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CUSTOMER AWARENESS, PREFERENCE AND SATISFACTION TOWARDS EDIBLE OIL

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ABSTRACT

The research study on customer awareness, preference and satisfaction towards edible oil help to grasp the consumer needs & preference. It helps to identify the consumer preference on a certain variant of edible oil and the factors that influencing them to select that particular edible oil. It helps to identify the brand which is preferred by the consumers. The preferences of the consumers on different edible oil brands are analyzed. The aspects that influence the consumers in purchasing a particular brand and it also helps to understand the satisfaction level of consumers on different brands of edible oil and reveal a better view and focus on the satisfaction in edible oil production. The different research tools that have been used are percentage analysis, weighted average method, firedman ranking, and chi square test. The percentage analysis used to identify the percentage of the respondents preference on edible oil, In the present study weighted average ranking is used to analyze the factors that influence the respondents while purchasing edible oil and Friedman test is used to analyze the reason for making use of the particular edible oil and to determine the respondents' awareness on various types of brands in the market.

Keyword used: Edible oil, Friedman, weighted average

1.1. INTRODUCTION

Edible oil is the most inevitable ingredient in Indian food which is used each day. It is used in frying, baking and other types of preparation of food and it is also used for flavoring, salad dressing and bread dips. India is a country with vast different variety of people who prefer certain edible oil depending upon the region and availability of the oils. Consumers nowadays are more dynamic that their taste and preference are changing as per the current scenario. In the present environment consumers are more health

conscious, that they choose the oil which is good and healthy for their family. Thus it's important to identify the cooking oil's resistance to oxidation and acidification both at low and high heat. And the smoke point is also an important factor to be noted that it is the temperature at which oil starts to burn leading burnt flavor in the food being cooked. Considering these selecting certain edible oil from a vast variety of edible oil brands is a risky task for the consumers.

NEED OF THE STUDY

There are both branded and unbranded edible oils available in the market. At present the market has innumerable variety of edible oil brands with same characteristics. Since there are several brands in the market attempt is made to know the consumers awareness and knowledge regarding the various brands available. The main challenge for edible oil industries is, to attract and create consumer loyalty by improving the quality, odor, thickness and nutritional value of the edible oil. Even there are wide variety of brands exist in the market only a few are considered by the consumer. There are some aspects that influence the consumers in purchasing of edible oil. Thus the important factors that influence the preference of particular oil are also to be identified to improve the brands concentrating these aspects. Thus the study is understanding the preference and satisfaction of the customer towards edible oil.

SCOPE OF THE STUDY

Current research placed more emphasis on the consumer preference and satisfaction towards edible oil, attempts have been made to observe the preference and satisfaction of the customer and the research tools have been used in Oder to identify the expected result

OBJECTIVE OF THE STUDY

- To study the consumers awareness towards various branded edible oil.
- To know whether consumers are satisfied with the edible they use or not.
- To understand the factors influencing purchase decision for edible oil.
- To study the satisfaction level of consumers regarding the consumption of edible oil.

METHODS USED

The following methods have been used to identify the result

PERCENTAGE ANALYSIS

WEIGHTED AVERAGE METHOD

FRIEDMAN RANKING

CHISQUARE TSET

Percentage analysis

The large number of data collected is simplified and presented in a manageable and sensible manner and the percentage analysis is applied to create a contingency table from the distributed frequency of data and present the collected data in a simplified manner foe better understanding.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

AGE GROUP-WISE DISTRIBUTION OF THE SAMPLE

The respondents are categorized based on their age as 20-30 years, 31-40 years and above 40 years. Below 20 years are not considered in the study that typically they may not have any knowledge regarding cooking and cooking oil.

