

A Study on Customer Perception towards Edible Oil in Coimbatore City

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Abstract

The study investigates consumer preferences for Edible oil in Coimbatore city. It aims to understand the factors influencing these preferences such as taste, health, considerations, brand loyalty and price sensitivity. The research employs surveys and data analytics to provide valuable insights into the Edible oil market in Coimbatore. The finding can be beneficial for Edible oil manufacturers and marketers looking to better cater to consumer needs in this region.

Keywords - Edible, Health, Brand Loyalty.

Introduction

Edible oil playing a vital role in the preparation of a wide range of dishes. The choices consumer make regarding Edible oil are influenced by various factors, including taste, health considerations, brand loyalty, and price sensitive. Understanding these preference is crucial for Edible oil manufacturers and marketers to meet the evolving demand of consumers. This research employs a combination of surveys data analytics and consumer behavior studies to explore the multifaceted nature of consumer choice in the Edible oil market of Coimbatore.

Limitations of Study

- The study covered within Coimbatore city with 50 respondents
- The duration of study was very limited

Review of Literature

Bhuvanewari (2016) study explored the consumer's attitude awareness among the branded edible oils. She made an effort to find the major factors influencing the consumers to buy the products. Cooking oil marketers make maximum efforts in designing advertisements in

Objective

- To find out the consumer preferences towards Edible oil
- To analyze the factors influencing to buy the Edible oil

Scope Of Study

- The study will focus exclusively on Coimbatore, a prominent city in the state of Tamil Nadu, India. It will not extend to other cities or regions
- The study will investigate factors influencing consumer preferences such as taste, health considerations, brand loyalty, and price sensitivity within the context of Edible oil;

such a way that the advertisements provide reliable and maximum information about the nutrition and health aspects, price of an oil. 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. The study highlighted brand image, price, health consciousness and quality of a particular brand are the most important factors influencing

consumer decision making for edible oil purchases.

Vijay(2017)has carried out the study of consumer buying behavior towards brand preference in edible oils.This study examines consumption pattern edible oils.The researcher has also made efforts determine sorts of brands are preferred by consumers and evaluate their purchasing behavior regarding edible oil.stated that the owners of the edible oil units should be trained to get more marketing knowledge to market their products But it is more important in case of edible oil for reason that it is more related to health.Consumers analyze the price,quality,packaging aspects etc.In this study the researchers stated the Consumer knowledge,perception preference edible oil from Ghana

Research Methodology

Tools and techniques

- Simple percentage analysis
- Chi-square

The research makes plan of study before undertakes his research work.This will enable the research to save time and research to save time and resources.Research design is a plan structure and strategies of investigation.such a plan of study or blueprint for study is called research design

Primary data

The date those are collected as fresh for first time and happen to original in character are called as primary data

Secondary data

Secondary data consists information that already exists somewhere having been collected for another purpose secondary data collected from

- Report and record
- Books
- Web series

Table 1 : Analysis The Gender and preference of Respondents

Gender	Quality	Price	Advancements	Packing	Total
Mela	15	10	4	1	30
Female	7	6	3	4	20
Total	22	16	7	5	50

Table2 :Chi-squareTable

O	E	O-E	(O-E) 2	(O-E) 2/E
15	13.2	1.8	3.24	0.24
10	9.6	0.4	3.84	2.5
4	4.2	0.2	0.84	5
1	3	2	6	0.5

7	8.8	1.8	15.84	0.55
6	6.4	0.4	2.56	2.5
3	2.8	0.2	0.56	5
4	2	2	4	0.5
				16.79

Chi-square Analysis Formula

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Degree of freedom = (r-1) (c-1)

Source: Primary data
Significance level= 0.05

Result

Calculated value (16.79)
Table value (7.815)

Calculated value is greater than table value. So, it is rejected. Alternative Hypothesis. This is significant relationship between Gender and Preference of Edible oil.

Finding

- Majority (54.5%) of the Response are between 21-30 years.
- Majority (63.6%) of the Response are male.
- Majority (54.5%) of the Response are undergraduate.
- Majority of (40%) of the Response are self employees
- Majority (85.5%) of the Response are unmarried.
- Majority (56.4%) of the Response are joint family.
- Majority (43.6%) of the Response are income of below 1000.
- Majority (69.1%) of the respondents are located in rura.
- Majority (41.8%) of the respondents prefer to use fortune.

- Majority (43.6%) of the respondents frequently purchase edible oil monthly.
- Majority (49.1%) of the respondents purchase edible oil in a month 1-2 liter.
- Majority (47.3%) of the respondents preferred to purchase a local store.
- Majority (47.3%) of the respondents influence you to prefer edible oil Quantity .
- Majority (92.7%) of the respondents are satisfied with edible oil.

Suggestion

Therefore the middle age people who are not engaged in the house, and the family which consists of two members do not have an acute awareness and knowledge towards the cold pressed edible oil. Similarly, nuclear family people are also not satisfied with Edible oil. Thus manufacturers are excessively suggested to concentrate on the packing material used for this organic oil. There is minimum awareness among the respondents about the heart healthy benefits of Edible oil. Health benefit is the main influencing factor in preferring Edible oil. It is because of the awareness among the public about the benefits. Hence, the producers are suggested to offer the Edible oils at affordable rates so that more people would start using these oils for deriving health benefits. So, manufacturers can bring innovation in these oils by adding extra features. They shall prescribe the testing procedure to test the quality of oil products.

Conclusion

Edible oils are an important element of Indian diets; nevertheless, there is a plethora of commercially marketed edible oils that make a variety of health claims. Researchers found in this study that; the health benefit factor is the main factor to buy cold-pressed edible oils. If the rural women is satisfied with the brand it leads to positive perception, loyalty towards brand. These findings can be useful for marketers and manufacturers in the edible oil industry to better understand the factors that

influence consumer behavior and make informed decisions.

References

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