



A STUDY ON CONSUMER PREFERENCE TOWARDS SUNFLOWER OIL

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ABSTRACT

This article provides an introduction of Edible oil, there are several brands of Edible oil exists in the market, an Attempt is being made to study the sunflower oil and to know which brand is more popularly preferred and purchased by the consumer. Now expectation and the level of satisfaction of consumers is an essential one for withstanding a brand. The factors influencing the consumers for purchasing branded oil like quality, healthy, tasty, availability and fat content. Today consumer market is flooded with various brands of sunflower oil. Each branded sunflower oil stands out distinctly when grouped with other branded edible oil. Consumers have specific preference or choice and they analyze the price, quality, packaging aspects etc. Before they buy the product and hence, it is up to the Different brands of sunflower oil manufacturers to concentrate on those aspects and workout better strategy to attract more consumers for their brands.

Keywords - sunflower oil, Edible oil, consumer preference.

INTRODUCTION AND DESIGN

Sunflower oil

Healthy and natural sunflower oil is produced from oil type sunflower seeds. Sunflower oil is light in taste and appearance and supplies more Vitamin E than any other vegetable oil. It is a combination of monounsaturated and polyunsaturated fats with low saturated fat levels. The versatility of this healthy oil is recognized by cooks internationally. Sunflower oil is valued for its light taste, frying performance and health benefits.

There are three types of sunflower oil available; NuSun, linoleic and high oleic sunflower oil. All are developed with standard breeding techniques. They differ in oleic levels and each one offers unique properties. With three types of sunflower oil available, sunflower oil meets the needs of consumer and food manufacturers alike for a healthy and high performance non-transgenic vegetable oil.

While the vibrant, strong sunflower is a recognized worldwide for its beauty, it is an important source of food. Sunflower oil is a valued and healthy vegetable oil and sunflower seeds are enjoyed as a healthy, tasty snack and nutritious ingredient to many foods.

Health Benefits of Sunflower Oil

Studies have shown that sunflower oil is healthier than most other food oils on the market. The three types, or classifications, of sunflower oil are: linoleic, high oleic and NuSun™, or mid oleic.

Linoleic sunflower oil contains essential fatty acids that are 69 percent polyunsaturated. However,



the structure of linoleic oil requires light hydrogenation to remain stable for frying. Linoleic sunflower oil is excellent for cooking, having a neutral taste. This characteristic enhances the taste of food, rather than masking it. Linoleic oil is the preferred oil in much of Europe, Russia, Mexico, the Mediterranean and South America.

High-oleic sunflower oil represents oils that have monounsaturated fat levels of 80 percent or higher. This sunflower oil is used in food and industrial applications that require higher levels of monounsaturated fats. In 1995, the members of the National Sunflower Association (NSA) determined that the existing fatty acid structure of sunflower oil needed to be changed to compete more successfully in the domestic market. After visiting with large domestic oil users and USDA plant breeders, the association determined that a mid-level oleic sunflower oil would be the best product to consider.

Processing

Sunflowers are considered oilseeds. Sunflowers are used for their cooking oil, meal and confectionary products. Oil and meal are processed from the same varieties. Confectionary seeds have their own characteristics for their specific purposes.

Within the oil varieties, oil is extracted. Meal, a byproduct of this process, is used primarily as an ingredient in livestock feed rations. Compared to soybean and other meals, sunflower meal has the lowest percentage of protein, 28 percent. However, 80 percent of a sunflower's value comes from oil. Oil-type sunflower seeds contain from 38 to 50 percent oil and about 20 percent protein. The crushing process removes the hulls from the seeds, and the hulls can be used to create steam to power the plant. For every 100 pounds of seed, about 40 pounds of oil, 35 pounds of high-protein meal and 20 to 25 pounds of by-products are produced.

Demand for sunflower oil has increased as food processors search for sources of transfat-free vegetable oil. In 2006, Frito-Lay, the country's largest producer of snack foods, switched entirely to sunflower oil for its potato chips.

Marketing Options

The relatively small size of the sunflower industry compared to other grain crops has led to greater marketing options for producers. Sunflowers are priced on a per 100 pounds basis. Cash sales are used for marketing sunflowers in spot markets and local elevators. Elevators or cooperatives offer cash prices to the producers based on current market conditions. In turn, the elevators or cooperatives then sell the sunflowers to oilseed crushing plants, confectionary plants or birdseed packers, depending on seed quality. Cash sales are used with both oil and confectionary sunflowers.