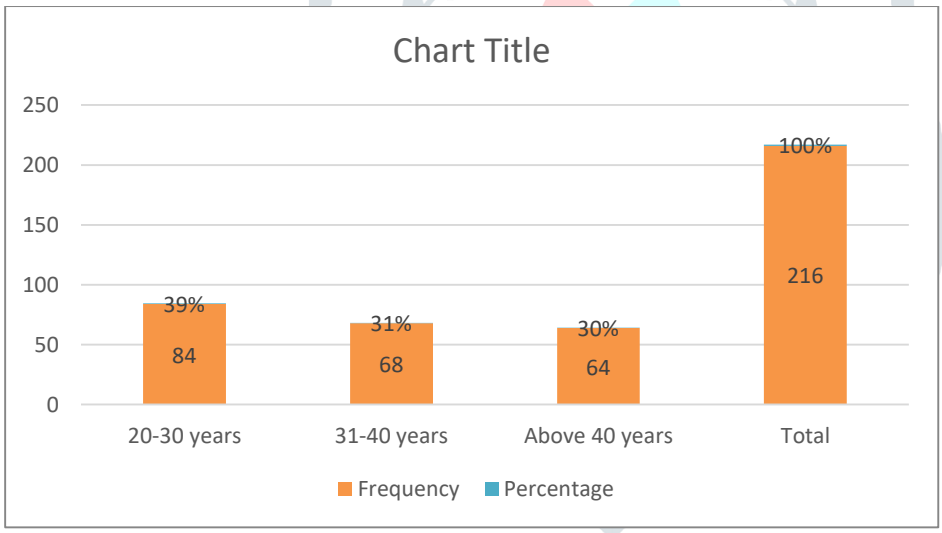

Table 1: Distribution of sample based on their age group

Age	Frequency	Percentage
20-30 years	84	39%
31-40 years	68	31%
Above 40 years	64	30%
Total	**216**	**100%**

Table shows that among 216 respondents, 84(39%) of respondents under study are aged between 20-30 years, 68(31%) are between 31-40 years and 64 (30%) of respondents are above 40 years of age. Majority of the respondents are aged between 20-30 years.

AREA OF RESIDENCE-WISE DISTRIBUTION OF THE SAMPLE

As the data were collected around Pollachi. The respondents are categorized based on their area of residence as Pollachi Taluk and places nearby Pollachi Taluk.

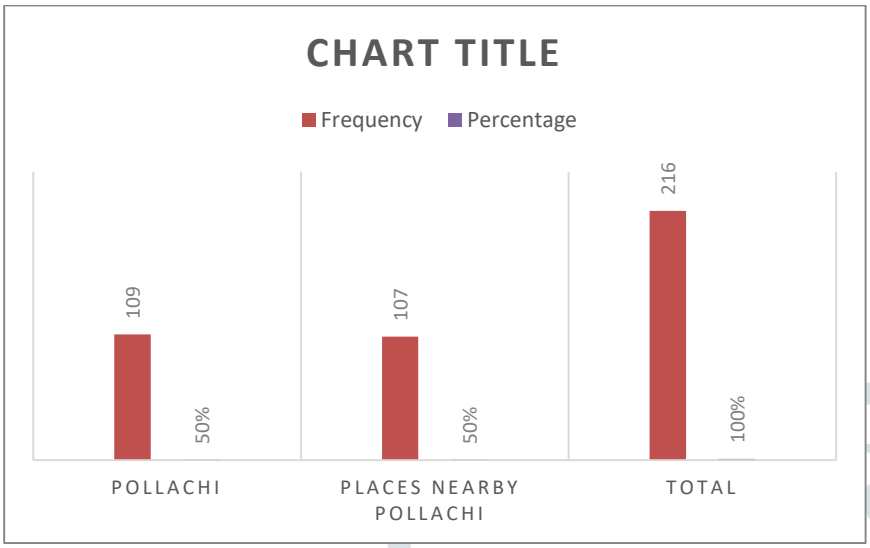

Table 2: Distribution of sample based on their area of residence

Area of residence	Frequency	Percentage
Pollachi	109	50%
Places Nearby Pollachi	107	50%
Total	**216**	**100%**

Table shows that among 216 respondents, 109(50%) of respondents under study were from Pollachi and 107(50%) of respondents are from places nearby Pollachi. The data were collected equally that 50% of respondents are from Pollachi and 50% of respondents are from places nearby Pollachi.

