

Consumer Preference Towards Cooking Oil With Special Reference To West Division In Tamilnadu

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Abstract- *Consumer perception changes as the time changes. These changes are due to development in technology and new innovations. Today consumers gather more & more information on the brands that are offered in the market, and based on the information & knowledge they rank their preferences. This study was carried out in selected Districts of Tamilnadu to know the consumer inclination over the brand/unbranded edible oil. The study was elongated to reveal whether particular age group consumers prefer branded cooking oils or not, along with the attributes that play important role in motivating the consumer. For this study total 104 Samples were surveyed. These observations were analyzed with the help of Chi-square test & with simple percentage analysis. Among the sample it was observed that age group 26-35yrs prefer branded products. Health also considered to be an important parameter for the selection of cooking Oils. Finally it was concluded that, consumers prefer branded products over unbranded products of cooking Oils. Healthy cooking Oils are on priority for assortment on any brand of cooking oil than any other feature. This study region has major satisfied customers with reference to the brand they presently use.*

Keywords- Branded Edible Oil, Preferences, Consumer Satisfaction.

I. INTRODUCTION

The demand for cooking oil is growing rapidly across the world most particularly in India as a result of increase in human inhabitants and improved standard of living. For example, in 2016, India imported a little over \$ 385 million worth of edible oil to supplement the locally produced ones. This, however, poses a considerable threat to the locally produced cooking oils markets which is likely to have a profound negative effect to the economy at large. Particularly in recent times where the government seeks to encourage the support of made-in-Indian goods against the refined cooking oil brands, which impedes the understanding of this countrywide purpose.

Today's consumer get spotlight to various brands, however consumer has to select some of the product in order to fulfill basic need. The selection procedure among these varieties of brands is through complex process. As Dasgupta & Pareek, mention in their study, "A customer is exposed to more than 1500 advertising messages a day, encounters more than 100 cooking oils, 120 soaps and 80 toothpastes on the shelves of grocery stores to choose from thus making them more confound. Knowing who is your customer and who is involved in making decision, it becomes important to evaluate the factors that affect consumers. Sheena commented in her study", factors affecting extension evaluation, consumer characteristics moderating the effects of the basic model are Motivation, Consumer Expertise, Positive Consumer Mood, Implicit Personality Theory and Innovativeness. Cooking oil is one of the most important components of food and a major source of energy for human survival. It also contains saturated fats which when consumed in excess can result in developing coronary diseases.

Most Indian households use cooking oils in grounding of their day-to-day meals. However there is a scarcity of literature on the knowledge, preference and perceptions of consumers on these cooking oils. Thus, the objective of the study was to ascertain consumer's knowledge, perceptions and preference of cooking oil.

II. OBJECTIVES OF THE STUDY

1. To identify consumer preference for branded and unbranded products of cooking oils.
2. To know whether consumers are satisfied, with the cooking oil they use, or not.

III. LIMITATION OF THE STUDY

Tamilnadu is a vast region; our study is restricted to the following:

1. Few places in the region have been covered.

2. The time period of the study is from May-June of year 2017.

IV. ANALYSIS AND INTERPREDATION

Table -1

Whether Consumer prefer branded product?

Category	Yes	No	Total
226-35 yrs	45	12	57
36-45 yrs	17	7	24
Above 45 yrs	14	9	23
Total	76	28	104

Brand Preference

■ 26-35 years ■ 36-45 years ■ Above 45 years

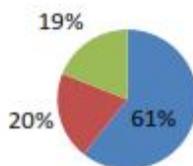


FIGURE 1: Brand Preference in Percentage

Table -2 Application of chi square test –Brand Preference

S.No	O	E	O-E	(O-E) ² /E
1	48	43	4.701	0.51
2	9	14	-4.701	1.61
3	16	18	-2.230	0.27
4	8	6	2.230	0.85
5	15	17	-2.471	0.35
6	8	6	2.471	1.10
TOTAL				4.70

$X^2=4.71, df=2, p<0.05$

Computed value of X^2 is 4.71, which is for 2 df is no significant ($p<0.05$). Result supports the hypothesis; today’s consumers prefer branded products rather than unbranded products of cooking Oils.

Table -3 Satisfaction Ratio of Existing Cooking Oil Brand

Satisfaction ration with the existing brand	
Yes	99
No	05

Satisfaction Ratio



FIGURE 2: Consumer Satisfaction Ratio for Existing Brand

With the above reference data, it is observed that 96% of the consumers preferred to use the same brand and is satisfied with their existing brand, where as other 4% consumers wish to change the brands.

V. CONCLUSION

The Study had revealed that age group 26-35yrs preferred branded products. However, Health was considered to be an important parameter for the selection of cooking oils. Finally it was concluded that, consumers prefer branded products over unbranded products of cooking oils. Healthy cooking oils are on priority for selection on any brand of cooking oil than any other attribute. The region has satisfied customers with reference to the brand they presently use. For marketers it is necessary to create a brand that focuses on healthy life style. Consumers are on the verge of comparing different brands available in the market and finalizing the healthy products with economical prices.

Refined cooking oils were preferred by consumers, and were normally purchased from supermarkets for almost all their daily meals. Unrefined cooking oils however were used mostly when needed and normally purchased in open markets. The most preferred unrefined cooking oil of consumers was the palm oil while Unoli, Gino and Tasty Tom were the most preferred brands by consumers in Cape Coast. It was clear from the study that the totality of consumers’ decisions of buying both refined and unrefined cooking oils are influenced by their perceived knowledge on cooking oils.

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