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A STUDY ON CONSUMERS BUYING ATTITUDE TOWARDS BRANDED EDIBLE OIL - A CASE STUDY IN HADOTI REGION (RAJASTHAN)

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Abstract: Edible oil is very important part of day to day life. The first and the most inevitable ingredient of any dish is the oil in which the food is cooked. Oil not only adds to the flavour of the food but also lays an important foundation of health of everybody who is savoring that dish. Therefore the choice of buying edible oil is dependent on various factors. It can be said that Consumer behavior is not static it keeps on changing over a period. The differences in consumer buying behavior are due to individual factors such as the nature of the consumers, lifestyle and culture, etc. this study is an attempt to understand different buying behavior of edible oil consumers based on these individual differences. An effort is made to study consumer buying attitude towards branded edible oil in Hadoti region (Rajasthan). The study also aims to highlight the differences on the consumer buying attitude towards branded edible oil, to know the consumer awareness among various branded edible oil, to identify the factors that influence the purchase of branded edible oil and to find the usage and consumption pattern of edible oil.

IndexTerms - Branded Edible oil, Consumer buying attitude, Hadoti Region.

INTRODUCTION

Overview

India is a vast country and inhabitants of several of its regions have developed specific preference for certain oils. This preference is largely depending upon the oils available in their region. For example, people in the South and West prefer groundnut oil while those in the East and North use mustard, rapeseed oil. Similarly people in South have a preference for coconut and sesame oil. Many new oils from oilseeds of tree and forest origin have found their way to the edible pool largely through vanaspati route. Of late, things have changed. Through modern technological means such as physical refining, bleaching and de-odorization, all oils have been rendered practically colorless, odorless and tasteless and therefore, have become easily interchangeable in the kitchen. The share of raw oil, refined oil and vanaspati in the total edible oil market is estimated roughly at 35%, 60% and 5% respectively. About 56 % of domestic demand of edible oils is met through imports

Consumer Buying Behaviour

According to Walter and Paul, "consumer behaviour is the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services." In this process, the consumer deliberates within himself before he makes any purchase decisions.

According to Schiffman and Kanuk "The behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs."

Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they use it. Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour.

Consumer buying behavior refers to the buying behavior of final consumers – Individuals and households who buy goods and services for personal consumption. Consumer buyer behaviour is considered to be an inseparable part of marketing.

According to Kotler and Keller the consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Buying behaviour is the decision processes and acts of people/prospective customers involved in buying and using products.

About Hadoti Region

Hadoti Region is part of Rajasthan state in India. The Hadoti region lies in south eastern part of Rajasthan; it includes four district Kota, Bundi, Jhalawar and Baran. In Hadoti region main oilseeds produced are Soyabean and Mustard. As it is a developing region people are becoming more and more aware about the market trends, the lifestyle of people is increasing day by day, people are changing their habits becoming more and more health aware, people are becoming more aware about the products in the market and their uses, new products and purchase options are increasing, people are improvising their standard of living. Edible oil is one very important product which is used by everyone daily for cooking. People have become selective while choosing their Edible oil for their day to day needs. There are many factors which decide which oil to be used; a research is conducted to study the consumer buying attitude towards branded edible oil in Hadoti Region of Rajasthan.

Review of Literature

- **Dr. E.MUBARAK ALI , A.AVINASH BEGUM (2019)** Through this study the researcher has highlighted the brand references for edible oil by consumers in **TIRUCHIRAPPALLI CITY**. The researcher has made efforts 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. And also focused on the awareness of consumers regarding the weight, expiry date, ingredients etc. of edible oil.
- **V. Bhuvaneswari (2015)** In this study the researcher explores the Consumer attitude towards edible oils in Coimbatore city, Tamil Nadu. The main objectives of the study was to know the consumer awareness among various branded edible oil, to identify the factors that influence the purchase of edible oil and to find the usage and consumption pattern of edible oil. The study identified that the manufacturers of different brands of edible oils must concentrate on consumer's attitude regarding price, quality, packaging, quantity, advertising, offers and discounts etc., to attract more consumers for their brand and also to make them to retain in the market for a longer period.
- **Horsu Emmanuel Nondzor, Yeboah Solomon Tawiah, Addai Michael (2015)** In this study the researches stated about the Consumer knowledge, perception and preference of edible oil from Ghana. The objective of the study was to ascertain consumer's knowledge, perceptions and preference of edible oil. The empirical evidence suggests that greater majority of consumers (95.6%) generally use refined edible oils in their daily meals.
- **Sundeep Mishra, MD, S.C. Manchanda (2014)** explores the consumers preference for edible oil brand, oil variant and factors influencing the purchasing decision. The study highlighted that brand image; price, health consciousness and quality of a particular brand are most important factors influencing consumer decision making for edible oil purchases.
- **Amita Khanna and Prof(Dr.) D. S. Chaubey (2014)** examine the consumer attitude and perception toward brands of edible oil. Researcher has tried to establish relationship between product quality with consumer satisfaction and brand loyalty. In the research it was found that quality is the main consideration in selecting the brand of edible oil and that quality leads to satisfaction and further enhances the brand loyalty.

