

# A Study on Customer Preference And Attitude on Cooking Based Oil Products With Special Reference To Coimbatore City

Dr. K. Prince Paul Anton<sup>1</sup>, Prabakaran . M<sup>2</sup>

<sup>1,2</sup>Dept of B.com P A

<sup>1,2</sup>Sri Ramakrishna College of Arts and Science, Coimbatore

**Abstract-** Majority of Indian food are prepared using edible oil without oil preparing food is impossible. oil plays a major role In cooking there are many brands in oil and customer preference changes in times. The major objectives is to find the usage of cooking oil products .well created questionnaire has been created and collected total of 50 responses on random peoples. These sample responses can be used and analyse the customers mind on the cooking based oil products . most of the respondent prefers sunflower oil for cooking for their daily uses. oil products will play as major role in day to day life

**Keywords-** Oil products, consumer preference and consumer satisfaction

## I. INTRODUCTION

In 1856 Cooking oil have been extracted first time in England. china is the largest producer in cooking oil. Consumption of edible oil is a substantial through out the country the need for cooking oil found in every house. It is the most commonly used product in every house. In our own country use make the use of various oil like Groundnut oil, Sunflower oil, Ginglee oil, mustard oil, olive oil etc... find differs from place to place due to peculiar food habits of Indians. we make use of large quantities of edible oil everyday India is one of the largest producer of cooking oil. new innovation makes changes in taste likes and dislikes related to food items. Edible oil plays major role in the changes. In this study we will find the various factors that people considered in choosing the cooking oil. It also focuses awareness of the customer regarding the weight expiry date etc of edible oil.

## II. STATEMENT OF PROBLEM

Cooking oil plays a major role in cooking food without oil preparation of food is impossible. Some oil products affects human health and cause problem like increase fat, heart attack, heart disease. Avoid reusing cooking oil to

avoid cholesterol related problems. Using oil for cooking or frying can be very dangerous. Oil products like soya bean, corn, canola, safflower products have unstable fats. This will reduce the nutrients of the food . using these products may cause health issue in the future . The main objectives of the study is to analyse the consumer awareness and preference of oil products and to know the reason change in oil products frequently and to suggest an oil product that will cause low damage to human health and reduction of food nutrition and proteins. The outcome of the analysis helps the consumer to buy an oil products that is best suited for cooking .

## III. OBJECTIVES

- To Find the usage of Cooking Based Oil Products.
- To analyse the Consumer Preference on Cooking Based oil Products.
- To Find the Consumer Satisfaction on Cooking Based oil Products.

## IV. RESEARCH METHODOLOGY

This Study has used Primary data for Collecting primary data. Well structured questionnaire was distributed to the random people in the form of google form . the researcher collected 50 samples by using questionnaires. The study is within the Coimbatore . in this study I have used simple random sampling .

## TOOLS USED FOR THE STUDY:

- Percentage analysis method

## V. REVIEW OF LITERATURE

**Dhinesh babu & Venkateshwaran** Stated that the Owners of the edible oil units should be trained to get more marketing knowledge to market their products. They should think global and act local. It implies that their product should be highly qualitative and also suitable to the local consumers. The



attractive packaging plays an important role in the marketing of edible oils. All types of manufacturers should realize this fact and try to sell their products in attractive packets. It is not only attractive but also is reachable to all customers' segments.

R Prerna (2013) in their study says that Quality is always important for any production. But it is more important in case of edible oil for reason that it is more related to health. Consumers analyze the price, quality, packaging aspects etc. before they buy the product and hence, it is up to the different brands of sunflower and groundnut oil manufacturers to concentrate on those aspects and workout better strategy to attract more consumers for their brands.

Syed Akif Hasan and Muhammad Zeeshan Khan stated that packaging characteristics influences the consumer brand preference in edible oil. whereas packaging characteristics has eight different dimensions i.e. various sizes of Package, different shapes Package, safety, shelf life, convenience of storage, convenience of use, extra use of package and package attractiveness. Study is also helpful to conclude the factors which are responsible for the increment of market share in edible oil industry by changing or modifying the packaging of product in competitive market.

Butz and Goodstein, (2006) found that demographic variables are the most Popular bases for segments the customer groups, One reason is that consumer needs, wants, preferences and usage rates are often highly associated with demographic variables. Another is that demographic variables are easier to measure (Kotler, Philip, and Gary Armstrong, 2006).

N.Rajaveni & Dr. M. Ramasamy study suggests that strongly packaged brand should offer protection and carve out for a point of difference that can protect the brand against competitor activity through trade marking. It is also important to remember that the world is full of cultural and linguistic difference. What works in one market doesn't always work in another. The bottom line for business is that packaging design will almost always have an effect on a company's profit and loss.

