



ANALYSIS OF CONSUMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS COLD-PRESSED OIL

SPECIAL REFERENCE TO (GSR VAAGAI MARA CHEKKU ALLAI, KOVAIPUDUR) COIMBATORE DISTRICT

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Abstract

Health-conscious consumers are adopting healthy eating practices. As a result, products that contain functional nutrients and are beneficial for health have gained wide acceptance all over the world. Cold-pressed oils do not contain added chemicals and preservatives and also do not destroy linoleic acid tissue, and are more green and healthy. It provides health benefits to the consumers such as reduction in cholesterol levels, boosts brain health, and improves skin and hair, and others. The usage of cold-pressed oil has increased in recent days. A study was conducted in GSR VAAGAI MARA CHEKKU ALLAI, KOVAIPUDUR, Coimbatore, to investigate the consumer buying behavior and satisfaction level with cold-pressed oils. The study included a sample of 50 consumers of cold-pressed oil. Consumers were selected randomly from segmented areas. Percentages analysis methods were used for the analysis of the data collected. The study reported that respondents preferred cold-pressed oil for health aspects, price was the other main factor that influenced the purchase decision of the consumers.

Key words: Cold-Pressed Oil, buying behaviour, factors influencing and customer satisfaction.

INTRODUCTION

Cooking oil is a universal product used as the main ingredient in our daily recipes. Which is been extracted from fruit and nuts gives an additional impact on the food as it enriches the taste and flavour of the dish. Oil is an important factor for health as it contains antioxidants, nutritive value, etc. But in the case of refined edible oil, they lose their natural inflammatory properties as they undergo a high heating process during the extraction. Chemicals like sulfur, paraffin wax, and preservatives are added to the oil for a longer duration. The result of consuming excess refined oil gives the poor health condition, as it increases bad cholesterol and affects the immune system. From this point of view, people now a day's turn towards the cold-pressed edible oil, as it gives the natural nutritive value, and improves the immune system. At this juncture, the researcher is interested to take up this study. And have made an attempt to know the results of the consumer satisfaction towards cold-pressed oil.

OBJECTIVES OF STUDY

- To study customers' awareness of cold-pressed oil.
- To know the customer's purchasing level of cold-pressed oil.
- To determine the satisfaction of consumers with cold-pressed oil.

RESEARCH METHODOLOGY

Period of the study: The study is conducted during the period March 2022 to May 2022

Sampling technique: The questionnaire method was adopted to collect the required data by using a convenient random sampling method.

Sample Size :In the study, a sample of 50 respondents is selected from the customers of GSR VAAGAI MARA CHEKKU ALLAI, Kovaipudur, Coimbatore.

LIMITATIONS OF THE STUDY

Since the survey was done only in GSR VAAGAI MARA CHEKKU ALLAI, KOVAIPUDUR Coimbatore the result obtained may not be universally applicable.

The results are based on the consumers' biased attitude which is dependent on their mindset.

The result is based on the primary data that has its own limitation.

LITERATURE REVIEW

Srujana et al. (2021) conducted a study in Hyderabad city of Telangana state to investigate the consumer awareness level, preferences, buying behavior and opinion on cold-pressed oils. According to the study, respondents had minimal awareness of cold-pressed oil, cold-pressed oil preferred health considerations as the main reason for their purchase. Price was another major factor influencing consumer purchasing decisions. Education levels and income were directly influenced by consumer purchasing behavior. Product characteristics, product appearance, excellent service, and nutritional aspects are four main factors that affect consumers when purchasing cold-pressed oils.

Kumari and Gowthamy (2019) conducted a study on the awareness study on the preference of the consumers of cold-pressed oil. It was observed that the health benefits factor influencing the respondents to purchase rather than the availability and price of the products, which are the least influencing factors. There are a number of unbranded cold-pressed oils available in the market and respondents prefer only them and brand does not play a role in preference. Today there are varieties of cold-pressed oils available in the market, like safflower, groundnut, olive and etc. In recent years, there is a rise in the number of diseases, so consumers prefer cold-pressed oils over refined oils. The marketers would be left with no choice rather than supplying quality oil with nil chemical ingredients. This future will be possible only by the intelligent buyer of the present.

Krishna Kumari and Gowthamy (2019) conducted a study on Consumer Awareness and Preference of Cold Pressed Oils. Cold pressed oil is of great significance in agriculture, cosmetics, food industry and personal care. In food industry, it is used in cooking, in agriculture cold pressed oil is used as bio-pesticide, in cosmetics and personal care industry it is used in the preparation of lotions, creams, wash and gels. Market for cold-pressed oils has increased considerably during a couple of years in Coimbatore particularly in food industry. The study is undertaken to identify the factors influencing the preference of cold pressed oil and the awareness about the benefits of these oils. Data has been collected by distributing questionnaire among 172 consumers of cold pressed oils in Coimbatore city. The study found that health benefits of cold-pressed oils highly influence their preference, the respondents are highly aware about the pure and natural form of cold-pressed oils; awareness about the benefits of cold-pressed oil varies significantly based on education qualification, status and number of members in family.

DATA ANALYSING AND INTERPRETATION

Table 1: Age

Age	Respondents	Percentage
20-30	30	60
31-40	8	16
41-50	8	16
Above 50	4	8
Total	50	100

Source: primary data

INTERPRETATION

The above table shows that 60% of respondents between the age group of 20-30, 16% of respondents between the age group of 31-40, 16% of respondents between the age group of 41- 50 and 8% above 50. Majority (60%) of the respondents belongs to the 20-30 years age group.

