



IJMIRD 2015; 2(1): 325-329
www.allsubjectjournal.com
Received: 17-12-2014
Accepted: 22-01-2015
e-ISSN: 2349-4182
p-ISSN: 2349-5979
Impact factor: 3.762

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A study on consumer attitude towards edible oils in Coimbatore city

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Abstract

The study explores the Consumer attitude towards edible oils in Coimbatore city, Tamil Nadu. The main objectives of the study is to know the consumer awareness among various branded edible oil, to identify the factors that influence the purchase of edible oil and to find the usage and consumption pattern of edible oil. The study was based on convenient random sampling method. The study was carried out of 250 respondents. The data which were collected from the respondents were analyzed by using descriptive analysis, average rank analysis, Chi-square test and weighted average score. It is identified from the study that the manufacturers of different brands of edible oils must concentrate on consumer's attitude regarding price, quality, packaging, quantity, advertising, offers and discounts etc., to attract more consumers for their brand and also to make them to retain in the market for a longer period.

Keywords: Attitude, Consumer, edible oil.

1. Introduction

India is blessed with many positive factors that enable it to stand at a unique position in agro based products. After achieving independence, India is positive whereby it has become net employer of agricultural based products. India is a major oilseeds producing countries among the different countries producing oilseeds, India has the largest area and production of three oilseed crops namely groundnut, rapeseed, mustard, sesame. India occupies the second portion in the production of castor seeds after Brazil.

Of all the essential products in the market the edible oils is one of the most important products and frequently used product by all the people. Edible oil is one of the basic and important ingredients traditionally used by all the people for all food items and is essential for everything that is cooked. The market is flocked by various kinds of edible oils. Such as groundnut oil, gingili oil, coconut oil, sunflower oil, mustard oil, etc.

Traditionally people have been using unrefined oils such as gingerly oil, ground oils and coconut oil. In recent years, there is a growing awareness among the consumer towards quality and they have also become health conscious which resulted in the arrival of refined oils. Thus in the recent past, the edible oil market is catered by many branded refined oils available in loose and in consumer packs. The refined oil is available for different varieties of edible oils like gingili oil, sunflower oil, groundnut oil, etc. This has resulted in the growth of many brands and among the brands different varieties which ultimately led to competition among the manufacturers.

2. Statement of the Problem

The manufacturers of the products bring the different brands in the same commodities with some added features and hence the several brands of edible oils are being marketed. Since there are several brands that exist in the market, an attempt is made to know the success of marketing in each brand and its effect on consumers and also to identify the brand which is more popular, preferred and purchased by the consumers. Hence the research is made on the topic consumer attitude towards edible oils.

3. Objectives of the Study

- To know the consumer awareness among various branded edible oil.
- To identify the factors that influences the purchase of edible oil

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- To find the usage and consumption pattern of edible oil.
- To offer suggestions on the basis of the results of the study.

4. Statement of Hypothesis

- The personal factors of the respondents have no significant influence on the frequency of purchase of various brands of edible oils.
- The personal factors of the respondents have no significant influence on the place of purchase of edible oils.
- The personal factors of the respondents have no significant influence on the mode of purchase of edible oils.

5. Review of Literature

- ❖ **Ramana & Viswanath** in his article on consumer behavior and awareness with special reference to edible oil users have pointed out that awareness level among consumers about their rights and remedies are very low. They have recommended that wide publicity and awareness campaign must be undertaken for creating awareness about various malpractices followed by the traders in exploitation of consumers.
- ❖ **Dhamayanthi** in her study on Consumer preference and behavior towards non-durable goods stated that there is a shift from consumption of groundnut oil to other varieties of edible oil like sunflower oil and palm oil due to health and availability reasons. She also found that price and better service are the factors which influence the buyers in buying edible oils.

6. Methodology

To accomplish the objectives of the study, the data required has been collected by using both primary and secondary data. Primary data have been collected through a structured questionnaire. The data were collected using interview schedules. Theoretical back ground of the present study was gathered from various sources which include Books, Journals, Magazines, Website and other related research work. Simple Random Sampling techniques were used to collect the data from 250 respondents.

7. Limitations of the Study

- ❖ The study is restricted to Coimbatore city only.
- ❖ Only seven categories of oils are considered for the study.

8. Analysis & Interpretations

The data collected are classified and tabulated and further the following statistical tools are employed to fulfill the objectives of the study.

