CONSUMER AWARENESS AND PERCEPTION TOWARDS EDIBLE OILS

Yamuna.T[1], Dr.M.P. Kumaran[2]

[1]M.COM, Department of Commerce
[2]Assistant Professor, Department of Commerce
Dr. NGP Arts and Science College, Coimbatore-48.

ABSTRACT

This study aims to identify the consumer awareness and satisfaction level by the respondents while using Edible oils. The data has been collected from 150 respondents in Avinashi Taluk by applying Simple random sampling. Satistical tools such as percentage analysis, Weighted average analysis, Chi-square, Correlation. In this above research, Consumer suggest that promotional activity sometimes affects an consumer to choose an different types of edible oils, so that the manufacturing company should focus on Promotional activity as well as Quality.

KEY WORDS: *Edible oils, Consumer Awareness, Satisfaction level*

INTRODUCTION

This study is an attempt to analyze the consumer awareness and perception towards Edible oils. The study will help consumers to understand their lifestyle pattern in the consumption of edible oils. The study is also aims to help the manufacturers of edible oils in understanding different consumer taste and preferences so as to meet diverse consumer needs. The findings from this study can also have an impact on the company's marketing strategy with respect to segmentation of the market and positioning of the company's portfolio of products. This study will create awareness amongst employees on the factors influencing consumer choice and hence give them an opportunity to meet customer's expectations and measure their loyalty in relation to the purchase of the edible oils. This can create perception among the consumers of edible oils and lead to the growth of market share.

In comparison to other countries that produce oilseeds, India has the largest area and produces the most of the three oilseed crops-groundnut, rapeseed, mustard, and sesame. India comes ranked second to Brazil in terms of the production of castor seeds. Edible oils are among the most significant and widely utilised products among all the essential goods available on the market. Cooking oil is a liquid fat made of plants, animals, or synthetic materials that is used in baking, frying, and other sorts of cooking. It may also be referred to as edible oil because it is used in cold food preparation and flavouring, including salad dressing and bread dips.One of the most fundamental and significant components used by all people historically for all food products, edible oil is necessary for everything that is cooked. There are many different types of edible oils flooding the market. such as mustard oil, coconut oil, sunflower oil, groundnut oil, and gingili oil. Unrefined oils like coconut oil, powdered oils, and ginger oil have historically been used by people.Refined oils have become more widely available in recent years as a result of consumers' increased knowledge of quality and health concerns. As a result, many branded refined oils are now sold in consumer packets and loose for the food oil market. For various types of edible oils, such as olive oil, Palm oil, Soybean oil, canola oil, Pumpkin seed oil, corn oil, sunflower oil, peanut oil, grape seed oil, sesame oil and rice bran oil etc., refined oil is readily available.

STATEMENT OF PROBLEM

In the modern world, man is eager to lead a life without ill-health. The quality of food is becoming a necessity for everyone. The users of edible oils can afford to select a particular brand. They may make different choices based on factors like price, fat content, brand, flavor, oil source, advertising and peer pressure. And most important problem in this is, the unsaturated fats found in edible oils when they're heated, tend to oxidize. They are more harmful to bodily tissues in this form and can cause inflammation, which is a known risk

factor for causing blood-vessel plaques to become unstable enough to result in a heart attack. This research is aim to identify the consumer awareness and perception towards edible oils.

OBJECTIVES OF THE STUDY
- ❖ To study the consumers awareness towards edible oils.
- ❖ To know the factors influencing the consumer perceive and choose edible oils.
- ❖ To find out the satisfaction level of consumers, regarding edible oils.

RESEARCH METHODOLOGY
Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure.

RESEARCH DESIGN
The descriptive study typically concerns with determining the frequency of something occurs or how two variables vary together. Descriptive research design was adopted to study the consumer awareness and perception towards Edible oils.

DATA COLLECTION
Data was collected to both primary and secondary data source. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.
Primary data : Primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

Secondary data : Secondary data consists of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

SAMPLING TECHNIQUE
In this study the researcher used Simple Random Sampling.