Need for the study

A study on consumer buying attitude helps the marketer to know how consumers behave while they are purchasing a product and brands. It also helps them to become aware about consumer choices, requirements, and reviews on products and brands. It also helps new organizations to come up with the new idea in order to compete with existing brands.

Objective of the study

- To study the factors that influence purchase decision for branded edible oil.
- To study consumer awareness towards various branded edible oil.
- To study the buying and consumption pattern of branded edible oil.
- To study the influence of household income on purchasing of branded edible oil.
- To study the impact of different marketing methodology on purchasing decision on branded edible oil.
- To know the consumer's idea, opinion and preference towards different branded edible oil.
- To know which brand is more popular, preferred and used by consumers in Hadoti Region.

Research Methodology

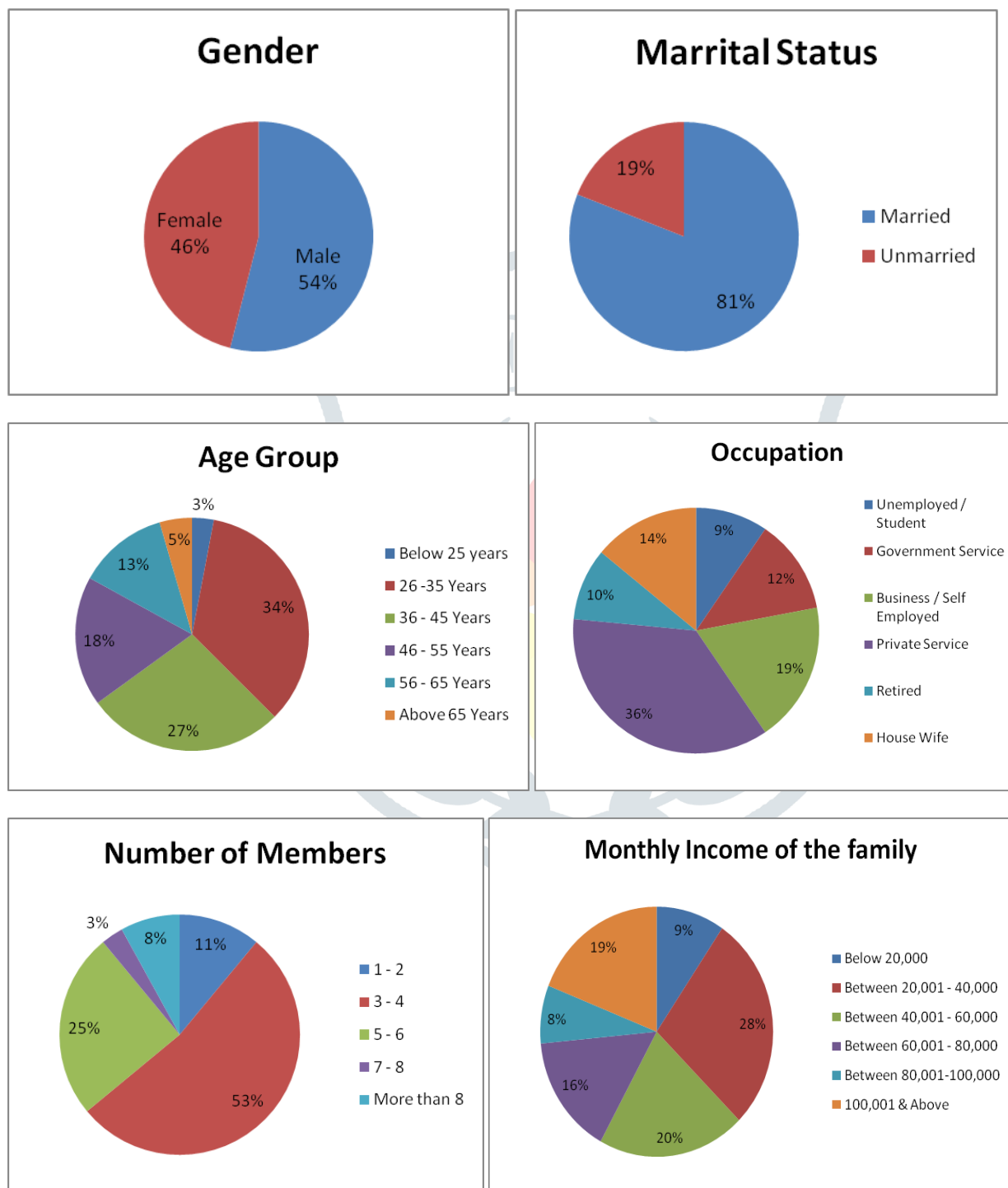
Primary data was collected to study brand preference, consumption pattern and market trends. Primary data was collected by using a detailed questionnaire and a sample size of 200 households was taken from the Hadoti Region (Kota, Bundi, Jhalawar and Baran). The secondary data is collected from various books available in library, websites, magazines, published research and journals.