Tools used

- Descriptive analysis
- Average rank analysis
- Chi-square test

9. Findings of the Study

9.1 Descriptive analysis results

1. It is observed from the **Table-1** that the majority of the respondents are female (68%), aged between 21- 30 years (38%) having completed only school level education (44%) and 68% they are married and employed (38%) with a monthly income of Rs.10001-20000 (38%) and with the family size of 4 members (47%).
2. It is clear from the **table-2** that out of the total respondents taken for the study 100 % of them are aware of gold winner in sunflower oil, (98%) parachute in coconut oil, (94.8%) idayam in gingerly oil, (83.6%) ganapathy in groundnut oil, (79.6%) ruchi in palm oil, (94.8%) dalda in vanaspathi through advertisement shown in television.
3. Majority of the respondents purchase edible oils from super market on cash basis by spending Rs. 1000-2000 for cooking purpose.
4. Majority of the respondents do not shift their brands and have recommended their brands to others and the minorities who shift stated that the reason is better quality and minorities who are not recommending stated that it is due to the higher prices.
5. (98%) are aware of the Parachute, with respect to the gingerly oil (94.8%) are aware of the idayam, with respect to the groundnut oil (83.6%) are aware of the ganapathy, with respect to the palm oil (79.6%) are aware of the ruchi gold, with respect to the vanaspathi (94.8%) are aware of the dalda brand.
6. It is clear from **table-5** that majority (63%) of the respondents purchase edible oils once in a month and it was also found that majority (66%) of the respondent prefer Polybags in the purchase of various brands of edible oils.

9.2 Average rank analysis result

From the **table-3** it could be interpreted that the respondents have given **rank 1 for the Health**, followed by rank 2 for Quality and rank 3 for Taste. The respondents have given rank 4 for Price, rank 5 for Quantity, rank 6 for Packing and the least rank (rank 7) is given for Special offers.

9.3 Chi-square test result

It is inferred from the **table-4** that the hypothesis is rejected for gender and in other cases the hypothesis is accepted. It is concluded that gender have significant influence on the frequency of purchase of various brands of the edible oils.

It is also found that the hypothesis is rejected for occupational status and in other cases hypothesis is accepted. It is concluded that occupational status also has significant influence on the place of purchase of various brands of edible oils.

It is also found that the hypothesis is rejected for educational level and number of family members and in other cases hypothesis is accepted. It is concluded that educational level and no of family members also have significant influence on the mode of purchase of various brands of edible oils.

Table 1: Table Showing Personal Factor

| Personal Profile | | No. of Respondents | Percent |
|---------------------------|---------------------|--------------------|-----------|
| Gender | Male | 81 | 32 |
| | Female | 169 | 68 |
| Age | Below 20yrs | 27 | 11 |
| | 21-30yrs | 96 | 38 |
| | 31-40yrs | 79 | 32 |
| | 41-50yrs | 33 | 13 |
| | Above 50 | 15 | 6 |
| Educational Qualification | School level | 111 | 44 |
| | Under graduate | 64 | 26 |
| | Post graduate | 46 | 18 |
| | Professional | 18 | 7 |
| | Others | 11 | 4 |
| Occupation status | Agriculture | 10 | 4 |
| | Business | 65 | 26 |
| | Employed | 94 | 38 |
| | Professional | 24 | 10 |
| | Others | 57 | 23 |
| Marital Status | Married | 169 | 68 |
| | Unmarried | 81 | 32 |
| Monthly Income | Below 10000 | 92 | 37 |
| | 10001-20000 | 94 | 38 |
| | 20001-40000 | 32 | 13 |
| | 40001-50000 | 21 | 8 |
| | Above 50000 | 11 | 4 |
| Size of the Family | Up to 2 members | 14 | 6 |
| | 3 members | 60 | 24 |
| | 4 members | 117 | 47 |
| | Above 4 members | 59 | 24 |

Source: Primary data

Table 2: Table Showing the Awareness of the Various Brands of Edible Oils

| Oils | Brands | Aware | Not Aware |
|---------------|--------------------|------------|-----------|
| Sunflower | Gold winner | 250 | - |
| | Saffola | 235 | 15 |
| | Dhara | 188 | 62 |
| | Fortune | 202 | 48 |
| | Usha | 209 | 41 |
| | Sundrop | 231 | 19 |
| | Aachi | 165 | 85 |
| Coconut oil | Parachute | 245 | 5 |
| | VVD | 243 | 7 |
| | Vatika | 240 | 10 |
| | Shanthi | 192 | 58 |
| Gingelly oil | VVS | 222 | 28 |
| | Idayam | 237 | 13 |
| | Thangam | 199 | 51 |
| | Anjali | 226 | 24 |
| Groundnut oil | Ganapathy | 209 | 41 |
| | Vignesh | 170 | 80 |
| Palm oil | Ruchi gold | 199 | 51 |
| Vanaspathi | Dalda | 237 | 13 |
| | Goldwinner | 230 | 20 |
| | Abirami | 147 | 103 |