EDUCATIONAL QUALIFICATION-WISE DISTRIBUTION OF THE SAMPLE

The respondents are categorized based on their educational qualification as School level, Under Graduate level, Post Graduate level, Professional and Others (that indicates illiterate peoples).

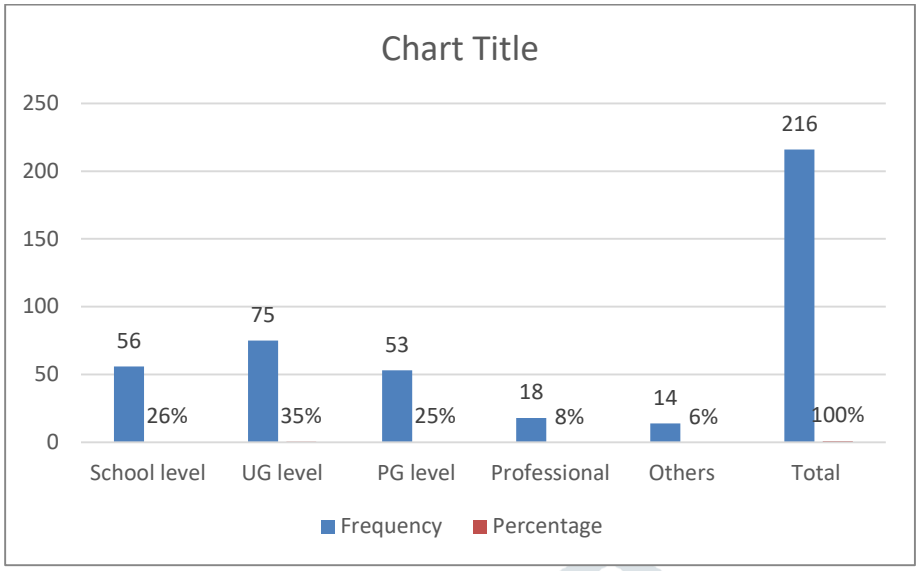

Table 3: Distribution of sample based on their educational qualification

Educational qualification	**Frequency**	**Percentage**
School level	56	26%
UG level	75	35%
PG level	53	25%
Professional	18	8%
Others	14	6%
Total	**216**	**100%**

Table shows that among 216 respondents, 56(26%) of respondents under study were of school level educated, 75(35%) of respondents were of UG level, 53(25%) of respondents were of PG level degree, 18(8%) of respondents were professional and 14(6%) of respondents were under other category that indicates illiterate. Majority of respondents 75(35%) were under graduates.

MARITAL STATUS-WISE DISTRIBUTION OF THE SAMPLE

The respondents are categorized based on marital status as married and unmarried.

