits and nuts with age factor was 28.645 and it showed that there is significant association between age and purchasing frequency of major dry fruits and nuts. The details of association between age and consumption pattern of major dry fruits and nuts are given in Table 8.

It could be observed from the Table 8 that 30.7 percent of the sample respondents were consumed major dry fruits and nuts weekly twice and 46.7 percent of the sample respondents falls under the age category of 21 to 30 years. Here 15.3 percent of the sample respondents consumes major dry fruits and nuts once in a week comes under the age category of 21 to 30 years and 1.3 percent of the sample respondents consumes major dry fruits and nuts in different categories of weekly once, once in a fortnight and once in a month. Hence the chi-square value for consumption pattern of major dry fruits and nuts with age factor was 30.133 and it showed that there is significant association between age and consumption pattern of major dry fruits and nuts. The details of association between gender and purchasing frequency of major dry fruits and nuts are given in Table 9.

It could be concluded from the Table 9 that 64 percent of the sample respondents were male and 32.7 percent of the sample respondents purchase major dry fruits and nuts once in a month whereas 25.3 percent of the sample respondents purchase major dry fruits and nuts weekly once falls under the gender category of male. Here 4 percent of the sample respondents purchase major dry fruits and nuts occasionally comes under the different gender category of males and females. Hence, the chi-square value for purchasing frequency of major dry fruits and nuts with gender factor was 18.35 and it showed that there is significant association between gender and purchasing frequency of major dry fruits and nuts. The details of association between gender and consumption pattern of major dry fruits and nuts are given in Table10

It could be observed from the Table 10 that 30.7 percent of the sample respondents consumes major dry fruits and nuts weekly twice and 64 percent of the sample respondents were comes under gender category of male. Here, 20 percent of the sample respondents consumes major dry fruits and nuts weekly twice falls under the gender category of male whereas 10.7 percent of the sample respondents consumes major dry

Table 6. Most preferred major dry fruits and nuts by sample respondents

S.No	Particulars	No of Sample Respondents	Percentage to Total
1	Almond	24	16.00
2	Dates	75	50.00
3	Cashews	28	18.70
4	Pistachios	13	8.70
5	Raisins	10	6.60
	Total	150	100.00

Table 7. Association between age and purchasing frequency of major dry fruits and nuts

Age of sample respondent	Purchasing frequency of major dry fruits and nuts					Total
	Weekly once	Weekly twice	Once in a fortnight	Once in a month	Occasionally	
Less than 20 years	4 (2.7)	0 (0.0)	7 (4.7)	5(3.3)	2(1.3)	18(12.0)
21-30 years	19(12.7)	0(0.0)	15 (10.0)	28(18.7)	8(5.3)	70(46.7)
31-40 years	10(6.7)	3(2.0)	7(4.7)	13(8.7)	2(1.3)	35(23.3)
41-50 years	10(6.7)	3(2.0)	5(3.3)	1 (0.7)	0(0.0)	19(12.7)
More than 50 years	4(2.7)	0(0.0)	2(1.3)	2(1.3)	0(0.0)	8(5.3)
Total	47(31.3)	6(4.0)	36(24.0)	49(32.7)	12(8.0)	150(100.0)
$\chi 2$ value= 28.645; df=16; Sig=.026						

(Figures in parenthesis indicate percentage total)

Table 8. Association between age and consumption pattern of major dry fruits and nuts

Age of sample respondent	Consumption pattern of major dry fruits and nuts						Total
	Daily	Weekly once	Weekly twice	Once in a fortnight	Once in a month	Occasionally	
Less than 20 years	3 (2.0)	5 (3.3)	3 (2.0)	4 (2.7)	2 (1.3)	1 (0.7)	18 (12.0)
21-30 years	18 (12.0)	23 (15.3)	15 (10.0)	2 (1.3)	4 (2.7)	8 (5.3)	70 (46.7)
31-40 years	6 (4.0)	8 (5.3)	14 (9.3)	6 (4.0)	1 (0.7)	0 (0.0)	35 (23.3)
41-50 years	3 (2.0)	4 (2.7)	9 (6.0)	2 (1.3)	1 (0.7)	0 (0.0)	19 (12.7)
More than 50 years	0 (0.0)	2 (1.3)	5 (3.3)	1 (0.7)	0 (0.0)	0 (0.0)	8 (5.3)
Total	30 (20.0)	42 (28.0)	46 (30.7)	15 (10.0)	8 (5.3)	9 (6.0)	150 (100.0)
$\chi 2$ value= 30.133; df=20; Sig=.068							

