

BUYING BEHAVIOUR OF CONSUMERS OF EDIBLE OIL - A STUDY OF TIRUCHIRAPPALLI CITY

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ABSTRACT

Majority of Indian food items are prepared by utilising edible oil. Consumers' behaviour frequently changes as per the new innovations, changes in taste, like and dislikes related to food items. Edible oil is an important element in food items. Through this study, researcher has highlighted the brand references for edible oil by consumers. Efforts have been made to understand the various factors which are taking into consideration while purchasing edible oil. Through the study author has also highlighted the variants of edible oil preferred by the consumers. This study is also focused on the awareness of consumers regarding the weight, expiry date, ingredients etc. of edible oil.

Keywords: Edible oil, Buying behavior, Customer, Innovations, Food Items, Health and Wellness

1. INTRODUCTION

It is a key aspect of learning to understand the consumers' behaviour in various market environments. It is very important to predict about their buying behaviour real pattern in future. Consumers buying behaviour differs for the products and services, more complex decisions usually involve more buying participants and more buyer deliberations. Indian edible oil industry is highly fragmented today. There are several edible oil manufacturers, in organised and an organised sectors. At present edible oil market in India is developing with, rising income levels, standard of living of consumers with changing lifestyles, pattern of food consumption, increasing health and wellness, increasing trends of referencing non-traditional oil like soya bean oil, rice bran oil etc.

1.1. OBJECTIVES OF THE STUDY

The present study is carried out with the following objectives

- 1) To know the brand preferences of edible oil.
- 2) To understand the consumers preferences for variants of edible oil.
- 3) To know, whether consumers are having awareness about the elements like ingredients, net weight, expiry date etc.
- 4) To know the spot preference for purchasing edible oil.

1.2. 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 Buying behavior of consumers of edible oil.

1.3. NEED OF THE STUDY

Nowadays, awareness and knowledge of consumers related to edible oil is increasing due to increased level of education, urbanisation and also due to watch development in a medication facilities. On this background it is necessary to take a feedback of consumers regarding the edible oil. It could be very helpful for the wholesalers, retailers and edible oil manufacturers in the process of marketing, planning and implementation of sales promotional

activities. It is also important to understand the perception of consumers regarding edible oil brands available in the market and it's important to understand their brand preferences.

2. REVIEW OF LITERATURE

Ambujakshi, (2016), has stated that, in the ocean of edible oil has increased following a rise in household incomes and consumer demand. Through the study author throws light on the consumer awareness with reference to edible oil consumers in Bangalore. Author has also attempted to know the trends in consumer preferences towards edible oils and attempted to find out the influencing factors related to consumer preferences in purchasing edible oils. Through the study author has found that, the edible oil industry has under transition towards more organised and active integration move from the major players. According to the author, rising imports call for the increase in domestic manufacturing of edible oils.

J. H. Vyas, I. N. Siddiqui and J. K. Dewagan, (2017), have conducted a survey study to understand the factors affecting the purchase decisions for edible oils by consumers. Through the study authors are also highlighted the consumption patterns of families. Authors have analysed the preferences of demographic clusters. Through the study authors have found that, health factor plays an important role in choosing the edible oil brands. Authors have pointed out that, majority of the consumers change their edible oil for better health. Authors have also found that, there is no strong loyalty displayed among the consumers.

M. K. Narayan, M. Sarabhai And V. K. Khan, (2018), and have explored the preferences of consumers for the brands of illegal oil variants and factors affecting the decisions of purchase of evil oil. Through the study authors of highlighted brand image, health consciousness and quality of a particular brand etc. Are the most significant factors, which are affecting consumer's decision-making for buying edible oil. Through the study authors have come to know that, consumers are showing interest in sales promotional schemes and consumer offers. In this context authors have suggested that, while when lecturers should run an effective promotional schemes and consumer campaigns not only to attract new consumers but also to retain the present consumers.

3. RESEARCH METHODOLOGY

The present study is an empirical study based on these survey methods. The primary information collected by using well-structured questionnaire which was administered to 100 households. The selected households were longing to different income groups. The selection of sample, convenience sampling method has been used. The survey was carried out in Tiruchirappalli city. The required secondary data has been collected from books, study articles, study papers published in well reputed journals, magazines.

The collected primary information is scrutinized, tabulated and analysed. Simple percentage method has been used for statistical analysis.

- **Limitations of the study**

Tiruchirappalli city is now recognized as a metropolitan city and having very vast area. The scope of the study is limited to explore the consumption pattern of edible oil consumers. The study is limited to the selected geographical areas of Tiruchirappalli city therefore the results of the study cannot be generalised to the other cities in India.