PERIOD OF THE STUDY
        The study was conducted for the period of four months. The primary data was collected and it took one month time period. The review of literature and discussion with the field experts in the species board took another one month. Data analysis and interpretation was carried for a period of one month and final period of the report took the remaining period.

TOOLS USED FOR THE STUDY
        The rules of statistics in research is to function as a tool in designing research, analyzing the data, drawing its conclusion from most research studies result in large volume of raw data must be suitable reduced so that the same can be read easily and can be used for future analysis. The tools used for
- ➢ Simple Percentage analysis
- ➢ Weighted average analysis
- ➢ Chi-square test
- ➢ Correlation

The above tools were applied for the study using the software IBM SPSS Statistics.

REVIEW OF LITERATURE
Dr.Rajni Pandey, Dr.Smita Kumari and Dr.Kavitha Kumari (2022) 'Consumers preference for edible oil in patna city'. This research aims to investigate the awareness level regarding healthy cooking oil. Fats always an important role in both food preparation and nutrition and so as proteins and vitamins our body needs dietary fats as it serves many physiological functions such meeting energy requirements and one of the greatest source of fats is cooking oils. They provide essential fatty acids which our body is unable to synthesize of its own. Cooking oils from an integral part of Indian diet and so selection of right edible oil is one of the most important things. The purpose of the study is to explore the most preferred oil brands, edible oil variants and also to investigate the awareness level of the consumers regarding healthy cooking oils.

Dr. M.Rajee and P. Jenitha Lenitha (2022) This research aims to know the factors influencing perception of rural women towards branded edible oils. The scope of the study is to cover buying behavior in reference to branded edible oil, which will further help

marketers to take certain decisions in order to enhance their product sale. The scope of the study is to cover the key points on basis of which rural women take their purchase decisions. The research design is descriptive and qualitative in nature. The study has been conducted in Tuticorin district. The study is based on primary data only.
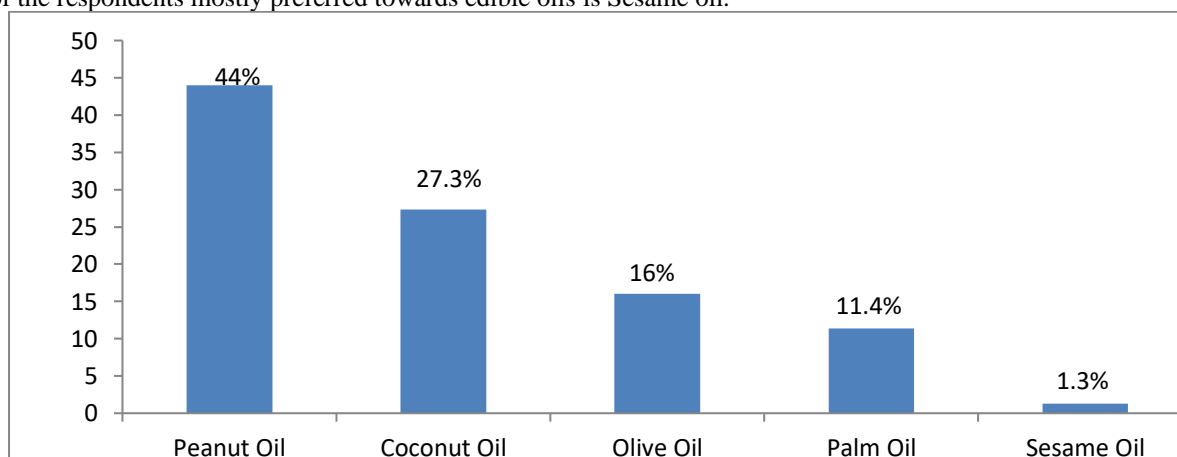
ANALYSIS AND INTERPRETATION

EDIBLE OILS MOSTLY PREFERRED

S.No	EDIBLE OILS PREFERRED	No. OF RESPONDENTS	PERCENTAGE
1	Peanut oil	66	44
2	Coconut oil	41	27.3
3	Olive oil	24	16
4	Palm Oil	17	11.4
5	Sesame Oil	2	1.3
	TOTAL	**150**	**100**

Source: Primary Data

INTERPRETATION

The above table reveals that Kinds of edible oils mostly preferred by Consumers. It is clear from that 44% of the respondents mostly preferred towards edible oils is Peanut oil, 27.3% of the respondents mostly preferred towards edible oils is Coconut oil, 16% of the respondents mostly preferred towards edible oil is Olive oil, 11.3% of the respondents mostly preferred towards edible oil is Palm oil and 1.3% of the respondents mostly preferred towards edible oils is Sesame oil.