The collected data is segregated, arranged in proper tabular formats and used for analysis purpose for the study.

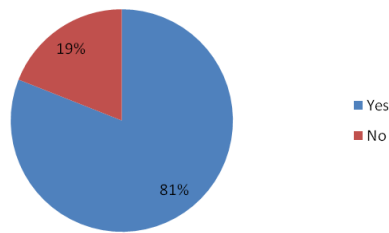
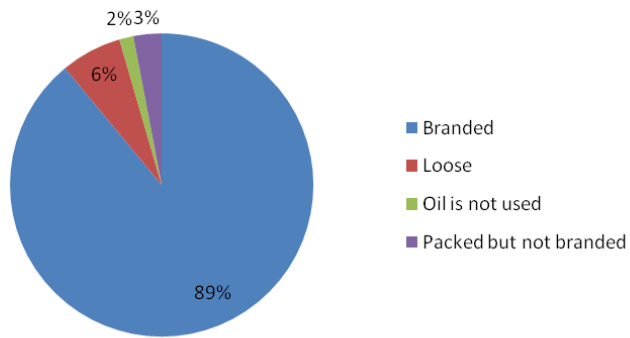
Data Analysis**1. Demographic Characteristics of Respondents**

In survey of 200 respondents it comes out that the percentage of male respondents was 54% and percentage of female respondents was 46%. In the survey it was found that mostly people were married that turns out to be married 81% and 19 % unmarried.

The survey was carried out for people aged from below 25 to 65 and above. Most of the people surveyed were from age group of 26-35 years and followed by 36-45 years of age. It is analyzed that the survey covered respondents from all different occupations. People from all different occupations preferred branded edible oil. The major share of 39% was covered by Private Service. The number of family members was also asked by the respondents and in result it showed that major number of family members were 3-4 in a family that was 53% and the next to it was 5-6 members in a family. Survey covered respondents from different monthly income. Maximum respondents have monthly income in range of 20K – 40 k and 41k-60k.

**2. Consumer acquaintance with Branded Edible oil**

In the survey it was found that maximum number of people was aware about the brand concept that was 81% and only 19% people were not aware about brand concept in Edible oil. The maximum no of respondents use branded edible oil 89%. This shows that few people are not aware about the brand concept but still they use branded edible oil.

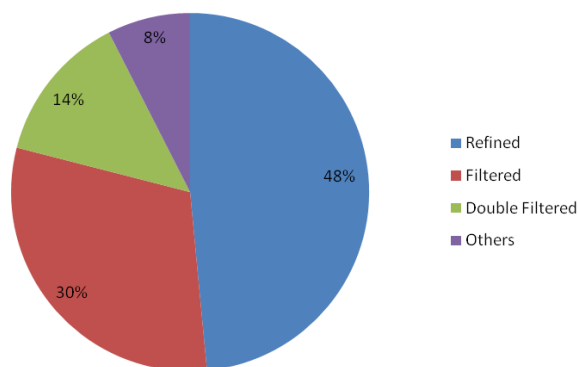
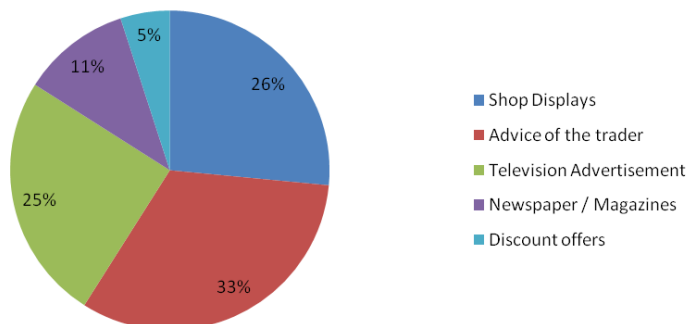
Acquainted with brand Concept**Type of Edible Oil Used**