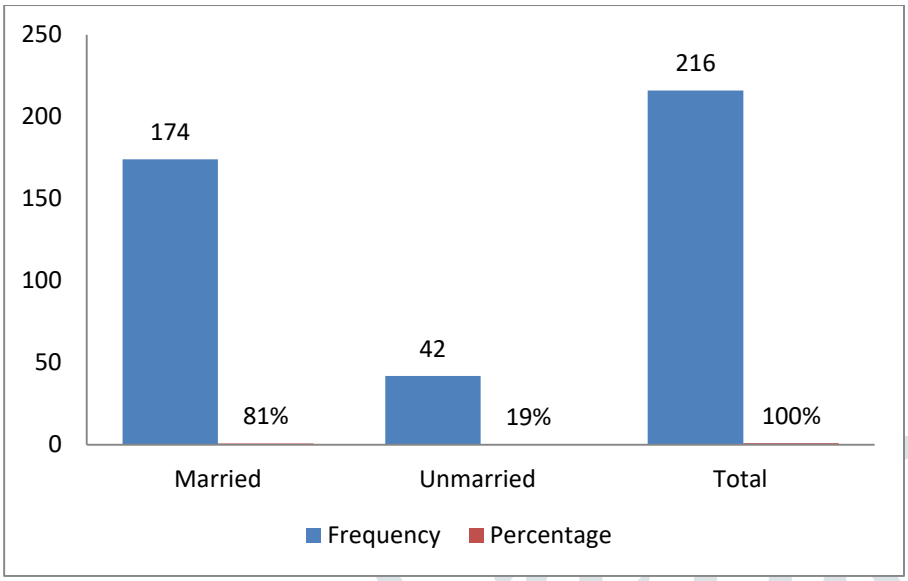

Table 4: Distribution of sample based on their marital status

Marital status	Frequency	Percentage
Married	174	81%
Unmarried	42	19%
Total	**216**	**100%**

The table shows that among 216 respondents, 174(81%) of respondents under study were married and 42(19%) of respondents were unmarried. Majority of respondents 174(81%) were married.

FRIEDMAN RANK

The Friedman ranking test is a non-parametric statistical test developed by Milton Friedman. It is an alternate tool to the one-way ANOVA with repeated measures. In the present study, Friedman test is used to analyze the reason for making use of the particular edible oil and to determine the respondent's awareness on various brands in the market.

Level of awareness on Sunflower oil

The table below clearly shows 216 respondents awareness on various sunflower oil brands available in the market.

Distribution of sample based on Awareness on Sunflower oil brands

Sunflower oil Brands	Aware	Not aware	Total	Mean value	Rank
Gold winner	216 (100%)	0 (0%)	216	10.15	**I**
Saffola	199 (92%)	17(8%)	216	9.64	**III**
Fortune	211 (98%)	5(2%)	216	10.00	**II**
Dhara	60 (28%)	156(72%)	216	5.45	**X**
Usha	88(41%)	128(59%)	216	6.30	**VII**
Sundrop	157(73%)	59(27%)	216	8.37	**V**
Sunrich	162(75%)	54(25%)	216	8.52	**IV**
Mr.Gold sunflower oil	108(50%)	108(50%)	216	6.90	**VI**
Royal gold	73(34%)	143(66%)	216	5.84	**VIII**
Gold n' white	40(19%)	176(81%)	216	4.85	**XII**
Sunland	68(31%)	148(69%)	216	5.69	**IX**
Arokya	25(12%)	191(88%)	216	4.40	**XIII**
Gold cup	41(19%)	175(81%)	216	4.88	**XI**

The table shows that from the collected sample all the 216 respondents are aware of Gold winner. Its mean value is 10.15.It is found that Gold winner is ranked first.

Among 216 respondent under the study, 199(92%) of respondents are aware of Saffola and left over 17(8%) of respondents are not aware. Its mean value is 9.64. It is found that Saffola is ranked third.

Among 216 respondent under the study, 211(98%) of respondents are aware of Fortune and left over 5(2%) of respondents are not aware. Its mean value is 10.00. It is found that Fortune is ranked second.

Among 216 respondent under the study, 60(28%) of respondents are aware of Dhara and left over 156(72%) of respondents are not aware. Its mean value is 5.45. It is found that Dhara is tenth rank

Among 216 respondent under the study, 88(41%) of respondents are aware of Usha and left over 128(59%) of respondents are not aware. Its mean value is 6.30. It is found that Usha is ranked seventh.

Among 216 respondent under the study, 157(73%) of respondents are aware of Sundrop and left over 59(27%) of respondents are not aware. Its mean value is 8.37. It is found that Sundrop is ranked fifth.

Among 216 respondent under the study, 162(75%) of respondents are aware of Sunrich and left over 54(25%) of respondents are not aware. Its mean value is 8.52. It is found that Sunrich is ranked forth.

Among 216 respondent under the study, 108(50%) of respondents are aware of Mr.Gold and left over 108(50%) of respondents are not aware. Its mean value is 6.90. It is found that Mr.Gold is ranked sixth.

Among 216 respondent under the study, 73(34%) of respondents are aware of Royal Gold and left over 143(66%) of respondents are not aware. Its mean value is 5.84. It is found that Royal Gold is ranked eighth.

