



A STUDY ON CONSUMER PREFERENCES TOWARDS EDIBLE OIL PURCHASING DECISION OF CENTRAL CHENNAI DISTRICT

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Abstract: *Edible oil is an essential component of daily living. The first and most important element in each cuisine is the oil in which it is cooked. Every day, edible oil is used in the preparation of meals. The usage of branded edible oil is increasing as the population's literacy rate and standard of living improves. Since there are numerous brands of edible oil available in the market, an effort is made to identify the brand which is most commonly preferred by the consumers. Factors influencing consumer preferences, consumer awareness & consumer satisfaction are the objective of the study. A well-structured questionnaire was used to test the consumer preferences towards edible oil. Quantitative method of research was applied and a sample of hundred respondents were selected for the study. EFA and mean were performed using SPSS software. The research is concluded based on the results of the study, health benefits, chemical free, quantity and advertising are the most important factors influencing consumer preferences for edible. Hence consumers are preferring gold winner oil in central Chennai district.*

Key Words: *Consumer preferences, Consumer awareness & Consumer satisfaction.*

1. INTRODUCTION:

Consumer is the king in the market because every new product or service is entirely based on consumer wants and preferences. If a consumer is not satisfied, the consumer may switch over to another brand. Therefore, we may lose our business due to lack of certain areas of wants which were expected by the consumers. So, we have to always maintain a stable way of maintaining our customers for the branded products. To keep the customers intact we have to regularly be in touch with the market through the respective dealers and keep the products ahead. Periodical market research is conducted to understand consumer preferences, consumer needs and promotional efforts also serve the purpose of attracting the customers. For instance, Patanjali was successful because it catered to customers' needs for organic items at cheaper rates than those offered by competing companies.

Consumer preference refers to decisions made by consumers to increase their satisfaction level in a product. Although consumers may pick some of the products they purchase, they are not always able to get exactly what they desire. It is crucial to realise that consumer preferences are unrelated to consumer spending or pricing. In modern marketing, consumer satisfaction is a basic notion. Consumer satisfaction is recognized as the most essential marketing indicator in many firms. Consumer awareness is the knowledge of various consumer production laws, improved techniques, and consumer rights, such as the right to protection of health and safety from products and services that consumers purchase and the right to information about the cost, nature, quantity and standard of goods.

Consumers ingest edible oil on a regular basis because it adds taste, flavour, and texture to our meals. Furthermore, edible oil is recognised to provide several health advantages for the human body, such as boosting good cholesterol, minimizing heart disease, controlling blood pressure and strokes, and so on. Despite the fact that there are several brands of



edible oil available on the market, let us look at which edible oil is most popular among consumers. Furthermore, consumers prefer a good quality of product on the whole.

2. REVIEW OF LITERATURE :

Dr. Rajni Pandey, et al (2022) The author provides information on consumer awareness of edible oil through this research. Customers' satisfaction with edible oil is also examined by the researcher. The study concluded that a majority of respondents (70%) were unaware of the benefits of using healthy cooking oil. As a result, there is an urgent need to raise awareness about the health risks linked with edible oil.

Sharma (2018) Conducted a study on mustard oil comparison to refined oil. The author stated that mustard oil is healthier than refined oils since it contains Omega 3 and 6 fatty acids and lowers cholesterol levels. Mustard oil has an antibacterial component that protects against infections, and it is low in saturated fats when compared to refined oils. However, researchers emphasised that mustard oil use should be limited since it includes erucic acid, which may be damaging to human health.

Ruchi Vijay (2016) has carried out the study of consumer buying behaviour towards brand preference in edible oils. This study examines the consumption pattern of edible oils. The researcher has also made an effort to determine what sorts of brands are preferred by consumers and to evaluate their purchasing behaviour regarding edible oil.

Muhammad Zeeshan Khan (2009), The objective of this research is to look at the influence of package characteristics on customer brand preference in the domain of edible oils. Study found that customer brand choice for edible oils is significantly influenced by package attributes since the importance of F value is less than 0.05 across all eight propositions. Finally, it was determined that customer brand choice for edible oils is related to package qualities.

