



A STUDY ON CUSTOMER'S PREFERENCE AND SATISFACTION TOWARDS ORGANIC EDIBLE OIL WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mr.R.Mayilsamy

*Assistant Professor, Department of Commerce with Professional Accounting ,
Dr. N.G.P. Arts and Science College, Coimbatore*

Jayashree.R

*Student of III B. Com (PA), Department of Commerce with Professional Accounting ,
Dr. N.G.P. Arts and Science College, Coimbatore*

ABSTRACT

The Definition of the word "Organic", an ecological management production system that promotes and enhances biodiversity, biological cycles and soil biological activity. It is based on the minimal use of off-farm inputs and on management practices that restore, maintain and enhance "ecological harmony" (National Standards Board of the US Department of Agriculture(USDA)). Organic edible oil production is a self-regulated industry with government oversight in some countries, distinct from private gardening.

INTRODUCTION

There is no common definition of "organic" due to the fact that different countries have different standard for products to be certified "organic". In simplest words organic edible oil are minimally processed to maintain the integrity of the organic edible oil without artificial ingredients, preservatives or irradiation.

Organic edible oil are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production methods

THE BIGGEST ADVANTAGES OF ORGANIC EDIBLE OIL INCLUDE

Nutrient-Denser organic edible oil: According to a State of Science Review done in 2008, organic edible oil has more nutritional superiority than its non-organic edible oil counterparts.

Stronger, More Energetic Body: No pesticides, chemicals, or processed additives bogging down your system means a smaller risk of disease, illness, and disorders in yourself. Nothing leaves you feeling tired and gross like unhealthy junk organic edible oil.

It Tastes Better: True, it may not taste as good if you're accustomed to the addictive qualities of junk organic edible oil additives, such as processed sugar and MSG. But after just a short time of your body experiencing truly healthy organic edible oil, you'll be craving it. No, really, you will. And all the crap will start having a bad after-taste.

SCOPE OF THE STUDY

Organic edible oil promotes a balance of human, other living organisms and the nature. It also with rising concern of health issues and organic edible oil safety, many consumers have turned their site to organic edible oil. The increased consumers' interest in organic edible oil has been attributed among others to the growing demand for organic edible oil free from pesticides and chemical residues promotes no artificial preservatives and best maintain the originality of organic edible oil. This prevents excess use harmful ingredients and thereby ensures health. This study attempted to gain knowledge about consumer attitude towards organic edible oil product consumption and to see whether there is any potential this might have for changing their behavior.



STATEMENT OF THE PROBLEM

Growth in organic edible oil markets in India may occur for a number of reasons. They may be related to changes in consumers lifestyles (promotion of a healthier lifestyle) and the growth in awareness of consumers regarding organic edible oil quality. Also, consumer awareness of the need for environment protection is increasing. Organic edible oil farming is often considered by consumers as environmental friendly, and this may result in more attention given by consumers to organic edible oil farming.

OBJECTIVES OF THE STUDY

- To study the consumer preference and purchasing behavior for various types of organic edible oil.
- To find out the factors influencing the consumers decision making choice for organic edible oil.
- To analysis the level of satisfaction of respondents towards organic edible oil.
- To problem faced by the customers in using organic edible oil.

RESEARCH METHODOLOGY

METHODS OF DATA COLLECTION

- The study is used both primary and secondary data. The primary data were collected from the respondents who are using organic edible oil with the help of interview schedule.
- The secondary data has been collected from various resources such as books ,magazines, journals, articles, newspaper etc..

AREA OF THE STUDY

Coimbatore city was selected as it is a commercially vibrant town surrounded by more number of villages and it is the hub of Salaried and middle income people.

SAMPLE SIZE

The sample size for the present study was 120 respondents.

TOOLS USED FOR ANALYSIS

- Simple percentage
- Likert’s scale analysis
- Rank analysis

LIMITATIONS OF THE STUDY

- The responses given by the respondents have been taken as genuine no further verification is made.
- Time is a limiting factor in carrying out an extensive research work.

REVIEW OF LITERATURE

Dr. V. Maheswari(2019) , the study entitled “A STUDY ON CONSUMER PERCEPTION AND SATISFACTION OF ORGANIC EDIBLE OIL IN KUMBAKONAM TOWN”. The study examined purified drinking water is essential to every citizen. To know the level of satisfaction on organic edible oil and problem faced by the respondents in using the organic edible oil. She found that majority 69% of the respondent were satisfied overall performance of the brand. She suggested most of the respondents have pinpointed to reduce wastage of water in the purification process. She concluded that large section of public are spending a lot of installation of purifier or buy purified water for their survival.

Dr.A.Gunasundari et al (2018) , the study entitled “A COMPARATIVE STUDY OF FACTORS AFFECTING CONSUMER PREFERENCE BETWEEN LOCAL AND BRANDED ORGANIC EDIBLE OILS WITH SPECIAL REFERENCE TO THIRUVARUR” .The study examined on the perception of consumer and consumer awareness towards organic edile oils. To analyze the impact of brand preference and find out factors affects consumer purchase decision.

DATA ANALYSIS AND INTERPRETATION

The collected data were groped, edited, tabulated in a master table and analysed using the following statistical tools.