Contracts also are used to market sunflowers. One of the most common contracts is the forward-cash contract. In return for a guaranteed price, a producer and buyer agree upon a quantity and specific date to deliver sunflowers. The forward-cash contract price is determined, but it is subject to premiums or discounts associated with sunflower seed quality and oil content. This contract method is very successful in the sunflower oilseed industry.

Premiums are offered for certain types of sunflowers for oil content and other characteristics. Premiums depend on market conditions and the individual characteristics that buyers are looking for in



sunflowers. Buyers and processors usually offer premiums to producers, providing an incentive for producing certain types of sunflowers.

Oils with greater percentages of saturated and fatty acids are less healthy while oils with greater percentages of linoleic and monounsaturated fats are healthier. Sunflower seed oil is one of the healthiest vegetable oils available for cooking purposes.

Each year, India consumes over 10 million tonnes of edible oils. Edible oils have a high penetration of 90% in India. However, per capita consumption of edible oils is around 11 kg per year. The Indian edible oil market is the world's fourth-largest after the USA, China and Brazil. A growing population, increasing rate of consumption and increasing per capita income are accelerating the demand for edible oil in India.

OBJECTIVES OF THE STUDY

1. To analyse the consumer preference towards sunflower oil.
2. To know the consumer awareness towards sunflower oil.
3. To know the existing purchasing practices of consumer towards sunflower oil.
4. To analyse the consumer opinion based on quality, price, taste, discounts, etc.
5. To study the factors that influences the consumer to prefer the various brands of sunflower oil.
6. To analyse the marketing strategies of sunflower oil.
7. To study the satisfactory level of consumer towards the consumption of various brands of sunflower oil.
8. To offer suggestions on the basis of the results of the study.

METHODOLOGY OF THE STUDY

Area of the study refers to Coimbatore city which is well known for textile and engineering industry. The sample taken for the study is 100. The study has used primary and secondary data. Primary data was collected by questionnaire method. The questionnaire was prepared in such a way that they are simple and understandable so as to enable the respondents to express their views and opinions freely and frankly. Secondary data was collected from respective books, journals, magazines and websites. Random sampling method has been used in the study for the purpose of making analysis. Simple percentage analysis has been adopted in the study.

LIMITATION

- The sample units are 100 and confined to Coimbatore city only. Hence, the results cannot be generalized

REVIEW OF LITERATURE

This chapter makes a brief review of literature relevant to the study.

- 1) **Mohana lavanya**¹ has made an attempt to analyse the consumer awareness and preference towards the quality of sunflower oil which the consumer are using regularly. The study found that



majority (85%) of the respondents were aware of the quality of sunflower oil and they had purchased AGMARK products from the departmental stores.

- 2) **Carlos Mayon²** has made a study on consumer preferences for social cause differentiation in sunflower oil. The main objective of the study was to examine the consumer preferences for a food product (sunflower oil) that is differentiated through a social cause attribute.

The study assessed consumer preferences for a social cause attribute in a food product (sunflower oil). Mean-End Chain Analysis was first used to identify consumer's most important attributes, when purchasing sunflower oil. Attributes are price, whether the product is considered extra virgin, certified organic, healthy omega fatty acid in fused, familiarity with brand, and donation to a social cause. Each attribute provides a certain benefit that enhances the following consumer values which are good health, living longer, happiness, financial responsibility, social responsibility, living comfortably, accomplishment and satisfaction.

- 3) **Dr. Swarde W.K.³** has made a study on Brand preference and consumption pattern of Sunflower oil. The objectives of the study were to study the brand preference position in the market, to know the levels of brand awareness among the consumers of edible oils, to know the factors influencing the purchase decision for edible oil and to know the purchase and consumption patterns.

In majority of the families interviewed during this course, house wives were the decision maker for the brand and type of sunflower oil to be used. Health consciousness and quality of a particular brand were the important factors in decision making. Majority of the respondents used sunflower oil followed by kardi, groundnut, soyabean, corn & kardi blend. Branded oil was preferred than the loose oil. Dhara had maximum brand awareness followed by Saffola, Fortune, & Gemini respectively in India and Maharashtra state. Majority of the respondents preferred 1litre and 5 liters package size and majority of the respondents consumed 2 – 4 liters of oil per month.

