



## Consumer Buying Behavior towards Brand Preference in Edible Oils – A case study in Hadoti Region

### KEYWORDS

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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 we cook it. Edible Oil is used every day in preparation of food. With increase in literacy rate of the population and also increase in standard of living of the people, use of Branded Edible Oil is increased. Consumers nowadays are very particular about health, as day to day health related problems are increasing and food people eat directly affects health. Therefore people are very particular in purchasing Edible oil. Consumer behavior is not static. It undergoes a change over a period of time depending on the nature of products. Different consumers behave differently. The differences in consumer behavior are due to individual factors such as the nature of the consumers, lifestyle and culture, which makes the study essential. This article focuses on how a consumer behaves while purchasing edible oil. This study analyses the trend in Edible oil consumption. Also an attempt has been made by the researcher to assess the buying behavior of consumers towards edible oil and to find out what kinds of brands are preferred by the consumers.

### Introduction

#### 1.1 Overview

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 country'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.

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, peanut oil, grape seed oil, sesame oil and rice bran oil. Many other kinds of vegetable oils are also used for cooking.

#### 1.2 About Hadoti

In the Hadoti region main oil seeds produced are Mustard and Soyabean. There are 8 Solvent plants in Hadoti which produces refined Edible oil. Population in Hadoti earlier was not much aware about Edible oil and such related products, but due to various changes in development of the region awareness is increasing rapidly. The consumer awareness, exposure and knowledge of edible oils are also growing because of the level of education, urbanization, development in communication facilities, advertisements, and promotional schemes. People are becoming conscious about the oil they use, its benefits and health factors associated with it. The major players of Edible oil in Hadoti region are Deepjyoti, Fortune, Mahokosh, Sadabhar, Shiv Brand, Chambal, Parampara.

#### 1.3 Nature of Consumer Behaviour

"Consumer behavior is the action and decisions process or people who purchase goods and services for personal consumption."

Peter F Drucker, A leading management expert, once stated that the aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.

The study of consumer behaviour focuses on how individuals make their decisions to spend their available resources (time, money, effort) on consumption related items or consumption related aspects (What they buy? When they buy? Where they buy? How they buy?). It is also a study of individuals/organisations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and wants and its impact on the consumer and society.

The study of consumer behavior assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

#### NEED FOR THE STUDY

The study of consumer behaviour helps existing organizations to improve their marketing strategies and give a review or feedback to the upcoming organizations to explore in required areas. Following are some key points that needs to be keep in mind about consumers:

- The psychology of consumers how he think, feel, reason, and select among different alternatives (e.g., brands, products, and retailers);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The consumer behavior while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies dif-

fer among products that differ in their level of importance or interest that they entail for the consumer; and

- How companies can adapt and improve their marketing campaigns and strategies more effectively to reach the consumer.

It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general. Consumer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. This study is conducted to understand the behaviour of consumers towards Branded Edible oil in Hadoti District.

#### Objective of the study

- To study the factors influencing the customer in buying a branded edible oil.
- To study customer's awareness towards various branded edible oil.
- To find out the satisfaction level of customers regarding branded edible oil.
- To know the customers idea, opinion and preference for branded edible oil.
- To offer suggestion on the basis of result of the study.

#### Methodology of the Study

##### Research Design

A pre planned Structured questionnaire was used to test the factors influencing consumers behaviour towards Edible Oil. The research design is Descriptive and Qualitative in nature.

##### Period of study

Period of Study is 3 months, July 2015 to September 2015.

##### Area of the study

The study has been conducted in Kota Zone (Hadoti Region – Kota, Bundi, Baran, Jhalawar District).

##### Methods of Data Collection

The study is based on Primary data only. The data were collected

##### Sampling

A Random sample of 200 respondents has been selected.

##### Hypothesis of the study

Edible oil as a food is an integral part of human diet and its demand trends like any food commodity would likely to vary in accordance with nature, growth rate of population, growth of per capita income, change in edible oil price and change in the price of available substitutes.

Changing life styles, fragmented market segment and consumer preferences along with intense competition trend have made people aware about brands.