Among 216 respondent under the study, 40(19%) of respondents are aware of Gold n white and left over 176(81%) of respondents are not aware. Its mean value is 4.85. It is found that Gold n white is ranked twelfth.

Among 216 respondent under the study, 68(31%) of respondents are aware of Sunland and left over 148(69%) of respondents are not aware. Its mean value is 5.69. It is found that Sunland is ranked ninth.

Among 216 respondent under the study, 25(12%) of respondents are aware of Arokya and left over 191(88%) of respondents are not aware. Its mean value is 4.40. It is found that Arokya is ranked thirteenth.

Among 216 respondent under the study, 41(19%) of respondents are aware of Gold cup and left over 175(81%) of respondents are not aware. Its mean value is 4.88. It is found that Gold cup is ranked eleventh.

Level of awareness on Coconut oil

The table below clearly shows 216 respondents awareness on various coconut oil brands available in the market.

Distribution of sample based on Awareness on coconut oil brands

Coconut oil	Aware	Not aware	Total	Mean value	Rank
VVD	216(100%)	0(0%)	216	8.31	I
Nutiva	82(38%)	134(62%)	216	5.20	V
Parachute	199(92%)	17(8%)	216	8.14	II
KLF coconad	56(26%)	160(74%)	216	4.60	VII
AVM coconut oil	93(43%)	124(57%)	216	5.44	IV
KNK gold	42(19%)	174(81%)	216	4.28	IX
NSN coconut oil	110(51%)	106(49%)	216	5.85	III
Imayam	48(22%)	168(78%)	216	4.42	VIII
Shanthi	62(29%)	154(71%)	216	4.74	VI
Abinayam	31(14%)	185(86%)	216	4.02	X

The table shows that from the collected sample all the 216 respondents are aware of the brand VVD. Its mean value is 8.31.It is found that VVD is ranked first.

Among 216 respondent under the study, 82(38%) of respondents are aware of Nutiva and left over 134(62%) of respondents are not aware. Its mean value is 5.20. It is found that Nutiva is ranked fifth.

Among 216 respondent under the study, 199(92%) of respondents are aware of Parachute and left over 17(8%) of respondents are not aware. Its mean value is 8.14. It is found that Parachute is ranked second.

Among 216 respondent under the study, 56(26%) of respondents are aware of KLF coconad and left over 160(74%)of respondents are not aware. Its mean value is 4.60. It is found that KLF coconad is ranked seventh.

Among 216 respondent under the study, 92(43%) of respondents are aware of AVM coconut oil and left over 124(57%) of respondents are not aware. Its mean value is 5.44. It is found that AVM coconut oil is ranked fourth.

Among 216 respondent under the study, 42(19%) of respondents are aware of KNK gold and left over 174(81%) of respondents are not aware. Its mean value is 4.28. It is found that KNK gold is ranked ninth.

Among 216 respondent under the study, 110(51%) of respondents are aware of NSN coconut oil and left over 106(49%) of respondents are not aware. Its mean value is 5.85. It is found that NSN coconut oil is ranked third.

Among 216 respondent under the study, 48(22%) of respondents are aware of Imayam and left over 168(78%) of respondents are not aware. Its mean value is 4.42. It is found that Imayam is ranked eight.

Among 216 respondent under the study, 62(29%) of respondents are aware of Shanthi and left over 154(71%) of respondents are not aware. Its mean value is 4.74. It is found that Shanthi is ranked sixth.

Among 216 respondent under the study, 31(14%) of respondents are aware of Abinayam and left over 185(86%) of respondents are not aware. Its mean value is 4.85. It is found that Abinayam is ranked tenth.

Level of awareness on Gingelly/Sesame oil

The table below clearly shows 216 respondents awareness on various Gingelly/Sesame oil brands available in the market.