- 4) **William Lin and Francis Tuan⁴** has made a study on how does biotech labelling affect consumers' purchasing behaviour while purchasing edible oil. The main objective of the study was to determine the impact of biotech labelling on consumer's purchasing behaviour. In the study, biotech labelling was found to have only a modest impact in lowering the consumption of soybean oil in Nanjing, China. The relatively small cross-price elasticity for the demand for soybean oil with respect to the change in price for its main substitute, sunflower oil, suggested that the two vegetable oils are not close substitutes in the eyes of urban consumers in Nanjing. This modest cross-price demand elasticity supports a small impact on consumers' purchasing behaviour in the case of sunflower oil in the concerned city.

PRODUCT PROFILE

Sunflower oil an overview

Sunflower oil is the non-volatile oil expressed from sunflower (*Helianthus annuus*) seeds. Sunflower oil is commonly used in food as frying oil, and in cosmetic formulations as an emollient. Sunflower oil was first industrially produced in 1835 in the Russian Empire. The world's largest



sunflower oil producers now are Ukraine and Russia. Sunflower oil is mainly a triglyceride, a typical constituent is shown. The British Pharmacopoeia lists the following profile

Palmitic acid: 4 - 9%

Stearic acid: 1 - 7%

Oleic acid: 14 - 40%

Linoleic acid: 48 - 74%

Several types of sunflower oils are produced, such as high linoleic, high oleic and mid oleic. Mid-linoleic sunflower oil typically has at least 69% linoleic acid. High oleic sunflower oil has at least 82% oleic acid. Variation in unsaturated fatty acids profile is strongly influenced by both genetics and climate. In the last decade, high stearic sunflower lines have been developed in Spain to avoid the use of partially hydrogenated vegetable oils in the food industry.

Sunflower oil also contains lecithin, tocopherols, carotenoids and waxes. Sunflower oil's properties are typical of vegetable triglyceride oil. Sunflower oil is produced from oil type sunflower seeds. Sunflower oil is light in taste and appearance and has a high vitamin E content. It is a combination of monounsaturated and polyunsaturated fats with low saturated fat levels.

Uses

As a frying oil, sunflower oil behaves as a typical vegetable triglyceride. In cosmetics, it has smoothing properties and is considered noncomedogenic. Only the high oleic variety possesses shelf life sufficient for commercial cosmetic formulation. Sunflower oil's INCI name is *Helianthus annuus (Sunflower) Seed Oil*. Sunflower oil is also an ingredient in sunflower butter.

Sunflower oil can be used to run diesel engines when mixed with diesel in the tank.

Diet and cardiovascular benefits

Sunflower oil is high in the essential vitamin E and low in saturated fat. The two most common types of sunflower oil are linoleic and high oleic. Linoleic sunflower oil is a common cooking oil that has high levels of polyunsaturated fat. It is also known for having a clean taste and low levels of trans fat. High oleic sunflower oils are classified as having monounsaturated levels of 80% and above. Newer versions of sunflower oil have been developed as a hybrid containing linoleic acid. They have monounsaturated levels lower than other oleic sunflower oils. The hybrid oil also has lower saturated fat levels than linoleic sunflower oil.

Preparation and storage

Because sunflower oil is primarily composed of healthier but less stable polyunsaturated and monounsaturated fatty acids, it can be particularly susceptible to damage by heat and light. Keeping sunflower oil at low temperatures both during processing and storage can help to minimize rancidity and nutrient loss, as can storage in darker amber-coloured bottles.



Methods of extraction

Sunflower oil can be extracted using chemical solvents, or squeezed directly from sunflower seeds by crushing them in an expeller press. Cold pressing sunflower oil using an expeller press under low-temperature conditions is a preferred method for those seeking an extraction process that doesn't involve chemical solvents, as well as for people following a raw foods diet.

Refined versus unrefined

Refining sunflower oil through solvent extraction, degumming, neutralization and bleaching can make it more stable and suitable for high-temperature cooking, but will also remove some of the oil's nutrients and flavour, including colour pigments, free fatty acids, phospholipids, polyphenols and phytosterols. Unrefined sunflower oil is less heat stable, but will retain more of its original nutrient content and flavour, and is well suited to dishes that require low- or no-heat.

