Buyer Behaviour on the Purchase of Non-Fragrant Rice in Tier III City with Special Reference to Tirunelveli

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Introduction

Human body needs food to maintain its energy, to repair and build cells and to prevent sickness and heal from sickness. The required energy for a person can be gained in many ways. Even though one can obtain nutrients in scientifically, food is the most efficient way to gain energy and nutrients. Among many natural energizers Rice is an important one extracted from paddy. The botanical name of the Rice cultivated in Asian continent is \textit{Oryza Sativa}. There are many schools of thought on the origin of Rice, a school of thought presumes it is a wild grass that was cultivated in the foothills of the far Eastern Himalayas. Another school of thought depicts that the rice crop may have originated from southern part of India, then spread to the northern side of the country and afterwards the cultivate technique had moved onwards to China and thereafter to the rest of the world.

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