

A Study on Consumer's satisfaction towards Cold Pressed Edible oil with Special Reference to Coimbatore City

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ABSTRACT

Consumers are said to be the foundation of any form of business. So in every business, the fundamental component of the decisions related to marketing will be consumers' satisfaction. It plays a vital role in the market, where the company reaches the expectation of the consumers, and satisfy them with their products to reach the goal of nourishing their consumer. This study is an attempt to find out the consumers satisfaction towards cold pressed edible oil and the factors influencing them to buy the organic oil. The survey has done among 50 respondents in Coimbatore city by adopting a purposive sampling technique. To derive the analytical results, statistics method such as simple percentage analysis, chi-square and ANOVA were utilized. It is finally understood that Cold pressed Edible oil gives us the natural benefits without adding any kind of artificial ingredients. Since the extraction of cold pressed oil is done in an organic manner. The packing materials used for the oil should be noted. Polythene bags and plastic bottles should be avoided to support our nature in an organic way.

Keywords: *Cold pressed Edible Oil, Preferences, factors influencing, Consumer Satisfaction.*

INTRODUCTION

Consumers are said to be the king of the market sector in the business world. The sale of the product depends upon the interests of the consumer's willingness and attitude. Thereby consumers' satisfaction is considered as an indicator of market performance, as it concurrent the predictors of sales and purchase. Disappointment towards the quality of the product makes the end user migrate from one product to other. Consumers' satisfaction is a trump

card for manufacturers to retain the consumer. Hence the term satisfaction should be deliberated as a most significant and foremost thing that has to be maintained in an organization for its enriched development. This helps them to reach their framed goals in a higher level of sales. The several ways of attracting and satisfying the consumers in an honest way is a complete form of goal attainment for a manufacturer. It is done through the help of various media (social media, support media, print media, and board cast media). Thus the advertisement acts as a key element to convey the features and specialty of the product. This plays a vibrant role in the minds of consumers in case of the purchase decision. In return, it helps the manufactures to attain the goal of reaching the customer towards their products in the market. Consumer's satisfaction involves more about product quality and it also includes the other terms like price value, service, brand loyalty, and availability. The convenient way of approaching availability of the product for the consumers should be focused necessarily.

STATEMENT OF THE PROBLEM

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 for the food as it enriches the taste and flavor of the dish. Oil is an important factor for health as it contains the rich anti-oxidants, nutritive value etc. But in case of refined edible oil, they lose their natural inflammatory properties as they undergo 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. At this point of view, people now a day's turn towards the cold pressed edible oil, as it gives the natural nutritive value, 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 edible oil.

REVIEWS OF LITERATURE

Saravanan (2010) has attempted to explore the factors influencing of buying behavior and satisfaction level of the consumer who consumes edible oils for various purposes. This Study has been done to find the solution for the problems with regard to the quality and hygiene factors in edible oil. To reveal the result, an empirical examination had been done on 200 respondents purposively selected from the 10 wards in Coimbatore city. Finally, the researcher has disclosed that purity, quality, and price were the most influencing factor to use

packaged edible oil. It is concluded that most of the consumers have preferred sunflower oil and groundnut oil. Rest of the consumers have suggested to the manufacturers to concentrate on the other aspects such as marketing strategy to make the brand more attractive.

Bhuvaneswari (2015) in her study explored the consumer's attitude and awareness among the various branded edible oils. She had made an effort to find out the major factors which are influencing the consumers to buy the products. To drive the analytical result, statistics method such as average rank analysis, chi-square and the weighted average score was used. The author described that consumers were influenced by advertisement, price, quality, packaging, quantity, offers and discounts etc.

OBJECTIVES

- ❖ To ascertain the influencing factor for buying cold pressed edible oil
- ❖ To determine the satisfaction level of consumers on cold pressed edible oil

LIMITATIONS

- ❖ The study covered within Coimbatore city with 50 respondents
- ❖ The time period of the study is July-August 2018

RESEARCH METHODOLOGY

This empirical research has done through the interview schedule method. The collected information includes both primary and secondary data. The primary data has been collected through personal interview method with the sample respondents for the purpose of analysis. The secondary data were collected from various journals, books, newspapers, and websites for the purpose of theory building

ANALYSIS AND INTERPRETATION

The collected data are classified and tabulated for the framework of analysis using the following statistical tools to fulfill the objectives of the study.