Restaurant and food industry uses

Restaurants and food manufacturers are becoming aware of the health benefits of sunflower oil. The oil can be used in conditions with extremely high cooking temperatures. It may also help food stay fresher and healthier for longer periods of time. Food manufacturers are starting to use sunflower oil in an effort to lower the levels of trans fat in mass produced foods. A number of common snack foods currently contain sunflower oil, including New York Fries French fries, Majans bhuja Mix healthy snacks, the Sri Lankan style Bombay Mix - Rani Mix, Kettle Chips, Sun Chips, Sunflower Chips, Ruffles, Walkers and Lay's potato chips. The recipe of Lay's potato chips was modified in late 2006 to use sunflower oil as the only frying oil; by 2009, the recipe again included other "natural oils".

Negative health effects

A high consumption of omega-6 polyunsaturated fatty acids, which are found in most types of vegetable oil, including sunflower oil, may increase the likelihood postmenopausal women may develop breast cancer. A similar effect was observed on prostate cancer - however, the study was performed on mice. Another study indicated that, when heated to frying temperature for extended periods, sunflower oil produces aldehydes, which may be associated with some neurodegenerative diseases.

The following are the five brands of sunflower oil taken for this study:

1) Gold winner

Establishment Year	:1995	
Firm Type	:Pvt.Ltd.	
Nature of Business	:manufacturer,	Export/Import
Level to Expand	: International	

Gold Winner Refined Sunflower Oil is the flagship brand of Kaleesuware. Gold Winner finds a place in every discerning home. A unique distribution network ensures that the end-consumer is enriched by good health and happiness. Gold Winner is now available in Singapore, Malaysia,



Brunei, Kuwait, Dubai, Australia, UK and Sri Lanka. Every drop of Gold Winner not only glistens with quality and hygiene but also assures gourmet's delight.

Kaleesuwari has three manufacturing plants with well-resourced state-of-the-art facilities and dexterous professionals located near the major cities of Chennai, Coimbatore and Bangalore. The manufacturing plants use "Continuously Automated Technology" for processing to maintain the highest standards of hygiene.

The major share of refinery processing equipments is supplied by the world renowned equipment supplier, Desmet Ballestra from Belgium. Stringent quality control standards are employed in the inspection and testing of incoming raw materials, packaging materials, refining – via continuous in-process testing, as well as all finished goods. Kaleesuwari's quality control laboratories house high-tech testing equipments and follow Good Laboratory Practices to ensure quality and repeatability of all testing procedures.

Kaleesuwari is the foremost edible oil company in India to put an enterprise-resource-planning (ERP) system using SAP into practice. It streamlines the operations by systematic monitoring and analyses of all the business processes. The success story began with the establishment of the Kaleesuwari Refinery Pvt. Ltd. in 1995. Since then, the company has made incredible strides in the edible oil market with its flagship brand "Gold Winner". Gold Winner has proved once again that it is veritable named - according to a report published by The Economic Times Brand Equity on December 18,2002. As per the report Gold Winner is ranked 75th among India's hundred biggest Fast Moving Consumer Goods (FMCG) by A.C. Nielsen Retail Audit for the period September 2001 - August 2002. This comprehensive retail audit was done based on a variety of parameters including sales, top-of-the mind recall and trust. Not long ago, an ORG-MARG survey also had rated Gold Winner as number one in the FMCG (edible oils) category in South India.

Gold Winner finds a place in every discerning home because of the sophisticated and rigorous processes adopted to refine crude sunflower oil. A unique distribution network ensures that the end consumer always keeps company with health and happiness.

2) Sun drop

“Healthy oil for healthy people”

Sun drop Superlite is a 100% Sunflower oil and is synonymous with the brand Sun drop. It is the market leader in the premium category of Refined Oils. Sundrop Superlite enjoys a wide base of loyal customers.

Sun drop Superlite is fortified with sufficient quantity of Vitamins A & D to provide up to 25% of daily requirements. So when you cook with Sundrop Superlite your family eats well & stays active and healthy throughout the day. Sundrop Superlite is not just low in saturated fats and high in unsaturated fats but also has a good balance of MUFA & PUFA. It is rich in natural vitamin E & Omega-6, an essential fatty acid vital for the proper functioning of the body. Sundrop Superlite is available in various pack sizes to suit every need.



