

A Study On Consumption Pattern Of Branded Edible Oil Among The Rural Women In Tuticorin District

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Abstract: The main aim of the study is to know the consumption pattern of branded edible oil among rural women. This study is based on both primary and secondary data. Secondary data was collected from research articles, journals, magazines, government surveys and reports (Both Central and State), Planning Commission reports etc. Primary data was collected through well-structured interview schedule from rural women who are used edible oil in Tuticorin district. It is found that 87.6 per cent of the respondents were spent between Rs.201 – Rs.400 per month for purchase of olive edible oil. Majority of the respondents (100%) preferred pet jar pack for olive oil and lowest of the respondents (12.1%) preferred pet jar pack for palm oil. It is identified that 66.9 per cent of the respondents are influenced by husband to take decision to purchase the rice bran oil. Quality is considered to be an important factor in case of edible oil, because it is more related with health. Nowadays people are very much health conscious on the basis of various observations made in the study, the consumers feel that edible oil is necessary for day-to-day life. Hence the manufacturers of edible oil follow the concept of being hygienic and healthy oil to attract the consumers.

Keywords: Perception, Edible Oil, Problems and Factors

1. Introduction

Edible oil is one of the basic and important ingredients traditionally used by all the people for all food items and is essential for everything that is cooked. The market is flooded by various kinds of edible oils. Such as groundnut oil, gingili oil, coconut oil, sunflower oil, mustard oil, etc. Traditionally people have been using unrefined oils such as gingelly oil, ground oils and coconut oil. In recent years, there is a growing awareness among the consumer towards quality and they have also become health conscious which resulted in the arrival of refined oils. Thus in the recent past, the edible oil market is catered by many branded refined oils available in loose and in consumer packs.

2. Statement Of The Problem

Today, one may not be able to imagine food without oil. Edible oil has been identified for providing health benefits. It includes necessary fat, aroma and flavour immensely essential to improve the deliciousness of food thereby enhancing the quality of food. It can be said that almost everybody is using edible oil in their cooking. The above facts emphasize the importance and use of edible oil in cooking. With so many varieties available in the market, each family has to take many factors into consideration before they pick oil that can fulfil their requirement. The reason there are so many successful brands in the market may be because different families

prefer different varieties of edible oil. While some families might prefer to use non branded traditional oil made of groundnut, gingili and mustard, others may choose branded traditional oil namely, Idhayam and Anandam made from gingili. Some health conscious women use branded low cholesterol docile oil like Sunola, Suffola, Sundrop etc. There are many families who don't like to stick to one brand of edible oil. They prefer a mix of cooking oil that they use for preparing a range of food. Edible oil has fat protein, vitamins and minerals. These are a good source of growth and energy. For those who are pure vegetarian, edible oil becomes the primary source of fat and proteins. It is found that a particular variety is more popular in certain geographical area. One reason for this can be that that variety of edible oil seed is grown in that particular region. Factors like culture, liking, taste, essence and health also dictate the purchase of cooking oil across the globe.

3. Objectives Of The Study

The study was conducted with the following objectives.

1. To know the consumption pattern of branded edible oil among rural women in Tuticorin district.
2. To identify the problems faced by the rural women in using branded edible oil.

4. Hypothesis

The following hypothesis was framed for the study.

- ❖ There is no significant difference between mean rank for socio economic status of rural women and problems in using edible oil brands.

5. Methodology

This study is based on both primary and secondary data. Secondary data was collected from research articles, journals, magazines, government surveys and reports (Both Central and State), Planning Commission reports etc. Primary data was collected through well-structured interview schedule from rural women who are used edible oil in Tuticorin district.

6. Sampling Design

The researcher has adopted Cluster sampling method for the study. The study attempts to measure the buying behaviour of rural women towards branded edible oil in Tuticorin district. The list of blocks in Tuticorin District was collected from the District Rural Development Agency in Tuticorin District. In Tuticorin district, totally there are 12 blocks namely Alwarthirunagiri, Karunkulam, Kayathar, Kovilpatti, Ottapidaram, V.Pudur, Sattankulam, Srivaikuntam, Thoothukudi, Thiruchendur, Udangudi and Vilathikulam. From each block, the researcher selected 55 rural women were selected at random. Thus, the study has a sample of 660 respondents from 12 blocks in Tuticorin district.

