Research Paper **Marketing**

Current Trends in Consumer Preferences of Edible Coconut Oil and Sunflower Oil Brands – A New Out Look in Tiruppur City

THIYAGARAJ .V | PG & Research Dept. Of Commerce, Chikkanna Government College, Tiruppur , India.

ABSTRACT Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. The major players offering different types of edible oils, in different parts of the country, with special focus on quality perception under specific demographic region. Edible Oil is purified fat of plant or animal origin, which is liquid at room temperature. The different kinds of edible vegetable oils includes olive oil, palm oil, soybean oil, canola oil, pumpkin seed oil, corn oil, sunflower oil, safflower oil, peanut oil, grape seed oil, sesame oil and rice bran oil. Many other kinds of vegetable oils are also used for cooking. The data collected from the respondents are coded, tabulated and analyzed into logical statements using percentage analysis and Chi- square test.This study covers the Tiruppur city only.

KEYWORDS : edible oil brands, Consumer preference, respondents and chi- square.

I.INTRODUCTION

India is a vast country and inhabitants of several regions have developed specific preference for certain edible oils largely depending upon the oils available in the region. For example, people in the South and West prefer groundnut oil while those in the East and North use mustard seed/rapeseed oil. Likewise several pockets in the South have a preference for coconut and sesame oil. The current per capita consumption levels of India are lower than global averages. The Indian edible oils market continues to be underpenetrated and given the positive macro and demographic fundamentals it has a favorable demand growth outlook over the medium-to-long term.

Globally, the demand and supply of oil is disproportionately distributed, for example Middle East contributes 32 percent of the world supply but demand is only 7.8 percent, while Asia-Pacific has 30 percent of world demand but only 9.7 percent supply.

Currently, in India, the refined oil segment has a growth rate of around 20 percent per annum; and for the branded packed oil segment, the consumption growth is 6 percent. The current per capita consumption of edible oil is low compared to the world average.In the above context, an attempt has been made to understand the buyer's behavior and preferences for edible oils in Tiruppur.India is one of the largest producers of oilseeds in the world. The nine major oilseeds cultured in India are groundnut, mustard /rapeseed, sesame, safflower, linseed, Niger seed, castor seed, soybean and sunflower. Coconut is the most important source of edible oil amongst plantation corps, while in non-conventional oils, rice bran oil and cottonseed oil are the most important. Groundnut, soybean and mustard together contribute about 85 percent of the county's oilseeds production. In India, oilseeds are producing in various areas.

Some of the major oilseeds producing areas are Andhra Pradesh, Maharashtra, Gujarat, Tamilnadu, Karnataka, Uttar Pradesh, Madhya Pradesh, Rajasthan and Bihar.

1.0 Objectives of the Study
➢ To identify the factors of consumer preference towards edible oil brand in Tiruppur city.
➢ To study the consumer brand preference with special reference to age and income.

1.2 Data Analysis Tools and Techniques
The data collected from the respondents are coded, tabulated and analyzed into logical statements using percentage analysis and Chi-square test.

1.3 Area of the Study
This study covers the Tiruppur city only. Tiruppur is the southern Textile city of India. Literacy rate of Tiruppur were comparatively low. In Tirupur city was surrounded by various government colleges, private colleges offer the various arts, sciences, engineering and courses to satisfy the educational need of the students.

II. REVIEW OF LITERATURE

Extensive literature on personality in psychology and other behavioral sciences has persuaded marketing researchers to theorize that personality characteristics should predict brand or store preference and other types of buyer activity (Engel, 2006). Evans undertook this study using 12 objective variables, such as age, income, and other demographics, to test the assumption that 'buyers differ in personality structure'. Marketers today need to understand that 'customer satisfaction is about 'attitude'; and customer value is about 'behavior" (Butz and Goodstein, 2006).

Demographic variables are the most popular bases for segments the customer groups, One reason is that consumer needs, wants, preferences and usage rates are often highly associated with demographic variables. Another is that demographic variables are easier to measure (Kotler, Philip, and Gary Armstrong, 2006).The demographic environment is of major interest to marketers because it involves people and people make up market (Kotler,2006).