DR. E. Mubarak Ali et al (2019) The researcher has emphasised on brand references for edible oil by customers in this study. Attempts have been made to comprehend many elements that are considered while purchasing edible oil. This study also focuses on customer understanding of edible oil weight, expiry date, components, and so on. As a result, the author concluded the study by stating that producers must supply superior products to consumers in order to remain in the market for an extended length of time.

3. STATEMENT OF RESEARCH PROBLEM :

Since there are numerous brands of edible oil in the market, an effort is made to determine the brand which is most commonly preferred and purchased by the consumers in central Chennai. The manufacturers of the products bring the various brands in the same commodities with some added features. Therefore, a study is conducted on the subject of consumer preferences of edible oil purchasing decisions with special reference to central Chennai district.

4. SCOPE & IMPORTANCE OF STUDY :

This study aims to examine consumer preferences for edible oil. The study's scope is to address consumer preferences in relation to edible oil, which will further assist marketers in making specific decisions in order to increase product sales. The study's scope is to explore the important elements on which consumers make their purchasing decisions. It might be extremely beneficial to wholesalers, retailers, and edible oil makers in marketing, planning, and execution of sales promotional activities. It is also critical to understand consumer perceptions of the various edible oil brands on the market, as well as their brand preferences.

5. OBJECTIVES OF THE STUDY :

- To study the factors influencing edible oil purchasing decisions in central Chennai district.
- To understand the consumer awareness of edible oil towards purchase in central Chennai district.
- To analyse the consumer satisfaction towards edible oil purchasing in central Chennai district.



6. RESEARCH METHODOLOGY :

A research methodology is a systematic method for solving a research problem. It is the study of how scientific research is conducted. In general, the methodology section of a study helps the reader to critically evaluate the overall validity and reliability of the study. convenience sampling approach was employed for the selected sample. Quantitative method of research was applied and a sample of 100 respondents were selected for the study. EFA and mean analysis were performed using SPSS software.

The primary data was gathered through a well-structured questionnaire that was sent to 100 households in order to determine consumer preferences about edible oil. The questionnaire was carefully designed to include demographic factors such as gender, marital status, educational attainment, income and so on. Additionally, it collects data on respondents' preferences, awareness of, and satisfaction with brands, as well as the factors that influence their decision to purchase an edible oil.

Secondary data was gathered from books, articles, research papers published in reputable journals, periodicals, dictionaries, and encyclopaedias.

7. DATA ANALYSIS AND INTERPRETATION:

Table 1.1 Showing Gender wise classification

Particulars	No. of Respondents	No. of Percentage
Female	54	54%
Male	46	46%
Total	100	100%

INTERPRETATION: According to the above table of 100 respondents, 54% are female respondents and 46% are male respondents. Making decisions is a key component of the purchasing process for consumers. Therefore, it has been noted that the female has a 54% ownership stake in the decision to buy edible oil.

Table 1.2 Showing Education wise classification

Particulars	No. of Respondents	No. of Percentage
Below HSLC	14	14%
Graduate	48	48%
Post Graduate	37	37%
Professionals	1	1%
TOTAL	100	100%

INTERPRETATION: Based on the above table of 100 responders, 37% are postgraduates, 48% are undergraduates, 1% are professionals, and 14% are HSLC students. So, Consumers awareness and understanding of edible oil is expanding as a result of education.

Table 1.3 Showing Age wise classification

Particulars	No. of Respondents	No. of Percentage
Under 20	2	2%
21 - 35	95	95%

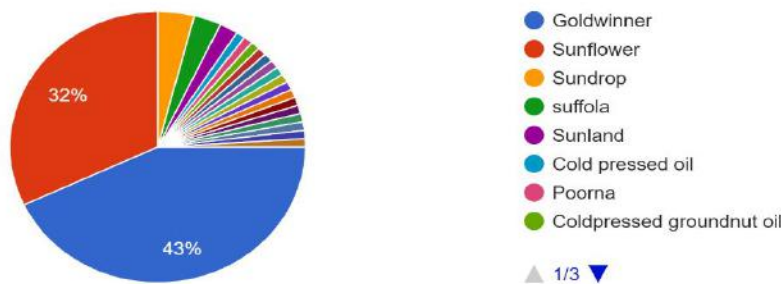


36 - 45	2	2%
Above 45	1	1%
Total	100	100%

INTERPRETATION: Of the 100 responders shown in the above table, 95% are between the ages of 21 and 35. Consequently, it may be inferred that the 21–35 age group makes purchasing decisions.