3. Consumer Buying Preference & Buying Pattern

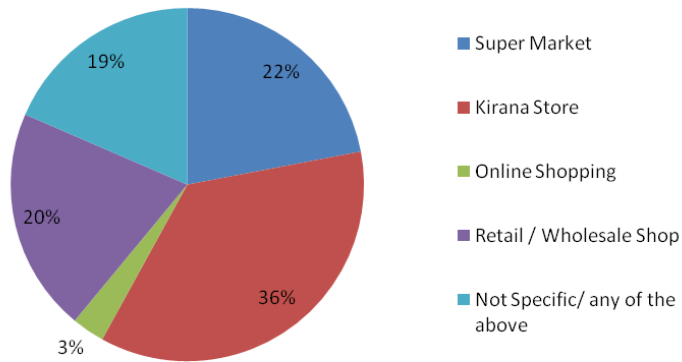
The respondents were asked about the preference in branded edible oil the most preferred was Refined Edible oil 48.50% followed by Filtered Edible oil 30.50%. The most preferred place of respondents to purchase edible oil was Kirana Store 36% and next preferred place was supermarket 22% followed by Retail/Wholesale shop 20.50%.

Most of the households consume 3-5 Liter of edible oil on monthly basis (45%) followed by 1-2 liters (33%).

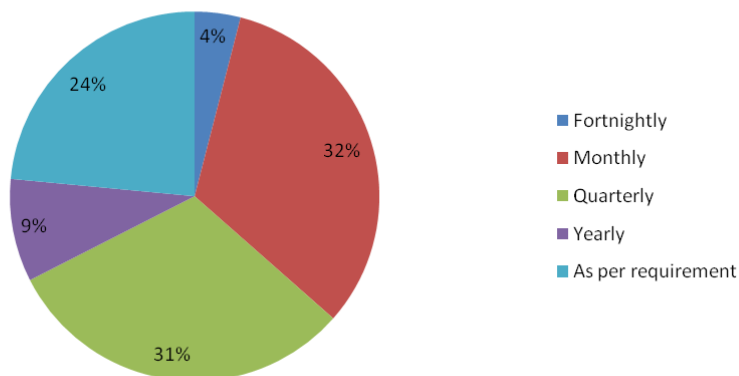
The most preferred packaging was tin preferred by 44% and followed by Plastic can/bottle that was 31%. The respondents were asked about the type of Edible oil used, most of the respondents preferred Soyabean (44.50%) and the second preferred was groundnut (34%).

Preference about branded Edible oil**Attention seeking Marketing information**

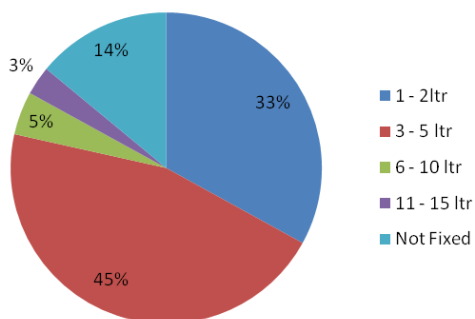
From where do you purchase branded Edible oil



