

BUYING BEHAVIOUR OF CONSUMERS OF EDIBLE OIL - A STUDY OF PUNE 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, author 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, Pune City

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. Success of market majorly depends on the capacity to anticipate what consumers will do and what they prefer from the available products in the market. Indian edible oil industry is highly fragmented today. There are several edible oil manufacturers, in organised and an organised sectors; therefore, there is a sever market competition and as a result edible oil manufacturers have shifted their focus to understand choices of consumers better on the side and increasingly moving away from products to embracing a captured brand management with a view to obtain competitiveness and profitability in the market. 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.

Nowadays, consumers are collecting more information about the edible oil brands available in the market. On the basis of collected information consumers are ranked or prefer particular brand of edible oil. The present study is conducted in various suburbs of Pune city. The study explores the brand preferences of edible oil factors affecting the buying decisions of consumers, and highlights preferences for edible oil variants. The study also throws light on the consumers awareness about ingredients, Nate weight etc. of edible oil.

LITERATURE REVIEW:

- 1) N. Rajaveni and M. Ramaswamy, (2011), have analysed the trained in edible oil consumption and also attempt has been made by the authors to assess the consumer behaviour on consumption of edible oils by different income groups of people. To the study authors have observed that, majority of edible oil is bought by industrial or household buyers for purpose of food processing, restaurants and hotels. Only a small percentage of branded edible oil is purchased by consumers at the retail level. Through the study authors have also found that, what kind of edible oil consumed by the people since there are several types of edible oils in the market. The results of the study shows that, majority of the consumers are not aware about the various nutritional facts of edible oil. Authors have suggested that, edible oil marketers could concentrate on improving the safety aspects, quality and brand image instead of concentrating heavily on the sales promotional activities.
- 2) M. K. Narayan, M. Sarabhai And V. K. Khan, (2014), 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) 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.

- 4) W. K. Sarwade, (2011), has attempted to find out the edible oil brand preference position in the market, and attempted to understand levels of brand awareness among the edible oil consumers. Author has also focused on various factors impacting on buying decision of consumers for edible oil. To the study author has observed that, majority of the consumers preferred branded oil than loose oil. Author has also found that, Dhara as maximum and awareness followed by Saffola, Fortune, and Gemini in India and in Maharashtra. Author has concluded that, health consciousness and quality of particular brand are significant factors in decision-making process regarding edible oil.
- 5) J. H. Vyas, I. N. Siddiqui and J. K. Dewagan, (2013), 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.

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.

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 various factors considered by the consumers while purchasing edible oil.
- 3) To understand the consumers preferences for variants of edible oil.
- 4) To know, whether consumers are having awareness about the elements like ingredients, net weight, expiry date etc.
- 5) To know the frequency of condemning edible oil.
- 6) To know the spot preference for purchasing edible oil.

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 200 households. The selected households were longed to different income groups. The selection of sample, convenience sampling method has been used. The survey was carried out in Pune the suburbs. 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 AND SCOPE OF THE STUDY:

Pune city is now recognised as a metropolitan city and having very vast area. Therefore, the present study is restricted to the selected suburbs like Kothrud, Warje, Dhayari, Sinhagad Road, Dhankawadi, Bibvewadi, Yerawada, Hadapsar. 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 or suburbs of Pune city therefore the results of the study cannot be generalised to the other cities in India.

DATA ANALYSIS:

The following table shows the area was selected households.

Table No. 1: Area (suburb) wise distribution of households

Area	Frequency	Percentage
Kothrud-Warje	82	21%
Dhankawadi-Bibvewadi	74	19%
Hadapsar	80	20%
Dhayari-Sinhagad Road	84	20%
Yerawada	80	20%
Total	400	100%

The following table indicates the monthly income of the selected households.

Table 2: Monthly income wise distribution of the selected households

Monthly Income Range (Rs.)	Frequency	Percentage
Below 10,000	24	6%
10,00 to 20,000	78	20%
20,000 to 30,000	160	40%
Above 30,000	138	34%
Total	400	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. 3: Brand preference of consumers for edible oils available in the market

Brands	Frequency	Percentage
Sundrop	62	16%
Saffola	76	19%
Gemini	74	18%
Kirti Gold	62	16%
Fortune	80	20%
Other Brands	46	11%
Total	400	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.

The decision of buying particular brand of edible oil of consumers is influenced by some factors related to the edible oil product. Consumers are considering these factors while purchasing a particular brand of edible oil.

Table no. 4: Influencible factors considered by household consumers while purchasing edible oil (multiple responses)

Influencing factors	Frequency	Percentage
Taste /flavours	260	69%
Health issue	386	97%
Prices	400	100%
Package	196	49%
Easy availability	400	100%

From the above table it is revealed that majority of the household consumers (100%) are considering the price factor while purchasing a specific brand of edible oil, and also consider whether it is easily available at market or not. Taste / flavour of edible oil is taking into account by 89% household and 97% consider health issue and 79% consider type of package while purchasing edible oil.

Table No. 5: Household consumers' preferences for edible oil variants

Variants	Frequency	Percentage
Coconut oil	20	5%
Groundnut Oil	62	15%
Palm Oil	36	9%
Sunflower Oil	144	36%
Other variants of edible oil	138	35%
Total	400	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. 6: Frequency of consuming edible oil

Frequency of consumption	Frequency	Percentage
Almost everyday	378	95%
3 - 4 times in a week	16	4%
1 - 2 times a week	6	1%
Total	400	100%

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

Table No. 7: Consumer's awareness about ingredients, net weight, expiry date, nutritional benefits etc.

Particulars	Frequents	Percentage
Yes	174	69%
No	126	31%
Total	400	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. 8: Spot preference by households for buying edible oil

Particulars	Frequency	percentage
Mall/supermarket	128	32%
Retailers	198	50%
Wholesalers	74	18%
Directly buying from oil mill	-	-
Total	400	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 Pune, majority of families monthly income is between Rs. 20,002 Rs. 30,000, 34% families monthly income is above Rs. 30,000. Therefore all these families preferred branded edible oils. The family is whose monthly income is below Rs. 10,000 a preferred cheap / unbranded / loose edible oil
- 2) 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.
- 3) Easy availability and price of edible oil, are the most significant factors which are most influencing on the decision-making for purchasing particular brand of edible oil in a apart from this, health issue taste of labour are also important factors in decision-making.
- 4) 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.
- 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) 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. Therefore it constitutes an important component of food expenditure in the major day of the households.
- 7) 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 is.
- 8) 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.

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