PERCEPTION OF THE CONSUMERS ABOUT BRAND LOYALTY TOWARDS EDIBLE OIL IN DINDUGAL DISTRICT

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Introduction

Marketing is the practice through which goods and services shift from producer to the customer, by identification or selection of a product, its price determination, distribution channel and development and implementation of promotional strategies. Thus, it is a business activity that involves identification of the customers want, design of the products and services, to sell them profitably. Consumers are the decision makers to purchase their products, based on the price, design, taste, fashion and technology etc. The behavior of the consumers either directly or indirectly influence or affect the consumers' behavior towards the products. Thus products have its life on the shelf of the outlets depending on the various essentials of the consumer behavior. In pursuit, of the market share of their products, marketers recklessly explore new marketing strategies to sustain and retain loyal existing and new consumers of their products and services offered in the current market.

Statement of the Problem

Fast moving consumable goods (FMCG) or packaged goods are sold very quickly and are very low at cost. Non-durable consumer goods like soft drinks, toiletries, over –the-counter drugs, processed goods and many other consumables are most significant products and repeatedly used product by all the people. Among all the essential products in the market the edible oil is one of the most imperative products consumed by the people in every day to day life for food consumption.

Conventionally people have been using unrefined oils such as gingerly oil, ground oils and coconut oil for regular consumption but in the current scenario there is a fast moving awareness among the consumers towards quality, health conscious, price and quantity. Thus in the recent current market edible oil market has many branded refined oils available in containers, packs and without packs. Hence, a study on the "PERCEPTION OF THE CONSUMERS ON BRAND LOYALTY TOWARDS EDIBLE OIL IN DINDUGAL

DISTRICT" has been undertaken to explore the various level of perceptions among the consumers in the study area.

Significance of the study

In the present scenario, brand plays a significant role in marketing of edible oil because of the exclusive features of available edible oil in the market. From the consumer's point of view the various qualities of the product cannot be tested before use by each and every consumer in the market. Thus, brands have its own uniqueness to attract the customers to choose its brand among the consumers in the present competitive market situation. There are chances for the loyal, existing and new consumers to have a mindset to switch over other brands in the market. Thus, the marketers need to work hard to struggle to penetrate the market and retain the existing customers using various marketing strategies. Keeping in mind the various marketing strategies adopted by the marketers in the competitive edge, a study has been undertaken to analyze the "PERCEPTION OF THE CONSUMERS ON BRAND LOYALTY TOWARDS EDIBLE OIL IN DINDUGAL DISTRICT".

Scope of the study

In the current market the marketers present many offers and price discounts to retain the customers alluring customers to switch brands as a substitute of staying loyal to same brand being trusted for good period of time. The psychology of the customers will not stay rigid for a continuous phase of time as customer's mood; taste and want differ from person to person and time to time. The edible oil is sold in different taste, odour, thickness and colour as to satisfy the wish of the customers. Oils like, mustard oil, coconut oil, olive oil, sunflower oil, rice bran oil is sold in the market and the customers also accepted them for the regular use.

Switching from one brand to another is a common mindset of the customers, and was not very well-known in the traditional market conditions, but now it is very fast and familiar, thus creating trouble of retaining the customers to use the same brand has become a severe task. The customers belong to heterogeneous; it is very difficult to judge their tastes, perception, and preference according to their wants. The marketers has to take step to induce the customers by using many creative, innovative and updated ideas in order to force them indirectly to purchase the same brand and provide satisfactory good offers. This perennial problem is a day to day issue for the producers in the market condition to take steps to eradicate which costs the marketers an additional cost apart from their regular costs. The marketers need to manage these costs and survive in the present market condition to compete with others. Thus, this study is very significant and it is very helpful to research scholars, marketers, academicians and stakeholders. The study focuses on perception of the consumers on brand loyalty.

Objective of the Study

The main objective of this study is to evaluate the "PERCEPTION OF THE CONSUMERS ON BRAND LOYALTY TOWARDS EDIBLE OIL IN DINDUGAL DISTRICT".

Research Methodology

Research methodology is an efficient method used to solve a research problem. For the purpose of the study Dindigul district has been selected which is divided into 8 taluks namely Dindigul, Vedasandur, Palani, Nilakkottai, Oddanchathram, Attur, Naththam and Kodaikanal. In the first stage the researcher has selected the Dindigul taluk which consists of ten (10) towns and 60 villages. In this study educated housewives has been drawn out only from the Dindugal municipality from all the towns without considering the villages in that region for the analyzing the study. Thus in the final stage of sampling, 125 respondents were selected by convenience sampling method from each of the four (4) selected wards, thus constituting a total of 500 respondents (125 x 4= 500).

Analysis and Interpretations of Data

The data collected has been analysed and interpreted, thus on this study shows the following results gained by using SPSS softwars package, 21.0 version.

Research hypothesis

There is a significant relationship between types of family and their overall perception about store loyalty.

Null hypothesis

There is no significant relationship between types of family and their overall perception about store loyalty.

Statistical tools

Karl Pearson correlation test was used for the above table.

Table showing the Type of family of the respondents and their overall perception about store loyalty

Descriptive Statistics				
	Mean	Std. Deviation	R value	Statistical inference
Close To The Residence	3.19	1.407	0.394**	0.000<0.05 Significant
Interior Decoration	3.18	1.408	0.320**	0.000<0.05 Significant
Assortment Of Goods	3.23	1.397	0.176**	0.000<0.05 Significant
Supply Of Quality Goods	3.26	1.409	0.171**	0.000<0.05 Significant
Self Service	3.70	1.193	0.021	0.632>0.05 Not Significant
Purchase Provisions	3.83	1.085	0.161**	0.000<0.05 Significant
Services Offered	3.77	1.148	0.032	0.472<0.05 Not Significant
Reasonable Price	3.78	1.139	0.086	0.056>0.05 Not Significant
Credit Facilities	3.72	1.177	0.190**	0.000<0.05 Significant
Courteous Behaviour of sales personnel	3.85	1.087	0.192**	0.000<0.05 Significant
Door Delivery	3.78	1.150	0.028	0.528>0.05 Not Significant
Recreational facilities	3.71	1.179	0.129**	0.004<0.05 Significant
Store Loyalty	42.9860	7.24726	0.455	0.000<0.05 Significant

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Findings

The above table reveals that there is significant relationship between types of family of the respondents and their overall perception about store loyalty. Hence, the calculated value less than table value ($P<0.05$). So the research hypothesis is accepted and the null hypothesis is rejected.

Conclusion

Edible oils are very significant for food preparation in day to day life of the human beings, as it gives energy source; the body uses oils as structural component, play metabolic reactions in the body and making dominant regulators. While purchasing these edible oils in the market it becomes difficult for the consumers to choose the best brand from the retail shelf. The oil has a unique transparent colour and it is difficult to segregate one form the other. The basic complexity is that these oils cannot be checked or tasted before buying as they are packed well by machines. Thus, from the seller's point of view capturing the mind of the customers to purchase the oil is a complex task.