- ❖ Percentage analysis
- ❖ Chi-square
- ❖ ANOVA

PERCENTAGE ANALYSIS OF DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1

Demographic profile	Category	Count	Percentage
Gender	Male	13	26
	Female	37	74
Age	25-30	17	34
	31-40	20	40
	41-50	7	14
	Above 50	6	12
Educational Status	No formal education	5	10
	Up to school level	10	20
	Graduation	9	18
	Post-graduation	16	32
	Professional	10	20
Occupational status	Agriculture	4	8
	Business	9	18
	Employee	19	38
	Professional	9	18
	Unemployed	9	18
Marital status	Married	37	74
	Unmarried	13	26
Type of family	Nuclear	38	76
	Joint	12	24
Size of family	2 members	15	30
	2-4 members	17	34
	More than 4 members	18	36
No of earning family members	One member	16	32
	Two members	26	52
	More than two members	8	16

Monthly income	Below 20,000	5	10
	21,000-40,000	24	48
	41,000-60,000	8	16
	Above 60,000	13	26

From the above table it is interpreted that 74% of the respondents are female, 40% respondents belong to the age group of 31-40years, 32% of the respondents educational status is professional nature, 38% respondents occupational status are employees, 74% of the respondents are married, 76% of the respondents are from nuclear family, 36% of the respondents family size is more than 4 members, 52% of respondents earning members in the family are two members, 48% of respondents income level is between Rs.21,000-40,000.

CHI-SQUARE

H0- There is no significant relationship between demographic profile and factors influencing the consumers to buy.

Table 2

Demographic profile	Chi-square value	Degree of freedom	Sig
Gender	9.426 ^a	3	0.024*
Age	2.754 ^a	9	0.973
Educational Status	6.378 ^a	12	0.016*
Occupational status	8.306 ^a	12	0.761
Marital status	8.670 ^a	3	0.040*
Type of family	8.197 ^a	3	0.033*
Size of family	9.053 ^a	6	0.039*
No of earning	7.180 ^a	6	0.304
Monthly income	14.818 ^a	9	0.023*

From the above table 2, it is concluded that 6 out of 9 demographic profile has a significant value of 0.05 and it supports to reject the null hypothesis, so there is a relationship between demographic profile and factors influencing the consumer to buy. On the other hand, the existing demographic profiles' significant value higher than 0.05

ANOVA

H0- There is no significant difference between a demographic profile and satisfaction level of consumers

Table 3

Demographic Profile	Category	Satisfaction level of consumers				
		Count	Mean	SD	F- value	Sig
Gender	Male	13	4.179	0.381	2.038	0.160
	Female	37	4.335	0.335		
Age	25-30	17	4.346	0.296	0.519	0.671
	31-40	20	4.238	0.408		
	41-50	7	4.396	0.231		
	Above 50	6	4.241	0.435		
Educational Status	No formal education	5	4.266	0.321	3.779	0.029*
	Up to school level	10	4.122	0.407		
	Graduation	9	4.296	0.323		
	Post-graduation	16	4.277	0.387		
	Professional	10	4.522	0.257		
Occupational status	Agriculture	4	4.138	0.239	2.949	0.049*
	Business	9	4.321	0.316		
	Employee	19	4.391	0.454		
	Professional	9	4.371	0.368		
	Unemployed	9	4.074	0.364		
Marital status	Married	37	4.273	0.354	0.689	0.410
	Unmarried	13	4.367	0.343		
Type of family	Nuclear	38	4.274	0.374	0.671	0.417
	Joint	12	4.371	0.265		
Size of family	2 members	15	4.444	0.241	5.123	0.010*
	2-4 members	17	4.098	0.396		
	More than 2 members	18	4.364	0.309		
No of earning members in the	One member	16	4.241	.448	4.389	0.032*
	Two members	26	4.307	.325		

family	More than two members	8	4.375	.296		
Monthly income	Below 20,000	5	3.755	.438	5.167	0.005*
	21,000-40,000	24	4.296	.325		
	41,000-60,000	8	4.416	.432		
	Above 60,000	13	4.359	.330		

5% Significant Level

From the above table 3, it is concluded that the p-value which is greater than the significant value (0.05) for the demographic profile such as gender, age, marital status, type of family. Hence the null hypothesis is accepted (not significant). Therefore there is a significant difference between personal factors of the respondents such as Educational status, Occupational status, size of family, number of earning members in the family and monthly income of the family.

SUGGESTIONS

Following suggestion is given based on the investigation done for the particular analysis. Therefore the middle age people who are not engaged in the house, and the family which consists of two members do not have an acute awareness and knowledge towards the cold pressed edible oil. Specifically, the creation of awareness is needed for those category people.

Though the Cold Pressed Edible Oil is consumed/utilized more by the female who lies under the age group of 31-40years are not satisfied by it up to the core. Similarly, nuclear family people are also not satisfied with cold pressed oil. Hence the manufactures should develop the quality and package of the cold pressed edible oil which retains the natural nutrition, without adding any chemicals and preservatives that are rich in anti-oxidants. Thus manufacturers are excessively suggested to concentrate on the packing material used for this organic oil. Plastic covers and plastic bottles must be avoided since it destroys economic and environmental conditions.

CONCLUSION

This attempted research investigation gives the strong impact on health consciousness among the people. From the result derived in the analysis, it is apparent that consumer's satisfaction on cold pressed edible oil deviates from the existing literature. This may be a sign that the consumers have a lack of awareness or knowledge on cold pressed edible oil with effects to hygiene factors

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