(Figures in parenthesis indicate percentage total)

Table 9. Association between gender and purchasing frequency of major dry fruits and nuts

Gender	Purchasing frequency of major dry fruits and nuts					Total
	Weekly once	Weekly twice	Once in a fortnight	Once in a month	Occasionally	
Male	38 (25.3)	5 (3.3)	26 (17.3)	21(14.0)	6 (4.0)	96 (64.0)
Female	9 (6.0)	1 (0.7)	10 (6.7)	28 (18.7)	6 (4.0)	54 (36.0)
Total	47 (31.3)	6 (4.0)	36 (24.0)	49 (32.7)	12 (8.0)	150 (100.0)
$\chi 2$ value= 18.35; df=4; Sig=.001						

(Figures in parenthesis indicate percentage total)

Table 10. Association between gender and consumption pattern of major dry fruits and nuts

Gender	Consumption pattern of major dry fruits and nuts						Total
	Daily	Weekly once	Weekly twice	Once in a fortnight	Once in a month	Occasionally	
Male	16 (10.7)	24 (16.0)	30 (20.0)	12 (8.0)	6(4.0)	8 (5.3)	96 (64.0)
Female	14 (9.3)	18 (12.0)	16 (10.7)	3 (2.0)	2 (1.3)	1(0.7)	54(36.0)
Total	30 (20.0)	42 (28.0)	46 (30.7)	15 (10.0)	8 (5.3)	9 (6.0)	150(100.0)
$\chi 2$ value= 6.875; df=5; Sig=.230							

(Figures in parenthesis indicate percentage total)

Table 11. Association between family income and quantity of consumption of almond

Family Income (Rs/month)	Quantity of consumption of almond/month						Total
	25g	50g	100g	250g	500g	Not consuming	
Up to 20,000	7 (4.7)	8 (5.3)	4 (2.7)	2 (1.3)	0 (0.0)	5 (3.3)	26 (17.3)
20,001-30,000	10 (6.66)	3 (2.0)	24 (16.0)	2 (1.3)	0 (0.0)	1 (0.7)	40 (26.7)
30,001-40,000	3 (2.0)	10 (6.7)	6 (4.0)	6 (4.0)	0 (0.0)	3 (2.0)	28 (18.7)
40,001-50,000	3 (2.0)	7 (4.7)	9 (6.0)	5 (3.3)	1 (0.7)	4 (2.7)	29 (19.3)
Above 50,000	4 (2.7)	7 (4.7)	6 (4.0)	5 (3.3)	2 (1.3)	3 (2.0)	27 (18.0)
Total	27 (18.0)	35 (23.3)	49 (32.6)	20 (13.3)	3 (2.0)	16 (10.7)	150 (100.0)
$\chi 2$ value= 42.277; df=20; Sig=.003							

(Figures in parenthesis indicate percentage total)

fruits and nuts in different periods of daily and weekly twice. Hence, the chi-square value for consumption pattern of major dry fruits and nuts with gender factor was 6.875 and it shows that there is no significant association between gender and consumption pattern of major dry fruits and nuts. The details of association between family income and quantity of consumption of almond are given in Table11.

It could be inferred from the Table 11 that 32.6 percent of the sample respondents consumes 100g of almond per month and 26.7 percent of the sample respondent had a family income of Rs.20,001 to 30,000. Here, 16 percent of the sample respondent consumes 100g of almond per month falls under the family income of Rs.20,001 to 30,000 whereas 2 percent of the sample respondents had consumed different quantity of almond such as 25g and 50g. Hence, the chi-square value for quantity of consumption of almond with family income factor was 42.277 and it showed that there is significant association between family income and quantity of consumption of almond. The details of association between family income and quantity of consumption of pistachios are given in Table11.