Source: Primary data

Table 3: Table Showing the Gender Wise Average Rank and the Influencing Factors

| Gender | | Price | Health | Quality | Taste | Quantity | Special Offers | Packaging |
|--------|----|-------|--------|---------|-------|----------|----------------|-----------|
| Male | AR | 3.64 | 1.67 | 2.52 | 3.07 | 4.64 | 6.41 | 6.03 |
| | FR | 4 | 1 | 2 | 3 | 5 | 7 | 6 |
| Female | AR | 3.83 | 1.98 | 2.21 | 3.34 | 4.53 | 6.16 | 5.95 |
| | FR | 4 | 1 | 2 | 3 | 5 | 7 | 6 |

AR-Average Rank

FR- Final Rank

Table 4: Table Showing the Relationship between Personal Factors and Frequency of Purchase, Mode of Purchase and Place of Purchase of Various Brands of Edible Oils

| Personal factor | Frequency of purchase | | | Place of purchase | | | Mode of purchase | | |
|---------------------------|-----------------------|-------------|-----------------------|-------------------|-------------|-----------------------|------------------|-------------|-----------------------|
| | Chi-square value | Table value | Level of significance | Chi-square value | Table value | Level of significance | Chi-square value | Table value | Level of significance |
| Gender | 11.7 | 9.49 | S | 0.68 | 9.49 | NS | 2.71 | 5.99 | NS |
| Age | 18.01 | 26.30 | NS | 22.20 | 26.30 | NS | 12.93 | 15.51 | NS |
| Marital status | 5.02 | 9.43 | NS | 3.58 | 9.49 | NS | 0.10 | 5.99 | NS |
| Educational Qualification | 10.76 | 26.30 | NS | 13.77 | 26.30 | NS | 18.99 | 15.51 | S |
| Occupational Status | 16.65 | 26.30 | NS | 85.19 | 26.30 | NS | 6.16 | 15.51 | NS |
| Family Monthly Income | 22.76 | 26.30 | NS | 11.51 | 26.30 | NS | 10.92 | 15.51 | NS |
| No of Family Members | 3.96 | 21.03 | NS | 20.99 | 21.03 | NS | 14.22 | 12.60 | S |

Hypothesis (H₀): “The personal factors of the respondents have no significant influence on the frequency of purchase of various brands of edible oils”.

“The personal factors of the respondents have no significant influence on the place of purchase of edible oils”.

“The personal factors of the respondents have no significant influence on the mode of purchase of edible oils”.

S-Significant

NS- Not Significant

Table 5: Table Showing the Frequency of Purchase and the Package Preferred by the Respondents

| Frequency of purchase | | | Type of Package | | |
|-----------------------|-----------------------|------------|-----------------|-----------------------|------------|
| Frequency | Number of respondents | Percentage | Package | Number of respondents | Percentage |
| Every day | 10 | 4 | Tins | 12 | 5 |
| Once in a week | 50 | 20 | Polybags | 166 | 66 |
| Once in two weeks | 31 | 12 | Bottles | 30 | 12 |
| Once in a month | 156 | 63 | Canes | 40 | 16 |
| Others | 3 | 1 | Others | 2 | 1 |

10. Suggestions

- ❖ The manufacturer has to create better advertisement which will influence the consumers to make a choice among the different brands of edible oils.
- ❖ Now a day consumers become more on health conscious. Hence the manufacturer has to focus on the quality to attract more customers.
- ❖ Consumers feel that the price of edible oil is high. The manufacturer of edible oil shall keep the pricing strategies to suit the market environment so as to retain in the market for a longer period.

- ❖ The manufacturers should also focus on the suitable packaging so that the consumers will be attracted towards their products.
- ❖ It is also recommended that issue of discounts, combo offers and samples influences the consumers to buy the edible oil.

11. Conclusion

Today's market is flooded with several brands of edible oil. Each brand of oil is different from their competitors. Consumers have various attitude regarding price, quality, packaging, quantity, etc., so the manufacturers has to provide

better product to the consumer which make them to retain in the market for a long period.

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