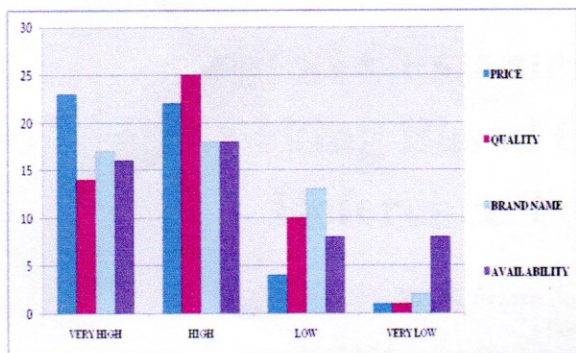
**PERCENTAGE ANALYSIS METHOD**

VARIABLE	CATEGORY	FREQUENCY	PERCENTAGE
CONSUMPTION OF DIFFERENT TYPES OF OIL	SUNFLOWER OIL	27	54
	GROUNDNUT OIL	21	42

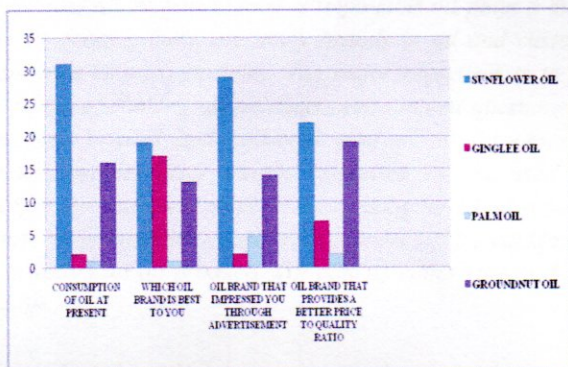
OIL	GINGLEE OIL	1	2
	PALM OIL	1	2
	TOTAL	50	100
PURCHASE OF OIL CONSUMPTION	WEEKLY ONCE	11	22
	MONTHLY ONCE	30	60
	TWICE A MONTH	9	18
	TOTAL	50	100
AMOUNT SPENT ON COOKING OIL PER MONTH	1000	26	52
	1500	13	26
	2000	7	14
	MORE THAN 2000	4	8
	TOTAL	50	100
FACTORS AFFECTING BUYING MOTIVE	QUALITY	39	78
	PRICE	8	16
	AVAILABILITY	3	6
	TOTAL	50	100
TYPE OF OIL USING AT PRESENT	COLD PRESSED OIL	18	36
	REFINED OIL	32	64
	TOTAL	50	100
INFLUENCE ON OIL PRODUCTS	ADVERTISEMENT	29	58
	NEIGHBOURS	11	22
	SALESMAN	6	12
	INTERNET	4	8
	TOTAL	50	100

THE FOLLOWING THAT FACTORS AFFECTING THE BUYING MOTIVE OF OIL:





PREFERENCE ON DIFFERENT TYPES OF OIL BRANDS:



VI. FINDINGS

- 54% of the respondents use sunflower oil.
- 60% of the respondents purchase oil for monthly once.
- 52% of the respondents spent Rs1000 per month.
- 78% of the respondents has choosen quality is the main factor affecting the buying motive of the consumer.
- 64% of the respondents use refined oil for cooking.
- 58 % of the respondents got influenced through advertisements.
- Most of the respondents choose sunflower oil for cooking as they provide a better price to quality ratio.
- Most of the respondents has choosen quality is the main factot that affects the buying motive of the oil products.

VII. SUGGESTION

Following Suggestion are on the bases of responses Collected in the investigation. Mostly the Customers have preferred Sunflower oil and to use Sunflower oil is less effects some of the respondent have felt that Grondunut oil is good for health. Customer chooses the good Branded oil Products more than Home made cold Preesed Oil Products. These oil Company have to maintain the taste, Quality and Quantity to get the attention of the customer on the sameoil Product. In the

refene major of the costomers prefers edible oil more than cold pressed oil in Present Life Style of People.

VIII. CONCLUSION

In the Present Senario Consumer Prefer a Products that Gives them Complete Satisfaction and donot accpect Products wich Dose not fulfill the consumers Expectation. It is one of the major Reasons that So many Branch are Successful and failure in the Consumer Marker Quality is the most Important Factor in Case of cooking Oil as is it Is related to Human Health. Nowdays Peoples show more Important to their Health Concios. The Consumer Feel Cooking Oil is necessary for day to day Life. Hence the Manufacturer of Cooking Oil Products to take Consumer Preference, Awarness Satisfaction into Consideration and follow the Concept of being hygienic and healthy Oil to attract Consumers. If the Consumers is satisfied with the Oil Products May Lead to a Long term and loyalty towards Brand and Consumers Have Their Own the Prection towards Packaging, Pricing, Ofers, Advertisement, Product Design Ect.

REFERENCES

- [1] Dr. SARWADE, W.K. ( 2011). Brand Preference and Consumption Pattern of Edible Oils in Maharashtra State. International Conference on Economics and Finance Research, 330-334.
- [2] NAFDE, S.A(2017). Indian FMCG industry – The Changing Scenario. Indian journal of research,723-724. How Consumer’s Buying Pattern, Culture, and Subculture Results in Influencing Culture, and Subculture Resultis in Influencing the Purchase Decision of Urban Indian Households for Branded Edible Oil 565.
- [3] SARAVANAN. S & POONOTHAI. V. (2017 ). An empirical Investigation on Consumer Satisfaction in Edible Oil with Special Reference to Coimbatore City. Research gate, 3(2-b),151-163
- [4] BIHUVANESWARI.(2018). A Study on Consumer attitude towards edible oils in Coimbatore City. International Journal of Multi disciplinary research and development, 325-329.