Distribution of sample based on Awareness on sesame oil brands

Gingelly/Sesame oil	Aware	Not aware	Total	Mean value	Rank
Idhayam	216(100%)	0(0%)	216	7.45	I
Anjali	167(77%)	49(23%)	216	6.43	III
VVS	175(81%)	41(19%)	216	6.60	II
Nutrella	88(41%)	128(59%)	216	4.79	V
Mayil	82(38%)	134(62%)	216	4.66	VI
Priyam	30(14%)	186(86%)	216	3.58	VII
AVM	94(44%)	122(56%)	216	4.91	IV
Soundaryam	18(8%)	198(92%)	216	3.33	VIII
Thirimalai	14(6%)	202(94%)	216	3.25	IX

The table shows that from the collected sample all the 216 respondents are aware of the brand Idhayam. Its mean value is 7.45. It is found that Idhayam is ranked first.

Among 216 respondent under the study, 167(77%) of respondents are aware of Anjali and left over 49(23%) of respondents are not aware. Its mean value is 6.43. It is found that Anjali is ranked third.

Among 216 respondent under the study, 175(81%) of respondents are aware of VVS and left over 41(19%) of respondents are not aware. Its mean value is 6.60. It is found that VVS is ranked second.

Among 216 respondent under the study, 88(41%) of respondents are aware of Nutrella and left over 128(59%) of respondents are not aware. Its mean value is 4.79. It is found that Nutrella is ranked fifth.

Among 216 respondent under the study, 82(38%) of respondents are aware of Mayil and left over 134(62%) of respondents are not aware. Its mean value is 4.66. It is found that Mayil is ranked sixth.

Among 216 respondent under the study, 30(14%) of respondents are aware of Priyam and left over 186(86) of respondents are not aware. Its mean value is 3.58. It is found that Priyam is ranked seventh.

Among 216 respondent under the study, 94(44%) of respondents are aware of AVM oil and left over 122(56%) of respondents are not aware. Its mean value is 4.91. It is found that AVM oil is ranked forth.

Among 216 respondent under the study, 18(8%) of respondents are aware of Soundaryam and left over 198(92%) of respondents are not aware. Its mean value is 3.33. It is found that Soundaryam is ranked eighth.

Among 216 respondent under the study, 14(6%) of respondents are aware of Thirimalai and left over 202(94%) of respondents are not aware. Its mean value is 3.25. It is found that Thirimalai is ranked ninth.

CHI-SQUARE

The levels of satisfaction of the respondents on the features of edible oil they use is analyzed. Satisfaction is the effect of the consumption of the product, no enterprise in this world can provide full satisfaction to the consumers. Satisfaction level is analyzed using Chi-square test, which is stated as X^2 in statistical terms. Chi-square test has been done to find out the significant association between demographic variables and satisfaction on the features of edible oil. Demographic variables considered are age, area of residence, Educational qualification, ,marital status, family type, The Impact of the demographic variables on the level of satisfaction on the features of the edible oil is formulated.

AGE AND SATISFACTION LEVEL

Age is an important factor that determines the level of satisfaction of the respondents. The satisfaction level differs for different age group. In the study the respondents are grouped into three categories based on age as 20 – 30 years, 31 – 40 years and Above 40 years. To examine whether age of the respondent is associated with satisfaction level on edible oil, the following hypothesis has been framed and tested.

H^0 = There is no significant association between age and the level of satisfaction on edible oil.

Distribution of sample accord to age and satisfaction level

Age	Level of satisfaction			Total
	Low	Moderate	High	
20 – 30 years	12(14%)	68(81%)	4(5%)	84
31 – 40 years	3(5%)	60(88%)	5(7%)	68
Above 40 years	9(14%)	55(86%)	0(0%)	64
Total	**24**	**183**	**9**	**216**

The table shows that among 216 respondents, 84(39%) of respondents under study are aged between 20-30 years, 68(31%) are between 31-40 years and 64 (30%) of respondents are above 40 years of age.

Among 84 respondents who are aged between 20-30 years, 12(14%)respondents has low level of satisfaction on their edible oil, 68(81%)respondents has moderate level of satisfaction on their edible oil and 4(5%)respondents has high level of satisfaction on their edible oil.