Nutrition facts for sundrop superlite

Nutritional Approximate Composition (when packed)	Information*	
	Quantity per 20 g	Quantity per 100 g
Energy (Kcal)	180	900
Protein (g)	0	0
Carbohydrate (g)	0	0
Total Fat (g)	20	100
• Saturates (g)	2	9
• Mono Unsaturates (g)	5	25
• Poly Unsaturates (g)	13	66
• Trans Fatty Acids (g)	0	0
Cholesterol (g)	0	0
Added Vitamin A (I.U.)	534	2670
Added Vitamin D (I.U.)	116	580
Vitamin E (I.U.)	10	50

Sundrop is the largest brand in the premium segment of the refined oil consumer packs. Sundrop was launched in 1989 as sunflower oil, in a predominantly groundnut and mustard oil market. From being one of the first players in the sunflower market, to one of the largest selling refined edible oil brands, Sundrop has come a long way. The brand stands on the following four pillars, which have been built over the years through its strong differentiated positioning, “**the healthy oil for healthy people**”, a high recall value, consistency in quality and supplies.

It emphasises on the following factors:

- ❖ Health
- ❖ Taste
- ❖ Lightness
- ❖ Vitality

Sundrop offers a range of products that brings out the true taste of good food while making it light & easy to digest. All Sundrop products are low in saturated fats. Sundrop is rich in natural vitamin and provides 100% purity.

Sun drop is available in 4 variants in order to meet the varied needs of the consumer:



- Sun drop Superlite- Sun drop Superlite is a 100% Sunflower oil and is synonymous with the brand Sun drop. It is the market leader in the premium category of Refined Oils. Sun drop Superlite enjoys a wide base of loyal customers. Sundrop Superlite is fortified with sufficient quantity of Vitamins A & D to provide upto 25% of daily requirements. So when you cook with Sun drop Superlite your family eats well & stays active and healthy throughout the day.
- Sun drop Nutrilite- Sun drop Nutrilite was launched in 2001 as a blend of Soyabean & Sunflower oils, and was re-introduced in 2004 as 100% Soyabean oil. Sun drop Nutrilite is fortified with Vitamins A & D to provide up to 25% of daily requirements. So when you cook with Sun drop Nutrilite your family eats well & stays active and healthy throughout the day.
- Sun drop Heart - Sun drop Heart was launched in 2003 in the fast growing Heart care category. Sundrop Heart is a scientific blend of high quality, specially processed rich Rice Bran (80%) and Sunflower (20%) oils. It is rich in a special nutrient called 'Oryzanol', which is known to reduce bad cholesterol (LDL) levels. The consumer response to Sundrop Heart has been overwhelming. Besides its health benefit, the food cooked in Sundrop Heart is tasty, making it an ideal cooking medium for the entire family.
- Sun drop Goldlite - Sun drop Goldlite was relaunched in 2009 in the fast growing blends category. Sun drop Goldlite is an amazing blend of 60% Sunflower and 40% Corn oils. It is very low in its saturated fats content which makes it stick less to our foods. This implies that we end up consuming less of the oil. The consumer response to Sun drop Goldlite has been heartening. It extends the lightness and vitality benefit of Sun drop brand into a new level altogether.

Sun drop Peanut Butter- Agro Tech Foods recently forayed into bread spread segment with the launch of Sun drop Peanut butter - the bread spread which is “the tasty way to grow strong”. It is a bread spread suitable for everybody in the family because it has zero cholesterol with zero trans-fats. It helps children grow healthy with 25% of each serving being proteins. It is made of roasted peanuts thus offering an unique flavour and has the best nutrition mix (amongst bread spreads). It is the only spread with dietary fibres; in addition it has the least saturated (bad) fat amongst all bread spreads. Agro Tech’s entry in the cholesterol-free bread spreads segment is a natural brand extension, given the brand qualities of Sun drop listed above.