4. ANALYSIS AND DISCUSSION

Table 1: Monthly income wise distribution of the selected households

Monthly Income Range (Rs.)	Frequency (Percentage)
Below 10,000	6
10,000 to 20,000	20
20,000 to 30,000	40
Above 30,000	34
Total	100

From the above table it is revealed that, a majority (40%) households' monthly income is Rs. 20,000 to Rs. 30,000. 34% households' monthly income is above Rs. 30,000. 20% households' monthly income is between Rs. 10,000 to Rs. 20,000. Only 6% households' monthly income is below Rs. 10,000.

Table No. 2: Brand preference of consumers for edible oils available in the market

Brands	Frequency (Percentage)
Sundrop	16
Saffola	19
Gemini	18
Kirti Gold	16
Fortune	20
Other Brands	11
Total	100

Of the above table refers to the distribution of households based on preferred oil brands. As may be seen from the above table 16% and 19% households preferred sundrop and Saffola brand respectively. The brands preferred next are Gemini (18%), Kirti Gold (16%), Fortune (20%), of the sample households. The other brands like healthy heart, Vijaya, Priya etc are preferred by 11% households.

Table No. 3: Household consumers' preferences for edible oil variants

Variants	Frequency (Percentage)
Coconut oil	5
Groundnut Oil	15
Palm Oil	9
Sunflower Oil	36
Other variants of edible oil	35
Total	100

From the above table it is revealed that, majority of the household consumers (35%) are preferred other variants of edible oil like rice bran edible oil, soy oil, mustard oil etc. 36% household consumers preferred sunflower oil, 15% preferred groundnut oil, and only 5% household consumers preferred Coconut oil, 9% preferred palm oil.

Table No. 4: Frequency of consuming edible oil

Frequency of consumption	Frequency (Percentage)
Almost everyday	95
3 - 4 times in a week	4
1 - 2 times a week	1
Total	100

95% households consume edible oil almost every day 4% household consumers in the edible oil 3 - 4 times a week and only 1% is consuming it 1-2 times a week.

Table No. 5: Consumer's awareness about ingredients, net weight, expiry date, nutritional benefits etc.

Particulars	Frequency (Percentage)
Yes	69
No	31
Total	100

From the above table it is revealed that, majority of the household respondents (69%) are having awareness about ingredients, wait, expiry date, nutritional benefits etc. 31% are not aware about these factors.

Table No. 6: Spot preference by households for buying edible oil

Particulars	Frequency (Percentage)
Mall/supermarket	32
Retailers	50
Wholesalers	18
Directly buying from oil mill	-
Total	100

Majority of the household respondents (50%) preferred to purchase edible oil from retailer available nearby their residence. 32% household respondents preferred mall or supermarket for purchasing edible oil and only 18% preferred to purchase edible oil directly from wholesalers available nearby their residence.

FINDINGS OF THE STUDY

- 1) It is found that, in a city like Trichy, majority of families monthly income is between Rs. 20,000 Rs. 30,000, 34% families monthly income is above Rs. 30,000. Therefore all these families preferred branded edible oils. The family whose monthly income is below Rs. 10,000 a preferred cheap / unbranded / loose edible oil
- 2) As per the collected information, there is no any particular brand of edible oil which is most favourable for the household consumers. There are almost similar preferences given by the household consumers to the brands like Sundrop, Saffola, Gemini, Fortune, Kirtigold etc.
- 3) It is observed that majority of the household respondents are familiar with the sunflower oil and other variants of the edible oil like rice bran oil, soy oil, Massad oil etc. Very few of the household respondents are consuming coconut oil. Groundnut oil is also preferred by many households, though its price is very high.
- 4) As per the information provided by the household respondents, majority of them are consuming edible oil almost every day; because evil oil has high importance in preparation of food in India.
- 5) Study highlights that, sample of old consumers are shown less interest in package of edible oil. Sample household consumers have a push shown less interest in understanding the factors like ingredients, net weight, nutritional benefits, expiry date etc.
- 6) it is found that, majority of the household consumers are giving preference to purchase edible oil from retail shops which are situated nearby their residence. Some of them purchase oil from malls or supermarket.

SUGGESTIONS

- ❖ The manufacturer has to create better advertisement which will influence the consumers to make a choice among the different brands of edible oils.
- ❖ The manufacturers should also focus on the suitable packaging so that the consumers will be attracted towards their products.
- ❖ Now a day consumers become more on health conscious. Hence the manufacturer has to focus on the quality to attract more customers.

5. 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, packing, quantity, etc., so the manufacturers has to provide better product to the consumer which makes them to retain in the market for a long period.

• Scope for Further Research

It is recommended that, there should be introduction of more precise selection criteria for further study. There should be more research and studies related to the factors like your usage of particular brand, size of family and monthly consumption of edible oil, monthly income and are using atom of edible oil etc.

6. REFERENCES

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