It could be observed from Table 11 that 32 percent of the sample respondents consumed 50g of pistachios and 26.7 percent of the sample respondents had a family income of Rs.20,001 to 30,000. Here, 16 percent of the sample respondents consumed 50g of pistachios falls under the family income of Rs.20,001 to 30,000 whereas 3.3 percent of the sample respondents consumed different quantities of pistachios such as 25g and 50g falls under the family income of Rs.40,001 to 50,000. Hence, the chi-square value for quantity of consumption of pistachios with family income was 35.836 and it showed that there is significant association between family income and quantity of consumption of pistachios. The details of association between family income and quantity of consumption of cashew are given in Table12.

It could be evident from the Table 12 that 31.3 percent of the sample respondents consumed 100g of cashew per month and 26.7 percent of the sample respondents had a family income of Rs.20,001 to 30,000. Here, 10.67 percent of the sample respondents had consumed 100g of cashews falls under the family income of Rs.20,001 to 30,000 whereas 0.7 percent of the sample respondents had consumed different quantities of 25g, 500g and 1kg. Hence, the chi-square value for quantity of consumption of cashew with family income was 49.438 and it showed that there is significant association between family income and quantity of consumption of cashew. The details of association between family income and quantity of consumption of dates are given in Table13.

It could be observed from the Table 13 that 49.3 percent of the sample respondents consumes 250g of dates per month and 26.7 percent of the sample respondents had a family income of Rs.20,001 to 30,000. Here 13.3 percent of the sample respondents consumes 250g of dates falls under the family income of Rs.20,001 to 30,000 whereas 2 percent of the sample respondents consumes different quantity of dates was 100g and 500g. Hence, the chi-square value for quantity of consumption of dates with family income was 25.405 and it showed that there is no significant association between family income and quantity of consumption of dates. It could be concluded that regardless of family income, the sample respondents were preferred to consume high quantity of dates. The details of association between family income and quantity of consumption of raisins are given in Table14.

Table 12. Association between family income and quantity of consumption of pistachios

Family Income (Rs/month)	**Quantity of consumption of pistachios/month**						**Total**
	25g	50g	100g	250g	500g	Not consuming	
Up to 20,000	13 (8.7)	3 (2.0)	5(3.3)	0(0.0)	0(0.0)	5(3.3)	26(17.3)
20,001-30,000	10(6.67)	24(16.0)	2(1.3)	1(0.7)	0(0.0)	3 (2.0)	40(26.7)
30,001-40,000	8(5.3)	7(4.7)	9(6.0)	2(1.3)	0(0.0)	2(1.3)	28(18.7)
40,001-50,000	5(3.3)	5(3.3)	11(7.3)	4(2.7)	1(0.7)	3 (2.0)	29(19.3)
Above 50,000	6(4.0)	9(6.0)	4(2.7)	4(2.7)	0(0.0)	4(2.7)	27(18.0)
Total	42(28.0)	48(32.0)	31(20.7)	11(7.3)	1(0.7)	17(11.3)	150(100.0)
$\chi 2$ value= 35.836; df=20; Sig=.016							

(Figures in parenthesis indicate percentage total)

Table 13. Association between family income and quantity of consumption of cashew

Family Income (Rs/month)	Quantity of consumption of cashew/month							Total
	25g	50g	100g	250g	500g	1 kg	Not consuming	
Up to 20,000	1 (0.7)	12 (8.0)	6 (4.0)	3 (2.0)	0 (0.0)	1 (0.7)	3 (2.0)	26 (17.3)
20,001-30,000	10 (6.67)	9 (6.0)	16 (10.67)	3 (2.0)	2 (1.3)	0 (0.0)	0 (0.0)	40 (26.7)
30,001-40,000	4 (2.7)	5 (3.3)	10 (6.7)	5 (3.3)	3 (2.0)	1 (0.7)	0 (0.0)	28 (18.7)
40,001-50,000	1 (0.7)	7 (4.7)	7 (4.7)	6 (4.0)	3 (2.0)	1(0.7)	4 (2.7)	29 (19.3)
Above 50,000	4(2.7)	2 (1.3)	8 (5.3)	8 (5.3)	1 (0.7)	3 (2.0)	1 (0.7)	27 (18.0)
Total	20 (13.3)	35 (23.3)	47 (31.3)	25 (16.8)	9 (6.0)	6 (4.0)	8 (5.3)	150(100.0)
χ2 value= 49.438; df=24; Sig=.002								