Among 68 respondents who were aged between 31-40 years, 3(5%)respondents has low level of satisfaction on their edible oil, 60(88%)respondents has moderate level of satisfaction on their edible oil and 5(7%)respondents has high level of satisfaction on their edible oil.

Among 64 respondents who were above 40 years of age, 9(14%)respondents has low level of satisfaction on their edible oil, 55(86%)respondents has moderate level of satisfaction on their edible oil and no one has high level of satisfaction on their edible oil.

It is inferred that, the percentage of low level satisfied respondents is high with the respondents of up to 20 years of age and the percentage of high level satisfied respondents is high with the respondents aged between 31-40 years. It is proposed to test the null hypothesis that there is no significant association between age and the level of satisfaction on edible oil, chi-square test has been applied.

The calculated value of χ^2 (8.656) does not exceeds the table value (9.49) at 4 degrees of freedom at 5 per cent level of significance. Hence, the hypothesis is accepted. It is concluded that the level of satisfaction towards edible oil is not associated with the age.

AREA OF RESIDENCE AND SATISFACTION LEVEL

Area of residence has an impact on satisfaction on edible oil. As the data were collected around Pollachi. The respondents are categorized based on their area of residence as Pollachi Taluk and places nearby Pollachi Taluk. To examine whether area of residence is associated with satisfaction level on edible oil, the following hypothesis has been framed and tested.

H^0 = There is no significant association between area of residence and the level of satisfaction towards edible oil.

Distribution of sample accord to area of residence and satisfaction level

Area of residence	Level of satisfaction			Total
	Low	Moderate	High	
Pollachi	12(11%)	94(86%)	3(3%)	109
Places nearby Pollachi	12(11%)	89(83%)	6(6%)	107
Total	**24**	**183**	**9**	**216**

The table shows that among 216 respondents, 109(50%) of respondents under study were from Pollachi and 107(50%) of respondents are from places nearby Pollachi. The data were collected equally that 50% of respondents are from Pollachi and 50% of respondents are from places nearby Pollachi

Among 109 respondents who are from Pollachi, 12(11%)respondents has low level of satisfaction on their edible oil, 94(86%)respondents has moderate level of satisfaction on their edible oil and 3(3%)respondents has high level of satisfaction on their edible oil.

Among 107 respondents who were from places nearby Pollachi, 12(11%)respondents has low level of satisfaction on their edible oil, 89(83%)respondents has moderate level of satisfaction on their edible oil and 6(6%)respondents has high level of satisfaction on their edible oil.

It is inferred that, the percentage of low level satisfied respondents is high with both group of the respondent and the percentage of high level satisfied respondents is high with the respondents from places nearby Pollachi Taluk. It is proposed to test the null hypothesis that there is no significant association between area of residence and the level of satisfaction on edible oil, chi-square test has been applied.

The calculated value of χ^2 (1.118) does not exceeds the table value (5.99) at 2 degrees of freedom at 5 per cent level of significance. Hence, the hypothesis is accepted. It is concluded that the level of satisfaction on edible oil is not associated with the area of residence.

EDUCATIONAL QUALIFICATION AND SATISFACTION LEVEL

The educational qualification is the knowledge of the people that helps them to choose the best brand of edible oil among the alternatives. The respondents are categorized based on their educational qualification as School level, UG level, PG level, professional and others (that indicates illiterate). To examine whether educational qualification is associated with satisfaction level on edible oil, the following hypothesis has been framed and tested

H^0 = There is no significant association between Educational qualification and the level of satisfaction towards edible oil.