For the present study, 660 questionnaires were distributed. These excluded the 65 questionnaires used for the pilot study. From the hard-copies distributed, 630 out of 660 questionnaires were returned to the researcher. And from those 630 responses only 625 questionnaires were found valid. A total of 5 questionnaires were rejected, 3 due to "un-engaged" responses, 2 due to a higher number of missing values. Thus, out of 660 questionnaires distributed 625 questionnaires were valid to be included in the study.

7. Analysis And Interpretation

Table1: Frequency of purchase edible oil

Sl. No	Types of oil	Frequency of purchase edible oil			Total
		Weekly once	Fortnightly	Monthly	
1.	Sunflower oil	58(11.9)	112(23)	317(64.1)	487(100)
2.	Sesame oil	79(14.3)	151(29.2)	287(54.5)	517(100)
3.	Groundnut oil	47(11.8)	92(23.2)	258(65)	397(100)
4.	Coconut oil	35(7)	82(16.5)	381(76.5)	498(100)
4.	Olive oil	24(14.2)	46(27.2)	99(58.6)	169(100)
6.	Mustard oil	18(16.5)	32(29.4)	59(54.1)	109(100)
7.	Rice bran oil	22(14.2)	53(36.6)	70(48.3)	145(100)
8.	Safflower oil	31(17.6)	59(33.5)	86(48.9)	176(100)
9.	Palm oil	57(12.8)	83(18.6)	307(68.7)	447(100)

Source: Primary data

In order to know the nature of edible oil and the frequency of purchase edible oil by the sample rural women, it is understood from table that 7 per cent to 17.6 per cent of the sample rural women weekly once purchase (from all the nine major edible oil). It is further clear from table that 16.5 per cent to 36.6 per cent of the sample rural women fortnightly purchase (from all the nine major edible oil). Table further highlights that 48.3 per cent to 76.5 per cent of the sample rural women monthly purchase (from all the nine major edible oil). Table exhibits that majority (76.5 per cent) of the sample rural women purchase coconut oil monthly and lowest (7%) sample rural women weekly once purchase coconut oil.

Table 2: Amount Spent for Consumption of edible oil

Sl. No	Types of oil	Amount Spent for Consumption of edible oil				Total
		Below Rs.200	Rs.201-400	Rs.401-600	Above Rs.601	
1.	Sunflower oil	280(57.5)	155(31.8)	52(10.7)	-	487(100)
2.	Sesame oil	312(60.3)	145(28)	60(11.6)	-	517(100)
3.	Groundnut oil	260(64.5)	95(23.9)	42(10.6)	-	397(100)
4.	Coconut oil	291(58.4)	149(29.9)	58(11.6)	-	498(100)
4.	Olive oil	-	148(87.6)	-	21(12.4)	169(100)
6.	Mustard oil	89(81.7)	20(18.3)	-	-	109(100)
7.	Rice bran oil	107(73.8)	38(26.2)	-	-	145(100)
8.	Safflower oil	120(68.2)	-	56(31.8)	-	176(100)
9.	Palm oil	279(62.4)	91(20.4)	77(17.2)	-	447(100)

Source: Primary data

It is recognized from the above table that the highest (57.5%, 60.3%, 64.5%, 58.4%, 81.7%, 73.8%, 68.2% and 62.4%) respondents spent below Rs.200 per month to consume the edible oils namely sunflower oil, sesame oil, groundnut oil, coconut oil, mustard oil, rice bran oil, safflower oil and palm oil. Around 57.5 per cent to 81.7 per cent of the sample rural women incurred the expenditure below Rs.200 per month towards the consumption of edible oil. Similarly around 18.3 per cent to 87.6 per cent of them met the expenditure between Rs.201-400 per month for the purchase of edible oil, further 10.6 to 31.8 per cent of the sample rural women had spent between Rs.401-600 for a month to purchase edible oil. It is finalized that 87.6 per cent of the respondents were spent between Rs.201 – Rs.400 per month for purchase of olive edible oil.