(Figures in parenthesis indicate percentage total)

Table 14. Association between family income and quantity of consumption of dates

Family Income (Rs/month)	Quantity of consumption of dates/month							Total
	25g	50g	100g	250g	500g	1 kg	Not consuming	
Up to 20,000	0 (0.0)	1(0.7)	8(5.3)	13(8.7)	3(2.0)	0(0.0)	1(0.7)	26 (17.3)
20,001-30,000	0 (0.0)	4(2.7)	9(6.0)	20(13.3)	6 (4.0)	1(0.7)	0(0.0)	40 (26.7)
30,001-40,000	0 (0.0	2 (1.3)	7(4.7)	10(6.7)	7(4.7)	0(0.0)	2(1.3)	28 (18.7)
40,001-50,000	0 (0.0)	0(0.0)	3(2.0)	18(12.0)	6(4.0)	1(0.7)	1(0.7)	29 (19.3)
Above 50,000	1(0.7	1 (0.7)	1(0.7)	13(8.7)	8(5.3)	1(0.7)	2(1.3)	27 (18.0)
Total	1(0.7)	8(5.3)	28(18.7)	74(49.3)	30(20.0)	3(2.0)	6(4.0)	150(100.0)
χ2 value= 25.405; df=24; Sig=.384								

(Figures in parenthesis indicate percentage total)

Table 15. Association between family income and quantity of consumption of raisins

Family Income (Rs/month)	Quantity of consumption of raisins/month							Total
	25g	50g	100g	250g	500g	1 kg	Not consuming	
Up to 20,000	7 (4.7)	5 (3.3)	6 (4.0)	1 (0.7)	0 (0.0)	0 (0.0)	7 (4.7)	26 (17.3)
20,001-30,000	12 (8.0)	21 (14.0)	5 (3.3)	1 (0.7)	0 (0.0)	0 (0.0)	1 (0.7)	40 (26.7)
30,001-40,000	6 (4.0)	6 (4.0)	9 (6.0)	4 (2.7)	0 (0.0)	0 (0.0)	3 (2.0)	28 (18.7)
40,001-50,000	5 (3.3)	6 (4.0)	9 (6.0)	3 (2.0)	1 (0.7)	0 (0.0)	5 (3.3)	29 (19.3)
Above 50,000	3 (2.0)	5 (3.3)	6 (4.0)	6 (4.0)	3 (2.0)	1 (0.7	3 (2.0)	27 (18.0)
Total	33 (22.0)	43 (28.6)	35 (23.4)	15 (10.0)	4 (2.7)	1 (0.7)	19 (12.6)	150 (100.0)
$\chi 2$ value= 45.249; df=24; Sig=.005								

(Figures in parenthesis indicate percentage total)

It could be concluded from the Table 14 that 28.6 percent of the sample respondents consumes 50g of raisins per month and 26.7 percent of the sample respondents had a family income of Rs.20,001 to 30,000. Here, 14 percent of the sample respondents consumes 50g of raisins falls under the family income of Rs.20,001 to 30,000 whereas 4 percent of the sample respondents had consumed different quantities of raisins such as 25g, 50g, 100g and 250g. Hence, the chi-square value for quantity of consumption of raisin with family income was 45.249 and it showed that there is significant association between family income and quantity of consumption of raisins.

4. CONCLUSION

Most of the sample respondents were highly aware about the health benefits and nutritional content of dry fruits and nuts. Among the selected major dry fruits and nuts, dates was the most preferred dry fruit in Coimbatore city. Majority of the sample respondents purchased dry fruits and nuts in supermarkets and hypermarkets. Age is significantly associated with purchasing frequency, consumption pattern of major dry fruits and nuts. Consumption pattern of major dry fruits and nuts varies according with the age of consumers. Young consumers and middle age peoples consumes dry fruits and nuts frequently when compared to old peoples. Gender was not significantly associated with consumption pattern of major dry fruits and nuts. Hence, gender does not influence the consumption pattern of major dry fruits and nuts. Family income was significantly associated with the quantity of consumption of major dry fruits and nuts like almond, pistachios, cashews and raisins. Quantity of consumption of major dry fruits and nuts was highly dependent on the family income since income was the major source for purchasing the dry fruits and nuts.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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