3) Fortune

“Fortune hain light. Thoda aur chalega”

Fortune Refined Sunflower Oil is a light, nutritious and a healthy oil that is easy to digest. Fortune Refined Sunflower Oil goes through the highly specialized process of winterization that removes almost all the wax content in the oil, making it the lightest oil available today. It consists mostly of polyunsaturated fatty acids and is low in saturated fats. This oil is also a rich source of Vitamin E, which are a fat-soluble vitamin and an antioxidant.

Fortune Refined Sunflower Oil is available in:

PET Bottles 500 ml, 1 litre, 2 litre, 3 litre and 5 litre

Jerry Cans 2 litre, 5 litre and 15 litre



Adani Wilmar Limited (AWL), a Rs. 2600 crore company; is a joint venture between two global corporations... The Adani Group of India- the leaders in international trading & private infrastructure, and The Wilmar International Limited of Singapore - one of the World's largest trader and refiner of edible oils. Together Adani Group and Wilmar Group have set up India's first port based refinery in 1999, at Mundra, Gujarat. Today the Mundra refinery is one of India's largest and most sophisticated oil refineries. FORTUNE, RAAG and JUBILEE are the brands under which AWL sells its range of edible oil, vanaspati and bakery shortening. In addition to Mundra refinery, AWL also owns refineries at Bundi [Rajasthan], Haldia [West Bengal] and Mantralayam [Andhra Pradesh]. Its cumulative refining capacity is more than 3200 Tonnes Per Day (TPD). The company also has packing operations at Chatral [Gujarat], Latur [Maharashtra], Jaipur [Rajasthan], Dharwad [Karnataka], Dewas [Madhya Pradesh] and Cochin [Kerala]. With 80 branches, 5000 distributors catering to 1 million outlets, AWL's products reach to 20 million households across India. Since its launch in 2000, Fortune took just 20 months to become India's No.1 edible oil brand*, and we are still at the top of the chart.

Following the success in India, AWL introduced branded Soyabean oil to Middle-East and is now exporting its products to more than 19 countries in the Middle-East, South East Asia & East Africa.

Adani Wilmar Ltd. (AWL) is a 50:50 joint venture between Rs. 5000 crore Adani Group of India the leader in International Trading and Private Infrastructure, and US \$ 3 billion Wilmar Holdings Pte of Singapore world's second largest player in trading and refining of edible oils.

AWL owns one of India's largest and most sophisticated oil refineries at Mundra (Gujarat). The company also owns refineries at Bundi, Rajasthan and Mantralayam, AP. The company also has packing operations at Anand, Gujarat; Latur, Maharashtra; and Jaipur, Rajasthan. Its cumulative refining capacity is around 3000 TPD.

AWL's flagship brand Fortune has set a scorching pace in the Indian edible oil market. It is ranked 30th among the top 50 FMCG brands, and the fastest growing FMCG brand in 2003. It is a commendable achievement for a brand which is just 4 years old.

Fortune is the largest edible oil brand in India. Fortune Refined Soyabean oil and Refined Groundnut oil are leaders in their respective category.

4) Saffola

“Sehat se jeena hain”

Saffola Tasty was the first Saffola blend. This oil blend provides the benefits of two oils, thereby giving you added value. It provides the high poly unsaturated fatty acid of Safflower Oil and the taste of Corn Oil. Safflower Oil, which is also known as Kardi Oil has the highest levels of Linoleic acid, an omega-6-polyunsaturated fatty acid, which is well known in reducing cholesterol levels. Corn Oil has a unique taste and aroma.



- Saffolalife is a not-for-profit initiative started by Marico, the objective of which was to spread awareness of the risk of heart ailments in India, and hence attempt to bring down the deaths related to cardio vascular diseases.
- The initiative encourages a preventive lifestyle through mass media like TV, radio and outdoor communications. A regular check up of lipid profiles goes a long way in timely intervention and appropriate preventive measures.
- Over the last 3 years, free cholesterol tests were provided to the people in various cities across India.
- In 2009, Saffolalife invited people in an open access format to a diagnostic evaluation of their lipid profiles across several metros.
- Consumers were asked to listen to their heart and send an SMS for a free cholesterol test. The consumer had to reach a centre of the Diagnostics Partner: Metropolis Healthcare Ltd, where serum samples of the consumers were collected and analyzed.
- Consumers who took the initiative to participate (mainly urban population) in the program only responded. Over 60,000 people (one of the largest data bases) responded by presenting themselves for a blood test.
- No preconditions or any other parameters such as anthropometric measurements, presence of co morbidities or medications were recorded.
- They were instructed to an overnight fast prior to presenting themselves at the notified diagnostic centers.