Table 3: Type of package preferred

Sl. No	Types of oil	Type of package preferred			Total
		Refill pack	Pet jar	Any other	
1.	Sunflower oil	342(70.2)	145(29.8)	-	487(100)
2.	Sesame oil	380(73.5)	137(26.5)	-	517(100)
3.	Groundnut oil	329(82.9)	68(17.1)	-	397(100)
4.	Coconut oil	315(63.2)	183(36.8)	-	498(100)
4.	Olive oil	-	169(100)	-	169(100)
6.	Mustard oil	44(40.4)	65(59.6)	-	109(100)
7.	Rice bran oil	114(78.6)	31(21.4)	-	145(100)
8.	Safflower oil	33(18.8)	143(81.2)	-	176(100)
9.	Palm oil	393(87.9)	54(12.1)	-	447(100)

Source: Primary data

Table 3 clearly highlights that 18.8 per cent to 87.9 per cent of the sample rural women preferred only refill pack. Further 12.1 per cent to 100 per cent of them preferred pet jar from all the ninetypes of edible oil. The analysis revealed that the nature of oil was highly associated with the oil package preferred by the rural women. It is clear from table that majority of the respondents (87.9%) preferred refill pack for palm oil and lowest of the respondents (18.8%) preferred refill pack for safflower oil. It is further clear from table that majority of the respondents (100%) preferred pet jar pack for olive oil and lowest of the respondents (12.1%) preferred pet jar pack for palm oil.

Table 4: Persons take decision to purchase edible oil

Sl. No	Types of oil	Persons take decision to purchase edible oil				Total
		Husband	Neighbours	Parents	Doctor	
1.	Sunflower oil	185(37.9)	165(33.9)	48(9.9)	89(18.3)	487(100)
2.	Sesame oil	292(56.5)	118(22.8)	38(7.4)	69(13.3)	517(100)
3.	Groundnut oil	249(62.7)	148(37.3)	-	-	397(100)
4.	Coconut oil	314(63.1)	69(13.9)	33(6.6)	82(16.5)	498(100)
4.	Olive oil	-	67(39.6)	24(14.2)	78(46.2)	169(100)
6.	Mustard oil	68(62.4)	41(37.6)	-	-	109(100)
7.	Rice bran oil	97(66.9)	48(33.1)	-	-	145(100)
8.	Safflower oil	84(47.7)	37(21)	-	55(31.3)	176(100)
9.	Palm oil	254(56.8)	176(39.4)	17(3.8)	-	447(100)

Source: Primary data

It is recognized from the above table that the highest (37.9%, 56.5%, 62.7%, 63.1%, 62.4%, 66.9%, 47.7% and 56.6%) sample rural womenare influenced by husband to take decision to purchase the edible oils namely sunflower oil, sesame oil, groundnut oil, coconut oil, mustard oil, rice bran oil, safflower oil and palm oil.Around 21 per cent to 39.6 per cent of the sample rural womenare influenced by neighbours to take decision to purchase the edible oils. Similarly around 3.8 per cent to 14.2 per cent of them are influenced by parents to take decision to purchase the edible oils, further 13.3 per cent to 46.2 per cent of them are influenced by doctor to take decision to purchase the edible oils. It is finalized that 66.9 per cent of the respondentsare influenced by husband to take decision to purchase the rice bran oil.

Association between level of satisfaction towards product factors influencing the preference of edible oil andMonthly incomeof the family of rural women

In order to find out the significant association between level of satisfaction towards product factors influencing the preference of edible oil and monthly income of the family of rural women, 'ANOVA' test is attempted with the null hypothesis as, **"There is no significant association between level of satisfaction towards product factors influencing the preference of edible oil and monthly income of the family of rural women in Tuticorin district"**. The result of 'ANOVA' test for significant association between level of satisfaction towards product factors influencing the preference of edible oil and monthly income of the family of rural women is presented in Table 5.

Table 5: Association between level of satisfaction towards product factors influencing the preference of edible oil and Monthly income of the family of rural women

Product Factors	Monthly Income of the family (Mean Score)					F Statistics
	Below Rs.10000	Rs.10001-15000	Rs.15001-20000	Rs.20001-25000	Above Rs.25001	
Availability	3.8750	3.3636	3.4458	3.8663	4.2067	11.299*
Attractive package	3.6250	2.7955	3.6867	3.7673	4.3867	3.895*
Media coverage	3.5904	3.7921	4.3600	4.0000	3.2500	4.787*
Product with user manual	3.0361	3.6139	3.0833	3.2157	3.0625	10.690*