Distribution of sample accord to educational qualification and satisfaction level

Educational qualification	Level of satisfaction			Total
	Low	Moderate	High	
School level	6(11%)	46(82%)	4(7%)	56
UG level	6(8%)	68(91%)	1(1%)	75
PG level	9(17%)	42(79%)	2(4%)	53
Professional	2(11%)	15(83%)	1(6%)	18

Others	1(7%)	12(86%)	1(7%)	14
Total	**24**	**183**	**9**	**216**

The Table shows that among 216 respondents, 56(26%) of respondents under study were of school level educated, 75(35%) of respondents were of UG level, 53(25%) of respondents were of PG level degree, 18(8%) of respondents were professional and 14(6%) of respondents were under other category that indicates illiterate. Majority of respondents 75(35%) were under graduates.

Among 56 respondents whose educational qualification is up to school level, 6(11%) respondents has low level of satisfaction on their edible oil, 46(82%)respondents has moderate level of satisfaction on their edible oil and 4(7%) respondents has high level of satisfaction on their edible oil.

Among 75 respondents who are UG level graduated, 6(8%) respondents has low level of satisfaction on their edible oil, 68(91%)respondents has moderate level of satisfaction on their edible oil and 1(1%) respondents has high level of satisfaction on their edible oil.

Among 53 respondents who are of PG level, 9(17%) respondents has low level of satisfaction on their edible oil, 42(79%) respondents has moderate level of satisfaction on their edible oil and 2(4%) respondents has high level of satisfaction on their edible oil.

Among 18 respondents who were under professional category, 2(11%) respondents has low level of satisfaction on their edible oil, 15(83%) respondents has moderate level of satisfaction on their edible oil and 1(6%) respondents has high level of satisfaction on their edible oil.

Among 14 respondents who were under others(Illiterate) category, 1(7%) respondents has low level of satisfaction on their edible oil, 12(86%) respondents has moderate level of satisfaction on their edible oil and 1(7%) respondents has high level of satisfaction on their edible oil.

It is inferred that, the percentage of low level satisfied respondents is high with respondents of PG level educated and the percentage of high level satisfied respondents is high with the respondents of school level educated. It is proposed to test the null hypothesis that there is no significant association between educational qualification and the level of satisfaction on edible oil, chi-square test has been applied.

The calculated value of χ^2 (6.090) does not exceeds the table value (15.5) at 8 degrees of freedom at 5 per cent level of significance. Hence, the hypothesis is accepted. It is concluded that the level of satisfaction on edible oil is not associated with the educational qualification.

MARITAL STATUS AND SATISFACTION LEVEL

Marital status is also an important factor to determine the level of satisfaction. A married respondent's satisfaction may differ from unmarried respondent. The respondents are categorized based on

marital status as married and unmarried. To examine whether marital status has any associated with satisfaction level on edible oil, the following hypothesis has been framed **and satisfaction** and tested.

H^0 = There is no significant association between marital status and the level of satisfaction towards edible oil.

Distribution of sample accord to marital status level

Marital status	Level of satisfaction			Total
	Low	Moderate	High	
Married	17(10%)	150(86%)	7(4%)	174
Unmarried	7(16%)	33(79%)	2(5%)	42
Total	**24**	**183**	**9**	**216**

Table shows that among 216 respondents, 174(81%) of respondents under study were married and 42(19%) of respondents were unmarried. Majority of respondents 174(81%) were married.

Among 174 respondents who were married, 17(10%) respondents has low level of satisfaction on their edible oil, 150(86%) respondents has moderate level of satisfaction on their edible oil and 7(4%) respondents has high level of satisfaction on their edible oil.

Among 42 respondents who were unmarried, 7(16%) respondents has low level of satisfaction on their edible oil, 33(79%) respondents has moderate level of satisfaction on their edible oil and 2(5%) respondents has high level of satisfaction on their edible oil.

It is inferred that, the percentage of low level satisfied respondents is high with married respondent and the percentage of high level satisfied respondents is also high with married respondents. It is proposed to test the null hypothesis that there is no significant association between marital status and the level of satisfaction on edible oil, chi-square test has been applied.

The calculated value of χ^2 (1.725) does not exceeds the table value (5.99) at 2 degrees of freedom at 5 per cent level of significance. Hence, the hypothesis is accepted. It is concluded that the level of satisfaction on edible oil is not associated with the marital status of the respondent.

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