ANALYSIS AND INTERPRETATION

EDIBLE OILS OFFERS PARAMETERS

S.No	FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
1	Large variety of products	78 390	33 132	32 96	6 12	1 1	150 631	**4.206**
2	Natural Ingredients	19 95	92 368	29 87	9 18	1 1	150 569	**3.793**
3	Customers service	33 165	39 156	62 186	11 22	5 5	150 534	**3.560**
4	Shopping experience	48 240	30 120	32 96	32 64	8 8	150 528	**3.520**

INTERPRETATION

The above table shows the different parameters of edible oils. The highest mean score rise 4.206 from the large variety of products.

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ANALYSIS AND INTERPRETATION
RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS & AWARENESS REGARDING EDIBLE OILS

Gender	Awareness Regarding Edible Oils			Total
	Low	Medium	High	
Male	4	10	10	24
Female	32	74	20	126
Total	**36**	**84**	**30**	**150**

To find the association between Gender and Consumer awareness regarding edible oils by the respondents, Chi-Square test is used and result is given below.

HYPOTHESIS
H_0: There is no significant difference between Gender of the respondents and consumer awareness regarding Edible oils.
H_1: There is significant difference between Gender of the respondents and consumer awareness regarding Edible oils.

CHI-SQUARE TEST

Factors	Calculation	df	Table Value	Remarks
Gender	8.395[a]	2	5.991	Rejected

INTERPRETATION
The Calculated Value of Chi-square is greater than the table value. Hence, the hypothesis rejected stating that there is significant relationship between Gender of the respondents and Consumer Awareness regarding edible oils.

ANALYSIS AND INTERPRETATION
RELATIONSHIP BETWEEN RESIDENTIAL AREA AND BUYING AREA
H_0 : There is no Significant relationship between Residential Area and Buying place of edible oils by the respondents.
H_1 : There is Significant relationship between Residential Area and Buying place of edible oils by the respondents.

RELATIONSHIP BETWEEN RESIDENTIAL AREA AND BUYING AREA

		Residential Area	Buying place
Residential Area	Pearson Correlation	1	.113
	Sig. (2-tailed)		.167
	N	150	150
Buying Place	Pearson Correlation	.113	1
	Sig.(2-tailed)	.167	
	N	150	150

Correlation is significant at the 0.05 level (2-tailed)

INTERPRETATION
Table No – 4.7.1 shows that correlation of Residential Area and Buying place of edible oils was found to be Perfect Correlation and Statistically significant (r=.113, p<0.05). Hence H_1 was supported. This shows that Perfect Correlation between Residential Area and Buying place of edible oils by the respondents.

CONCLUSION
The edible oils form essential commodities in Indian Fast Moving Consumer Goods industry in India. India being the fourth largest vegetable oil economy. In the present scenario, consumers do not accept any product which doesn't give them complete satisfaction, that is the reason why so many brands are successful and failure in the consumer market. Consumers have specific preferences towards edible oils like Quality, Quantity, Health Benefits, Oil taste, offers, Product Design etc, so that the manufactures has to provide better product to the consumers which makes them to retain in the market for a long period. Quality and health benefit is considered to be an important factor in case of edible oil, because it is more related with health. Nowadays people are very much health conscious on the

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basis of various observations made in the study, the consumers feel that edible oil is necessary for day-to-day life. Hence the manufacturers of edible oil follow the concept of being hygienic and healthy oil to attract the consumers. If the consumer is satisfied with the brand it leads to positive perception, loyalty towards brand, positive word of mouth and leads to long term relationship with the brand of edible oil.

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