5) Dhara

Dhara Sunflower Oil is highly nutritious and contains mono unsaturated fatty acid with natural omega 3. Processed using premium grade ingredients, at our authentic vendor's base, this range is offered in standard and varied formulated forms, as per the requirements of our valued customers. Our esteemed clients can avail this range in 15 liters pack and at industry leading prices.

Taking the Low Absorb Technology one step further, Dhara, the leading edible oil brand in India has the unique technology now being available in its Dhara Health Refined Sunflower Oil. The use of new Dhara Health can ensure upto 21.8 % low oil absorption. This new variant also comes with the goodness of Vitamin A & D.

According to Mr. Dinesh Agrawal, COO, Dhara SBU, MDFVPL Consumers have become very health conscious and are constantly evaluating among products to pick the healthiest option while making the purchase decision. They have witnessed that consumers are well informed on the type of cooking oil they consume and the benefits that their oil offers. Consumers expect value added benefits over and above the intrinsic benefits that the product has to offer. One specific aspect that consumers continuously target is how they can consume less oil. The Low Absorb Technology in Dhara Health Refined Sunflower Oil is expected to be coming soon. With Dhara Health, the



consumers are provided with a healthy frying/cooking option which allows them to consume their favorite recipes without worrying about the oil that it is soaked in.

FINDINGS AND SUGGESTIONS

Findings:

Majority of the respondents are female. They belong to the age group between 25 and 44 years and have monthly income of above Rs.20, 000. Majority of the respondents are house wives. Majority of the respondents have 4 members in their family.

Majority of the respondents use the brand named Gold winner. Majority of the respondents have been using the same brand for more than the last four years. Majority of the respondents are aware of the brand named Gold winner. Most of the respondents taken for the study became aware of the brands sunflower oil through advertisements. Majority of the respondents became aware of the brands of sunflower oil through radio and television. Majority of the respondents purchase sunflower oil once in a month. Majority of the people taken for the study spend amount between Rs. 200 and Rs. 300 monthly for the purchase of sunflower oil. Most of the people taken for the study consume 2-3 litres of sunflower oil per month. Majority of the respondents purchase sunflower oil from departmental stores. Most of the people use cash as a mode of payment while purchasing sunflower oil. Majority of the respondents consider the quality of the sunflower oil they use to be good. Majority of the respondents have moderate satisfaction level towards price. Majority of the respondents consider poly bags to be the most convenient source of package. Majority of the respondents taken for the study have not changed the brands which they use. Most of the people of the study have changed their brand of sunflower oil on a trial basis. Majority of the respondents shift to alternative brands, In case of non-availability of a particular brand. Most of the respondents have recommended their brand to others. Majority of the respondents have not faced any problem while using sunflower oil. Majority of the respondents consider the advertisements of the sunflower oil to be good. Most of the respondents have not received any discounts or promotional offers while making the purchase of sunflower oil. Most of the respondents are highly satisfied with the quality of the sunflower which they use. Majority of the respondents consider that the factor influencing them to purchase the sunflower oil is price.

Suggestions:

- The price of the oil should be reduced.
- The package should be made of thick plastic in order to ensure no leakage.
- More promotional offers would be appreciable.
- Prompt response should be given for consumer queries.

Conclusion:

The modern market is a highly competitive and transitional one. A company must first decide what it can sell, how much it can sell and what approaches must be used to entice the vary consumers. The consumers today do not accept any product, which does not give them complete satisfaction, and so many products do not find a place in the market. So it can be said that the modern market is consumer oriented and only the consumers determine any product success for failure. One of the products, which



was very successful and had found a permanent place for itself in the minds of the consumers, is the sunflower oil. Today consumer market is flooded with various brands of sunflower oil. Each branded sunflower oil stands out distinctly when grouped with other branded edible oil. Consumers have specific preference or choice. Consumers analyze the price, quality, packaging aspects etc. before they buy the product and hence, it is up to the different brands of sunflower oil manufacturers to concentrate on those aspects and workout better strategy to attract more consumers for their brands.

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