Table 2 : Number of Earning Family Members

Family Members	Respondents	Percentage
1	12	24
2	21	42

3	6	12
Above 4	11	22
Total	50	100

Source : Primary data

INTERPRETATION:

The above table shows that 42% of earning 2 members, 24% of earning 1 member, 22% of earning above 4 members, and 12% of earning 3 members. Majority (42%) of the respondents are belongs to the two-earning family member.

Table 3: Household Consumers' Preferences for Cold-Pressed Oil

Types	Respondents	Percentage
Groundnut oil	34	68
Coconut oil	15	30
Gingelly oil	1	2
Caster oil	0	0
Total	50	100

Source : primary source

INTERPRETATION:

From the above table, it is revealed that the majority of the household consumers (68%) are preferred groundnut oil. 30% of household consumers preferred coconut oil, and 2% preferred gingelly oil. Majority (68%) of respondents preferred groundnut cold-pressed oil.

Table 4: Consumption of cold-pressed oil per month

Litters	Respondents	Percentage
Less than 3 litters	15	30
3-4 litters	16	32
4-5 litters	7	14
Above 5 litters	12	24
Total	50	100

Source : primary source

INTERPRETATION

The above table shows that 32% of using 3-4 litters, 30% of using less than 3 litters, 24% of using above 5 litters and 14% of using 4-5 litters. Majority (32%) of respondents are using 3-4 litters per month.

Table 5: Rating of Factors Influencing the Preference for Cold Pressed Oil

Factors	5 Strongly Agree	4 Agree	3 Not Agree nor Disagree	2 Disagree	1 Strongly Disagree
Popularity	24	16	8	1	1
Quality	26	18	5	1	0
Convenience	22	14	12	2	0

Price	20	11	12	6	1
Availability	20	14	13	2	1
Brand image	20	16	11	1	2
Packing	25	17	7	0	1
Healthy	30	12	7	1	0
Advertisement	14	16	18	0	2
Taste	28	11	10	1	0

Source : primary data

INTERPRETATION:

The majority (24) of the respondents are strongly agreed with popularity, (26) of the respondents are strongly agreed with quality, (22) of the respondents are strongly agreed with convenience, (20) of the respondents are strongly agreed with the price, (20) of the respondents are strongly agreed in availability, (20) of the respondents are strongly agreed in brand image, (25) of the respondents are strongly agreed in packing, (30) of the respondents are strongly agreed in healthy, (18) of the respondents are not agreeing nor disagree in advertisement and (28) of the respondents are strongly agreed in taste.

Table 6 : Recommendation to others

Options	Respondents	Percentage
Yes	44	88
No	6	12
Total	50	100

Source : primary data

INTERPRETATION:

From the above table, it is revealed that the majority (88%) of the respondents recommend cold-pressed oil to others, and (12%) of the customer respondents are not recommending cold pressed oil to others. The majority (88%) of respondents are to recommend cold-pressed oil to others.

Table 7 : Consumer Awareness

Content	Respondents	Percentage
Ingredients	3	6
Net weight	8	16
Expiry date	4	8
Nutrients	7	14
All of the above	28	56
Total	50	100

Source: primary data

INTERPRETATION:

From the above table, it is revealed that the majority of the household respondents (56%) are having awareness of ingredients, wait, expiry date, nutritional benefits, etc, 16 % of aware of net weight, 14% of aware of nutrients, 8% of aware about expiry date and 6% of aware about ingredients. A majority (56%) of respondents were aware of all things like ingredients, net weight, expiry date, and nutrients.

Table 8: Level of Satisfaction

Data	Respondents	Percentage
Highly satisfied	18	36
Satisfied	25	50
Less satisfied	3	6
Not satisfied	0	0

Not able to say	4	8
Total	50	100

Source: primary data

INTERPRETATION:

The above table shows that 50% of respondents are satisfied, 36 % of them are highly satisfied, 8% are not able to say and 0% of not satisfied. Majority (50%) of respondents are satisfied with cold-pressed oil.

FINDINGS

- Majority 60% of the respondents are belonging between the age of 20-30 years.
- Majority 42% of the respondents are earning members in a family.
- Majority 68% of the respondents preferred groundnut cold-pressed oil.
- Majority 32% of the respondents are purchasing 3-4 litters cold-pressed oil in a month.
- Majority 30% of the respondents are keen-sighted the healthy only.
- Majority 88% of the respondents are recommending the cold-pressed oil to others.
- Majority 56% of the respondents are awarding about the ingredients, net weight, expiry date, and nutrients.
- Majority 50% of the respondents are satisfied with the oil.

SUGGESTIONS

- There is minimum awareness among the respondents about the heart healthy benefits of cold pressed oil. The marketers of such oils and the print media shall educate the people about this benefit, so that more people affected by heart ailments can be benefited.
- Health benefit is the main influencing factor in preferring cold-pressed oil. It is because of the awareness among the public about the benefits. Hence, marketers are recommended to focus on supplying quality oils rather than just increasing their turnover. Marketers need to follow business ethics in producing such products.
- Most of the respondents are not satisfied with the price of cold-pressed oil since it is usually priced higher to meet the raw material cost of the producer. Hence, the producers are suggested to offer the cold-pressed oils at affordable rates so that more people would start using these oils for deriving health benefits.

CONCLUSION

Consumers are more conscious about their health. In this perspective, consumers are buying healthy cooking oils, and cold-pressed oils are having their natural nutritive values when compared to refined edible oil. Researchers found in this stud that; the health benefit factor is the main factor to buy cold-pressed edible oils. Sometimes the price of edible oils also impacts buying behaviour of the consumer. Other factors like taste, colour and etc., factors do not affect their buying behaviour.

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