- Simple percentage analysis
- Likert scale analysis
- Ranking analysis

FORMULA FOR PERCENTAGE ANALYSIS

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of respondent}} \times 100$$

**TABLE SHOWING THE MONTHLY INCOME OF THE RESPONDENTS**

Monthly income	No of the respondents	Percentage
Below 20000	40	35%
20001-40000	55	50%
40001-60000	15	12%
Above 60000	5	3%
Total	120	100%

INTERPRETATION

The above table shows that out of 120 respondents, 35% of respondents are belongs to the income group of below Rs20000,50% of the respondents are Rs.20001-40000,12% of the

respondents are Rs.40001-60000, and 3% respondents are above 60000.

Majority of the respondents are belongs to the income level of Rs.20001-40000.

TABLE SHOWING THE RANK ANALYSIS OF FACTORS INFLUENCING THE ORGANIC EDIBLE OIL

FACTORS	1	2	3	4	5	6	Total	MEAN SCORES	RANK
Product (f) availability scores	14	13	13	15	51	14	120	3	5
Price (f) Scores	84	65	52	45	102	14	432	2.4	6
Nutritious(f)	0	26	1	16	39	38	120	2.4	6
Health benefits Scores	0	130	4	48	78	38	298	3.8	2
Taste (f) And color Scores	20	14	48	13	11	14	120	3.8	2
Chemical(f) Free Scores	120	70	192	39	22	14	457	3.7	3
Quality (f) Scores	13	33	21	27	13	13	120	3.7	3
	78	165	84	81	26	13	447	3.6	4
	33	21	14	14	2	36	120	3.6	4
	198	105	56	42	4	36	441	4.1	1
	27	26	23	35	4	5	120	4.1	1
	162	130	92	102	8	5	502		

INTERPRETATION

From the above table shows that rank analysis of factors influencing the organic edible oil ,majority of the respondents said that quality if organic edible oil is ranked as1,next most of the respondents said that nutritious health benefits of organic edible oil is ranked as2, next most of the respondents said that

taste and color of organic edible oil is ranked as3, next most the respondents said that chemical free of organic edible oil is ranked as4, next most of the respondents said that product availability of organic edible oil is ranked as5, next most of the respondents said that price of organic edible oil is ranked as6.

TABLE SHOWING THE LEVEL OF SATISFACTION OF PRICE

S.NO	FACTORS	NO.OF.RESPONDENTS	TOTAL SCORE
1	Highly satisfied	4	20
2	Satisfied	3	12
3	Neutral	70	210
4	Dissatisfied	40	80
5	Highly dissatisfied	3	3
6	Total	120	325

Most favourable attitude = $120 \times 5 = 600$

Neutral attitude = $120 \times 3 = 360$

Most unfavourable attitude = $120 \times 1 = 120$



INTERPRETATION

Response regarding quantity of organic edible oil was less than neutral value. Therefore according to likerts summated scale, the respondents are dissatisfied with price of organic edible oil.

FINDINGS AND SUGGESTIONS

PERCENTAGE ANALYSIS

- Majority 63% of the respondents are female.
- Most 31% of the respondent are in the age group of 36-50 years
- Majority 59% of the respondents are married.
- Most 20% of the respondents are graduate.
- Most 32% of the respondents are employee.
- Majority 50% of the respondents are belongs to the income groups of above 20000.
- Majority 48% of the respondents are in rural area.
- Most 59% of the respondents have 4 members in their family.
- Most 48% of the respondents are using organic edible oil for 3-5 years.
- Most 43% of the respondents are using organic coconut oil.
- Most 45% of the respondents are spent Rs751-Rs1000 for purchasing organic edible oil.

RANK ANALYSIS

- Majority of the respondents said that quality of organic edible oil is ranked as 1
- Next most of the respondents said that nutritious health benefits of organic edible oil is ranked as 2
- Next most of the respondents said that taste and color of organic edible oil is ranked as 3

LIKERT SCALE ANALYSIS

- Response regarding quality of organic edible oil was more than neutral value .therefore according to likerts summated scale, the respondents are satisfied with organic edible oil
- Response regarding taste and color of organic edible oil was more than neutral value .therefore according to likerts summated scale, the respondents are highly satisfied with taste and color of organic edible oil
- Response regarding quantity of organic edible oil was less than neutral value. Therefore according to likerts summated scale, the respondents are dissatisfied with quantity organic edible oil
- Response regarding price of organic edible oil was less than neutral value. Therefore

according to likerts summated scale, the respondents are dissatisfied with price organic edible oil

SUGGESTIONS

- The rate of organic edible oil is high ,though it is reasonable .but the expectation of consumers is that price of organic edible oil can be made competitive with normal terms.
- Organic edible oil are not yet popular among consumers .hence, steps should be taken to popularize the organic edible oil.
- Number of outlets for organic edible oil is very limited . if more of shops are opened it will be convenient for consumers to buy them.
- The variety aspect of organic edible oil is low .therefore the variety of items should be increased

Apart from the above the government agency should procures organic edible oil. at present there is no buy organic edible oil government shop. And there is a misconception among the public.

CONCLUSION

Majority of the respondents were aware of organic edible oil, benefits and problems associated with conventional organic edible oil .however, this awareness was relatively more among educated respondents . but most majority buy conventional me not used buy organic edible oil regularly due to some prominent reasons like-

- 1.High price of goods.
- 2.Lack of information related from where to buy.
- 3.Lack of availability
4. Risk of getting cheated

Effective marketing structure and necessary support from the governmental agencies for organic edible oil is required .it can also be done through NGOs and other government agencies since it is safer and healthier organic edible oil along with private sector participation . improvement in supply chain management and production planning will solve the issues like irregular supply, limited stocks. It is the time for government to take effective policy decision in association with agriculture department to encourage farmers to produce and market organic edible oil.

REFERENCE

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