##### Tools and Techniques used

The data collected is tabulated, analysed and used for study purpose. For calculation and analysis of data simple tools and techniques were used i.e. percentile, average.

##### Scope of the study

This study is an attempt to analyse the consumer buying behavior towards Branded Edible Oil. The scope of the study is to cover consumer behavior in reference to Brand-

ed Edible oil, which will further help marketers to take certain decisions in order to enhance their product sale. The scope of the study is to cover the key points on basis of which consumers take their purchase decisions.

#### Selection of Brands and Samples

Some selected brands were taken for the study which is commonly used in Hadoti region such as Deepjyoti, Mahakosh, Sadabahar, Shivbrand, Chambal, Parampara, Fortune.

#### Result of the study

The survey was conducted on 200 consumers of Hadoti region. Following are the results of the survey.

##### Gender of Respondents

In survey of 200 respondents, the major respondents were male, which comes to 70%.

##### Awareness about Edible oil

When consumers were asked about awareness regarding benefits related to Edible oil nearly 50% of the respondents were unaware. Only 15 % of the respondents were aware about the benefits and to a surprise it comes that 10% of the remaining wants to know about the benefits, and remaining 25% are not interested to know at all.

##### Brand Decision Maker

Decision making plays major role in consumer buying behavior process. It is being observed that Husband hold major share in deciding for the purchase of edible oil, which comes to 50%.

##### Monthly Consumption Pattern of Edible oil

It is analyzed that around 39% of the respondents consumes 1-2 Liter of edible oil, whereas 36% of the respondents consume 2-3 Liter of edible oil, while 25% of the respondents consumes 3-5 liter of edible oil.

##### Package Size Preference

People prefer package as per uses and easy approach of the product. Around 45% of the respondents prefer 5 Liter Packaging, whereas 41% prefer 1 liter pouch, while only 14% of the respondents prefer 15 liters of package.

##### Edible Oil Preference

In Hadoti region people generally prefer soyabean oil, which comes to nearly 50% of the respondents while 22.5% of the respondents prefer Groundnut oil.

##### Brand Preference of Edible oil

When it comes to brand preference Deepjyoti is mainly preferred by the people of Hadoti, it covers 27.5% of the respondents. Around 18.5% respondents prefer Fortune; close to this only nearly 15% of the respondents choose Parmapara and 14% choose Shiv Brand.

#### Following are the tables of data analysis:

Gender of Respondents		
Gender	No. of Respondents	%
Male	140	70
Female	60	30
<b>Total</b>	<b>200</b>	<b>100</b>

About benefits of Edible oil		
Particulars	No. of Respondents	%
Aware	30	15
Unaware	100	50
interested to know	20	10
Not interested	50	25
<b>Total</b>	<b>200</b>	<b>100</b>

Brand Decision Maker		
Decision Maker	No. of Respondents	%
Wife	60	30
Husband	100	50
Both	40	20
<b>TOTAL</b>	<b>200</b>	<b>100</b>

Monthly consumption of Edible Oil		
Quantity	No. of Respondents	%
1-2 Lt	78	39
2 - 3 Lt	72	36
3- 5 Lt	50	25
<b>TOTAL</b>	<b>200</b>	<b>100</b>

Package size Preference		
Pack Size	No. of Respondents	%
1 Lt	82	41
5 Lt	90	45
15 Lt	28	14
<b>TOTAL</b>	<b>200</b>	<b>100</b>

Edible oil Preference		
Type of Oil	No. of Respondents	%
Groundnut	45	22.5
Soyabean	100	50
Sunflower/Kardi	20	10
Mustard	30	15
Rice Bran/Olive Oil	5	2.5
<b>TOTAL</b>	<b>200</b>	<b>100</b>

Brand Preference of Edible oil			
Brand	No. of Respondents	%	
DeepJyoti	55	27.5	
Fortune	37	18.5	
Mahakosh	15	7.5	
Sadabahr	10	5	
Shiv Brand	28	14	
Chambal	25	12.5	
Parampara	30	15	
<b>TOTAL</b>	<b>200</b>	<b>100</b>	

## REFERENCE

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