Buying Behaviour Of Rural Women Towards Branded Edible Oil In Tuticorin Districtd

Dr.M.Rajee[1] , P.Jenith Lenitha[2]

[1]*Assistant Professor Department of Business Administration Kamaraj college Thoothukudi. Mail Id: laya.meera09@gmail.com*
[2]*Reg.No:19223151062005 (M.S University) S.T Hinducollege, Nagarkoil, Mail Id: p.jeni.mba@gmail.com*

ABSTRACT

This study is an attempt to analyse the buying behavior of rural women towards branded edible oil. The scope of the study is to cover buying behavior in reference to branded 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 rural women take their purchase decisions. A pre planned structured questionnaire was used to test the buying behavior of rural women towards Edible Oil. The research design is Descriptive and Qualitative in nature. The study has been conducted in Tuticorin district. The study is based on Primary data only. A Random sample of 100 rural women has been selected. The data collected is tabulated, analysed and used for study purpose. For calculation and analysis of data simple tools and techniques were used. 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 rural women 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 rural women. If the rural women 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. Rural women have specific preferences towards brands like pricing, taste, packaging, offers, product design, advertisements etc.

KEY WORDS: Purchase decisions, Buying Behaviour, Rural Women and Perception

INTRODUCTION

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. Edible oils constitute an important component of food expenditure in Indian households. Historically, India has been a major importer of edible oils with almost 30-40% of its requirements being imported till 1980s. In 1986, the Government of India established the Technology Mission on Oilseeds and Pulses (TMOP) in order to enhance the production of oilseeds in the country. The TMOP launched special initiatives on several critical fronts such as improvement of oilseed production and processing technology, additional support to oilseed farmers and processors besides enhanced customs duty on the import of edible oils.

STATEMENT OF THE PROBLEM

The manufacturers of the products bring the different brands in the same commodities with some added features and hence the several brands of edible oils are being marketed since there are several brands that exist in the market an attempt is made to know the success of marketing in each brand and its effect on consumers and also to identify the brand which is more popular preferred and purchased by the consumers. Hence the research is made on the topic buying behavior of rural women towards branded edible oil.

SCOPE OF THE STUDY

This study is an attempt to analyse the buying behavior of rural women towards branded edible oil. The scope of the study is to cover buying behavior in reference to branded 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 rural women take their purchase decisions.

OBJECTIVES OF THE STUDY

1) To analyse the buying behavior of rural women towards branded edible oil
2) To know the factors influencing perception of rural women towards branded edible oil

METHODOLOGY OF THE STUDY

A pre planned structured questionnaire was used to test the buying behaviour of rural women towards Edible Oil. The research design is Descriptive and Qualitative in nature. The study has been conducted in Tuticorin district. The study is based on Primary data only. A Random sample of 100 rural women has been selected. The data collected is tabulated, analysed and used for study purpose. For calculation and analysis of data simple tools and techniques were used.

ANALYSIS AND INTERPRETATION

Table 1 Frequency of purchase edible oil

Sl. No	Types of oil	Frequency of purchase edible oil			Total
		Weekly once	**Fortnightly**	**Monthly**	
1.	Sunflower oil	12	25	63	100(100)
2.	Sesame oil	16	27	57	100(100)
3.	Groundnut oil	12	22	66	100(100)
4.	Coconut oil	7	16	77	100(100)
5.	Olive oil	15	26	59	100(100)
6.	Mustard oil	18	29	53	100(100)
7.	Rice bran oil	16	32	52	100(100)
8.	Safflower oil	18	32	50	100(100)
9.	Palm oil	13	21	66	100(100)

Source: Primary data

In order to find out the nature of edible oil and the frequency of purchase edible oil by the respondents, it is clear from table that 7 per cent to 18 per cent of the respondents purchase weekly once (from all the nine major edible oil). It is further clear from table that 16 per cent to 32 per cent of the respondents purchase fortnightly (from all the nine major edible oil). Table further shows that 50 per cent to 77 per cent of the respondents purchase monthly (from all the nine major edible oil). Table exhibits that majority (77 per cent) of the respondents purchase coconut oil monthly and lowest (7.%) respondents purchase coconut oil weekly once.