Table 1.4 Showing consumer preferences towards branded edible oil purchasing

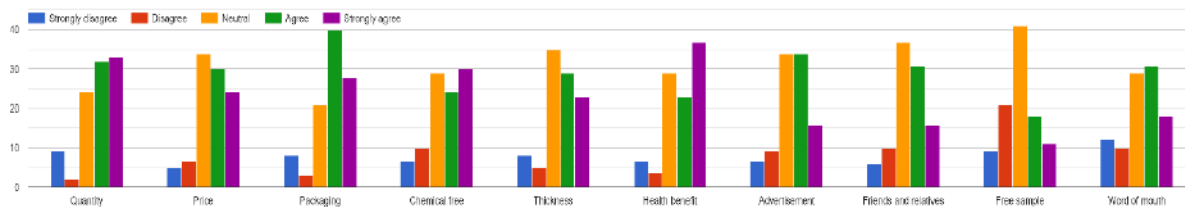
Which brand you prefer in edible oil
 100 responses



INTERPRETATION: In the survey, 43% of respondents preferred gold winner, 32% preferred Sunflower, 4% preferred sun drop, 3% preferred Suffola and 18% preferred other brands of edible oil. Hence, gold winner is mostly consumed by the consumers. Followed by sunflower, sun drop. Most people are now looking for natural oils that are directly available in mills.

Table 1.5 Table showing factors influencing purchase decision towards edible oil

To study the factors influencing purchase decision of the oil



Statistics

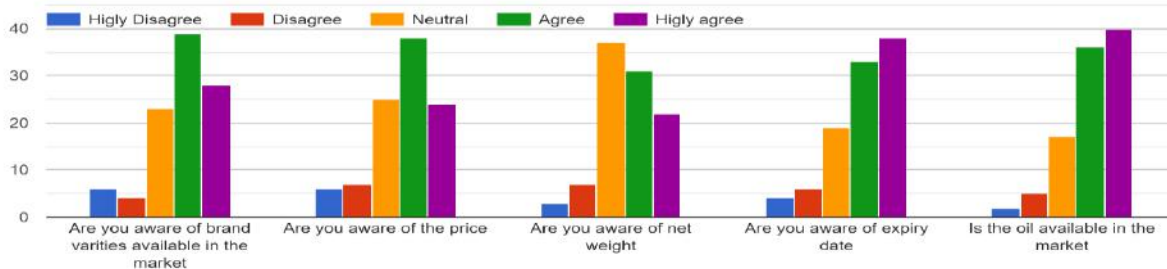
	Quantity	Price	Packaging	Chemical free	Thickness	Health benefit	Advertisement	Friends and relatives	Free sample	Word of mouth
N	Valid 100	100	100	100	100	100	100	100	100	100
	Missing 0	0	0	0	0	0	0	0	0	0
Mean	3.78	3.61	3.77	3.60	3.54	3.79	3.43	3.41	3.01	3.33
Std. Deviation	1.194	1.081	1.136	1.214	1.141	1.192	1.085	1.065	1.096	1.231
Variance	1.426	1.170	1.290	1.475	1.301	1.420	1.177	1.133	1.202	1.516

INTERPRETATION: Consumers are influenced to purchase gold winner by factors like quantity, chemical-free status, and health benefits. Since the mean value of quantity is high, it is influencing consumers to purchase gold winner



Table 1.6 Table showing consumer awareness towards edible oil purchasing decision

To understand the consumer awareness on Edible oil purchasing decision



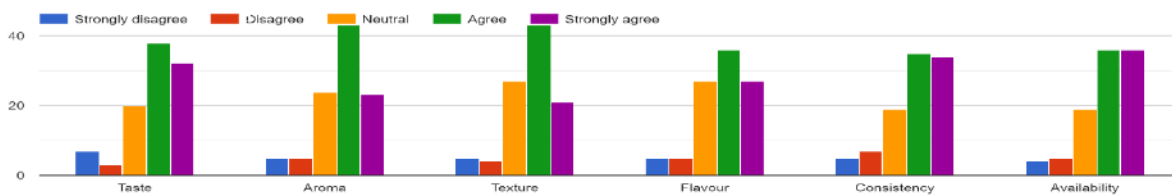
Statistics

		aware of brand varieties available in the market	aware of the price	aware of net weight	aware of expiry date	Is the oil available in the market
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.79	3.67	3.62	3.95	4.07
Std. Deviation		1.085	1.101	1.003	1.086	.977
Variance		1.178	1.213	1.006	1.179	.955

INTERPRETATION: Although consumers are aware of the several brand options on the market, they tend to favour Gold Winner since it is consistently offered with a set expiry date. Moreover, buyers can afford the price of gold winners.