Angshu Malik, COO, AdaniWilmar Limited, notes: "The dominant type is Palmolein oil, which has a market share of roughly 40 percent. About 20 percent of the market is occupied by soyabean oil, followed by another 20 percent by mustard oil. Sunflower oil is estimated at around 8 lac tonne, which is around 5 to 6 percent of the market. Another 5 to 6 percent is accounted for by groundnut oil;5 percent by cottonseed oil; other oils such as rice bran oil, coconut oil, and so on account for 10 percent."

III. ANALYSIS
The qualitative data was collected using scaling techniques on a 5-point Likert scale. The values on the scale signify a continuum from '1 to 5' as anyone of the below mentioned rows: Strongly Agree .Agree,Indifferent, Disagree,Strongly Disagree.

There are five independent variables like gender, age, income, occupation and education.

Table1. Awareness about Brands of Edible oils

Sl.No	Coconut oil Brands	Mean	S.D	Sunflower oil Brands	Mean	S.D
1	KLF	1.49	0.611	FORTUNE	1.37	0.692
2	PARACHUTE	2.05	0.804	SAFFOLA	2.08	0.821
3	SESA	2.47	1.016	GOLD WINNER	2.34	0.769
4	NSN	3.02	1.090	SUNDROP	2.94	1.123
5	VVD	3.41	1.348	GEMINI	3.52	1.225

The above table.1 reveals that on the basis of responses collected from the respondents using five-point Likert scale (1 for Strongly Agree and 5 for Strongly Disagree). In case brands of Coconut oils the respondents are more aware about VVD brand of shampoo and low awareness among the respondents regarding the brands of Coconut oils like KLF and KLF with mean value=1.49, =3.41 respectively. It de-

picts that the respondents are more aware about Fortune brand of Sunflower and low awareness about the brands of sunflower like Sun drop andGemini with mean value $\overline{=}1.37=3.52$ respectively.

Table2. ANOVA Values for Brands of Coconut oil and sunflower oil brands

Coconut oil					
SL.NO	Gender (df=1,196)	Age (df=3,194)	Income (df=6,191)	Occupation (df=4, 193)	Education (df=4,193)
1	0.555	0.470	0.000	0.096	0.066
2	0.622	0.263	0.012**	0.013	0.000
3	0.024 **	0.317	0.002*	0.001	0.082
4	0.196	0.030**	0.000*	0.005	0.001
5	0.380	0.126	0.027**	0.009	0.014
Sun Flower oil					
	Gender (df=1,196)	Age (df=3,194)	Income (df=6,191)	Occupation (df=4, 193)	Education (df=4,193)
1	0.010*	0.008	0.000	0.001	0.005
2	0.094	0.159	0.003*	0.000	0.521
3	*0.004	0.003*	0.000	0.003*	0.001
4	0.505	0.004*	0.004*	0.683	0.077**
5	0.162	0.115	0.008*	0.000*	0.414
Note: * significant at 1 percent significance level, ** significant at 5 percent significance level.					

Inference

It is inferred from table.2 that respondents significantly differ towards the awareness level of brands of shampoos gender-wise, age- wise, income-wise, occupation-wise and educationally. Itis also inferred from the above table that respondents significantly differ towards the awareness level of brands of Sunflower in gender-wise, age-wise, income-wise, occupation-wise and educationally.

V. CONCLUSION

Consumer is the central point of every business. Now a day, attracting and satisfying customers is more difficult than producing the goods. For any product, many brands are available in the market. Every company wants to increase its market share. But, buyers dominate the market. Therefore, seller has to make a lot of efforts to attract and to persuade the persons to purchase his products and services. Indian consumers are seemingly more and more doctored and enlightened about products; media channels that provide companies to convey with consumers are adopting in diversity and reach. Consumers are getting richer, leading to competition in the market place for consumer products. The result is that consumer companies are increasingly pertained with marketing issues, as they seek to tell apart their products and communicate their appraisals to potential customers. Various consumer companies are mad about Indian sheer market size.

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