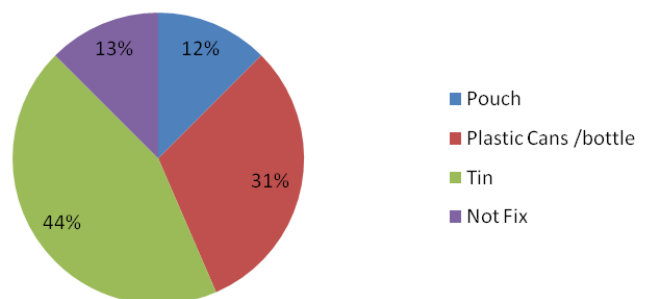
Frequency of buying branded Edible oil



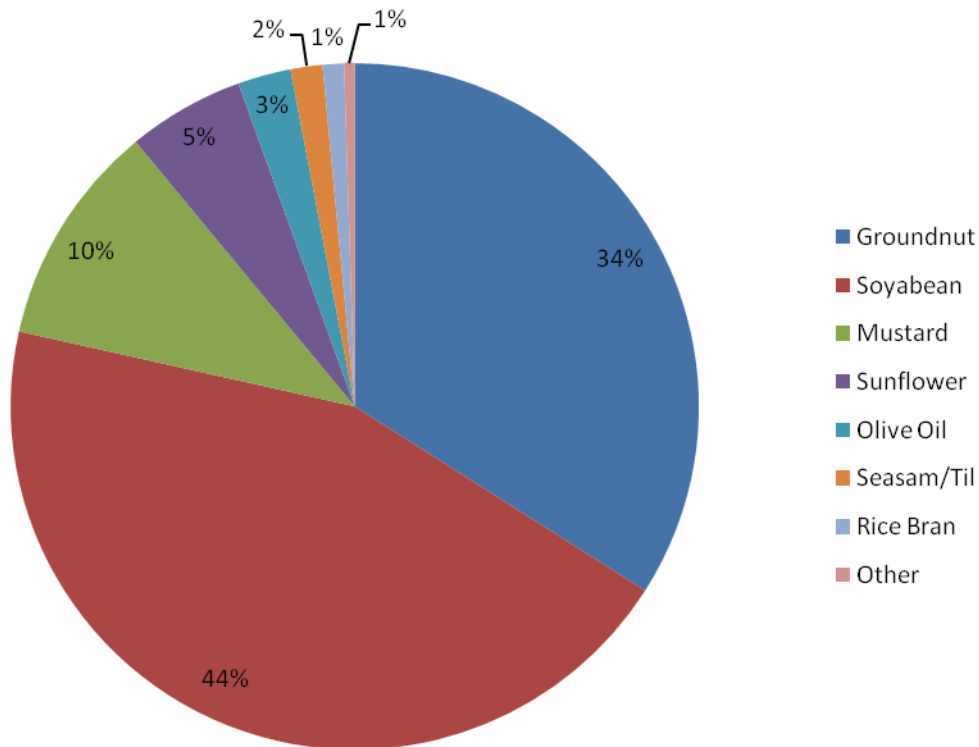
Monthly Consumption



Type of Packaging do you prefer the most



Type of Edible oil Preferred

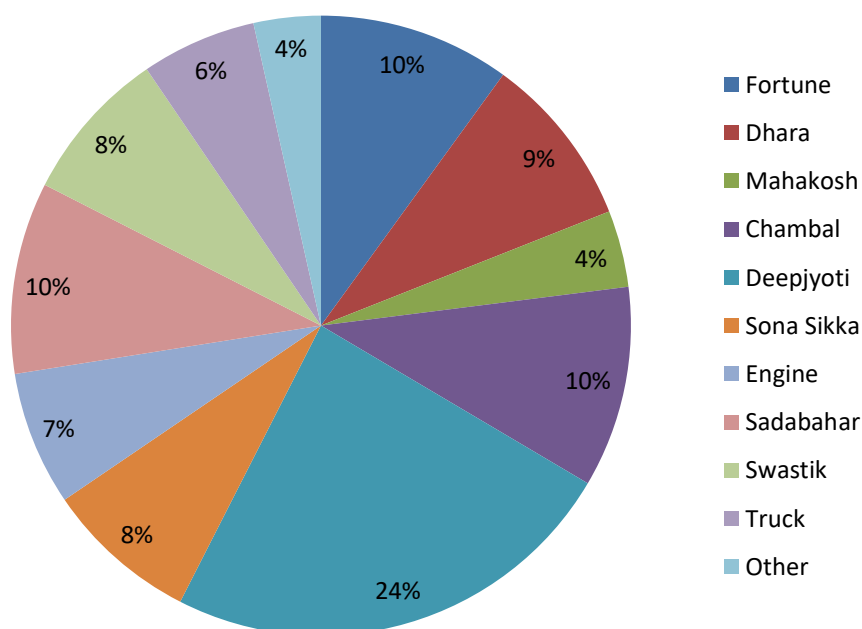


4. Brand Preference

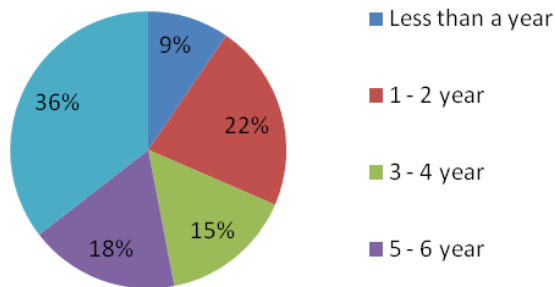
The most preferred brand of Edible oil used was Deepjyoti (24%), Chambal(10.50%), Fortune and Sadabahar (10%)