Table 1.7 Showing consumer satisfaction

To understand Consumer satisfaction



Statistics

		To understand Consumer satisfaction [Taste]	To understand Consumer satisfaction [Aroma]	To understand Consumer satisfaction [Texture]	To understand Consumer satisfaction [Flavour]	To understand Consumer satisfaction [Consistency]	To understand Consumer satisfaction [Availability]
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.85	3.74	3.71	3.75	3.86	3.95
Std. Deviation		1.123	1.031	1.008	1.067	1.119	1.058
Variance		1.260	1.063	1.016	1.139	1.253	1.119



INTERPRETATION: Consumers are satisfied with gold winner because it enhances the flavour, texture, and other aspects of food. And it is available in the market constantly.

FACTOR ANALYSIS

Factor analysis is a strong data reduction approach that allows academics to study ideas that are difficult to directly quantify. Factor analysis produces usable data by distilling a vast number of variables into a small number of intelligible underlying elements. In this study, EFA is placed to the test in order to meet the objective - factors influencing edible oil purchase decisions. Kaiser-Meyer-Olkin Measure of sampling Adequacy - .855. Bartlett’s Test of Sphericity Approx. Chi-Square 648.817

Component	Total Variance Explained								
	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.638	56.384	56.384	5.638	56.384	56.384	4.096	40.961	40.961
2	1.152	11.516	67.899	1.152	11.516	67.899	2.694	26.939	67.899

Rotated Component Matrix

PREFERENCES Promotional activities

Quantity	.766
Price	.794
Packaging	.795
Chemical free	.767
Thickness	.737
Health benefit	.866
Advertisement	.585
Friends and relatives	.852
Free sample	.746
Word of mouth	.775

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

8. FINDINGS OF THE STUDY :

- The majority of respondents are female (54%).
- The majority of respondents are belonged to 21 – 35 age group.
- The majority of respondents are unmarried (88%)
- The majority of respondents (46%) come under the class of undergraduates.
- The majority of (43%) of respondents are preferring gold winner
- The majority of (37%) of respondents are preferring gold winner for health benefits.
- 40% of respondents strongly agree that they are aware of the oil available in the market.
- 38% of respondents strongly agree that they are aware of the oil expiration date.
- 43% of respondents are satisfied with the texture and aroma of the gold winner.



9. SUGGESTION AND RECOMMENDATION :

- Producers should also focus on appropriate packaging so that consumers are attracted to their items.
- Consumers are becoming more health concerned these days. As a result, in order to attract more customers, the producer must prioritise quality.
- Cold-pressed oils such as mustard, sesame, coconut, and groundnut are perfect for Indian cuisine and also good for health. So, manufacturers can bring innovation in these oils by adding extra features.
- The producer must design better advertising that will persuade consumers to choose between different kinds of edible oils.

10. LIMITATION :

Chennai, the capital of Tamil Nadu, is India's fourth biggest metropolitan city. The study is limited to investigating consumer preferences for edible oil. The research is restricted to the geographical areas of Chennai. As a result, the study's findings cannot be applied to other cities in India.\

11. CONCLUSION :

Edible oils are crucial in the development, treatment, management, and prevention of coronary heart disease (CHD). 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. As a result, choosing the correct edible oil is essential, especially in the Indian setting, where cooking procedures differ from those in the West. Furthermore, the research is concluded based on the results of the study, health benefits, chemical free, Quantity and advertising are the most important factors influencing consumer preferences for purchasing gold winner. Furthermore, gold winner, the most popular refined sunflower oil in Indian households, is an edible oil designed for those who lead an active lifestyle. It's transparent and light, and it has no cholesterol. It includes vitamins A, D, and E, so it will provide you and your family excellent health and pleasure.

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