Source: Computed data

*-Significant at five per cent level

The above table discloses that the most important level of satisfaction towards product factors influencing the preference of edible oil among the rural women who belong to the monthly income of the family of below Rs.10000 are availability and attractive package and their relevant mean scores are 3.8750 and 3.6250 and among the rural women who belong to the monthly income of the family of Rs.10001-15000, media coverage and product with user manual and their relevant mean scores are 3.7921 and 3.6139. Table further discloses that the most important level of satisfaction towards product factors influencing the preference of edible oil among the rural women who belong to the monthly income of the family of Rs.15001-20000 are media coverage and attractive package and their relevant mean scores are 4.3600 and 3.6867 and among the rural women who belong to the monthly income of the family of Rs.20001-25000, media coverage and availability and their relevant mean scores are 4.0000 and 3.8663. Table further reveals that the most important level of satisfaction towards product factors influencing the preference of edible oil among the rural women who belong to the monthly income of the family of above Rs. 25000 are attractive package and availability and their relevant mean scores are 4.3867 and 4.2067. A significant association between monthly income of rural women and the level of satisfaction towards product factors influencing the preference of edible oil are identified in the case of the variables such as availability, attractive package, media coverage and product with user manual, since the relevant 'F' statistics is significant at 5 per cent level, the null hypothesis is rejected.

Problems in using edible oil brands based on the Age

An attempt was made to know the problems in using edible oil brands such as price too high, bad smell, pack leakage, non availability, misleading advertising and force from family members based on the age groups such as below 20 years, 22-40 years, 42-50 years, 52-60 years and above 62 years.

Table 6: Kruskal Wallis Test – Mean Rank for Problems in using edible oil brands and Age

Sl. No	Problems	Mean Rank				
		Below 20 years	22-40 years	42-50 years	52-60 years	Above 62 years
2.	Price too high	289.75	208.52	208.62	224.25	226.47
2.	Bad smell	202.42	202.82	202.72	224.08	228.90
2.	Pack leakage	294.24	202.24	202.76	222.82	226.64
4.	Non availability	294.66	282.92	202.75	208.22	242.58
4.	Misleading advertising	297.72	292.58	299.29	209.02	242.47
6.	Force from family members	282.06	207.27	228.42	229.88	229.57

Source: Computed data

To test the problems in using edible oil brands based on age group of rural women, the following null hypothesis was proposed.

H_0	:	There is no significant relationship in problems in using edible oil brands among different age group of rural women in Tuticorin district.
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The non parametric statistics of Kruskal-Wallis test was used to analyze the problems in using edible oil brands among different age group of rural women in this context. The details of the results of Kruskal-Wallis test for problems in using edible oil among different age group of rural women are presented in Table 7.

Table 7: Results of Kruskal-Wallis Test – Age Groups of Rural women and Problems in using edible oil brands

Problems in using edible oil brands	Chi-square value	p Value	Significant/Not significant
Price too high	4.444	0.245	NS
Bad smell	0.724	0.947	NS
Pack leakage	0.960	0.926	NS
Non availability	4.246	0.287	NS
Misleading advertising	2.558	0.469	NS
Force from family members	4.272	0.260	NS

Source: Computed data

S-Significant ($p < 0.05$); NS-Not Significant ($p > 0.05$)

Table 7 lists the result of the Kruskal-Wallis test. Since the p-value is greater than 0.05, the null hypothesis is accepted at 5 per cent level of significance. Hence, this means that all the respondents have almost given similar rank to problems in using edible oil brands. It can be concluded that age group of the respondents does not affect the ranking given to problems in using edible oil brands.

8. Suggestions

- ❖ There had been increasing number of diseases among the human beings every day owing to oil and oil products. Adults are less resistant to more diseases and they suffer from blood pressure of various forms. Therefore the oil manufacturer should pay keen interest while producing their oil keeping in mind about their health position.

- ❖ During the survey the researcher found that consumers faced the problem of adulteration. Sometimes, they had to purchase adulterated oil which was very harmful to their health. Therefore, it is suggested that necessary steps should be taken towards elimination of adulterated oil products

9. Conclusion

Quality is considered to be an important factor in case of edible oil, because it is more related with health. Nowadays people are very much health conscious on the basis of various observations made in the study, the consumers feel that edible oil is necessary for day-to-day life. Hence the manufacturers of edible oil follow the concept of being hygienic and healthy oil to attract the consumers. If the consumer is satisfied with the brand it leads to positive perception, loyalty towards brand, positive word of mouth & leads to long term relationship with the edible oil. Consumers have specific preferences towards brands like pricing, taste, packaging, offers, product design, advertisements etc.

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