In most of the houses parents decides for the Edible oil to be used for daily basis the percentage was 41%, followed by 34% that is Husband and Wife both decide for edible oil brand choices. Mostly respondents are using the preferred brand for more than 6 years and the most attention seeking marketing activity is advice of the trader (32.50%) and the next followed was shop displays (26.50%)

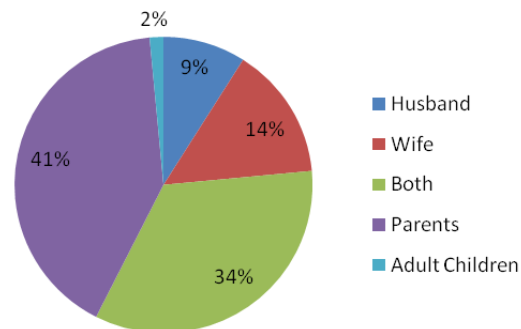
Brands of Edible oil used



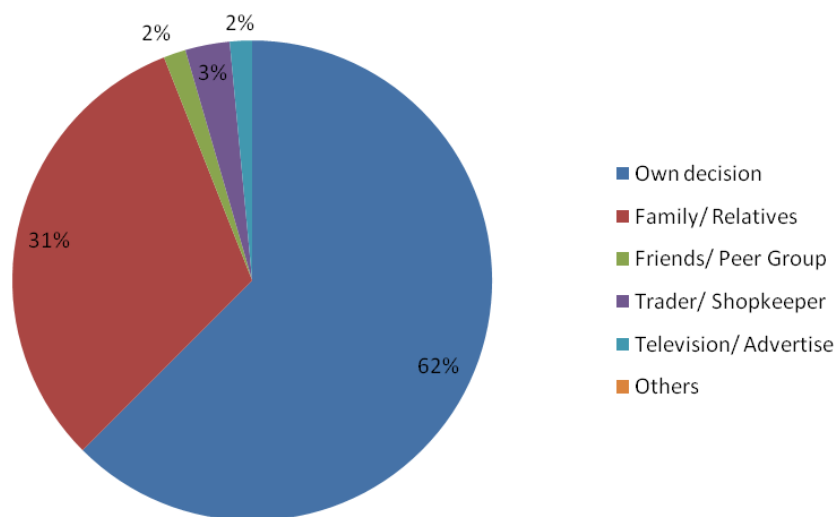
How long are you using the present brand



Decision Maker in family



On whose advice have you shifted to the present brand



Some factors were selected and respondent were asked to provide the ratings on the basis of their priority to select which factors do they consider the most while purchasing branded edible oil. The below mentioned table shows the responses of consumer's priority:

| Factors | 5 (Excellent) | 4 (Very Good) | 3 (Good) | 2 (Average) | 1 (Below Average) |
|--|------------------|------------------|-------------|----------------|----------------------|
| 1. Price | 69 | 75 | 41 | 13 | 2 |
| 2. Quality | 94 | 72 | 22 | 12 | 0 |
| 3. Labeling | 63 | 59 | 66 | 12 | 0 |
| 4. Attractive packaging | 56 | 63 | 59 | 18 | 3 |
| 5. Utilization of empty Container after consumption of oil | 56 | 59 | 47 | 19 | 19 |
| 6. Ease of pouring it when using for cooking | 66 | 72 | 41 | 21 | 0 |
| 7. Availability of Edible oil | 56 | 81 | 53 | 8 | 0 |
| 8. Ingredients mentioned on Edible oil | 66 | 75 | 34 | 24 | 0 |
| 9. Hygiene Factors | 66 | 75 | 41 | 15 | 3 |
| 10. Promotional Discounts and Offers | 56 | 63 | 56 | 24 | 0 |

Note: All the data is compiled through Questionnaire

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