Table 2 Monthly Consumption Pattern of edible oil

Sl. No	Types of oil	Monthly Consumption Pattern of edible oil				Total
		Below 1 litre	1.100-3 litres	3.100-5 litres	Above 5.100 litres	
1.	Sunflower oil	70	26	4	-	100(100)
2.	Sesame oil	67	27	7	-	100(100)
3.	Groundnut oil	70	20	10	-	100(100)
4.	Coconut oil	69	17	14	-	100(100)
5.	Olive oil	58	28	14	-	100(100)
6.	Mustard oil	63	23	14	-	100(100)
7.	Rice bran oil	54	27	19	-	100(100)
8.	Safflower oil	57	28	15	-	100(100)
9.	Palm oil	70	20	10	-	100(100)

Source: Primary data

In order to find out the nature of edible oil and the monthly consumption pattern of edible oil by the respondents, it is clear from table that 54 per cent to 70 per cent of the respondents used below 1 litre for a month (from all the nine major edible oil). It is further clear from table that 17 per cent to 28 per cent of the respondents used 1.100 litres - 3 litres for a month (from all the nine major edible oil). Table further shows that 4 per cent to 19 per cent of the respondents used 3.100 litres - 5 litres for a month (from all the nine major edible oil). Table exhibits that majority (70 per cent) of the respondents used palm oil and sunflower oil of below 1 litre for a month and lowest (4%) respondents used sunflower oil of 3.100 litres - 5 litres for a month.

Product factors influencing perception among different age group of women

In order to find out the significant difference in product factors influencing perception among different age group of women, 'ANOVA' test is attempted with the null hypothesis as, **"There**

is no significant difference in product factors influencing perception among different age **group of women in Tuticorin district".** The result is presented in Table 3.

Table 3 Product factors influencing perception among different age group of women

Factors	Age (Mean Score)					F Statistics
	Below 30 years	**31-40 years**	**41-50 years**	**51-60 years**	**Above 61 years**	
Quality feature	3.5000	3.7852	3.7176	4.0930	3.8947	2.800*
Health benefits	3.6944	4.3289	4.1490	4.3023	4.2105	6.142*
Price	3.9074	3.9664	4.1098	4.5581	4.1579	2.856*
Tasty food preparation	3.4352	3.4497	3.5882	4.0000	3.7368	1.540
Less expensive	3.8333	3.9329	4.0196	4.4419	3.8596	3.330*
Cardiac health	3.8056	3.9463	3.9647	4.2791	4.0877	1.454
Reduced fat content	3.6481	4.0537	4.1529	4.4186	4.1404	5.611*
Nutrition content	3.5185	3.7785	3.6824	4.0930	3.9474	2.328
Smell of oil	3.7407	3.7248	4.0039	4.0000	4.0877	2.053
Storage stability	3.7500	3.7450	4.0745	4.0698	4.0702	3.060*
Suitability of all ages	4.2130	4.3289	4.1608	4.2093	4.2930	0.562
Advertisement & media coverage	3.8704	3.8523	3.9529	4.2093	4.1228	1.474
Celebrity endorsement	3.7593	3.9262	4.1451	4.3488	4.1579	3.639*
Availability at all places	3.7407	4.0268	4.0961	4.4186	4.1632	4.920*
Recommendation of retailers/sellers	3.7963	4.0557	4.0608	4.0744	4.0333	2.981*
Attractive packing	3.7593	4.1275	4.1137	4.2558	4.2000	3.119*
Multi-purpose	3.7778	3.8725	4.0392	4.0000	4.0702	1.324

Source: Computed data

*-Significant at five per cent level

From the above table, it is understood that the important product factors influencing perception among women who are in the age group of below 30 years are suitability of all ages and price as the mean scores are 4.2130 and 3.9074 respectively. It is found that the important product factors influencing perception among women who are in the age group of 31 to 40 years are health benefits and suitability of all ages as the mean scores are 4.3289 and 4.3289 respectively. Table further reveals that the important product factors influencing perception among women who are in the age group of 41 to 50 years are reduced fat content and suitability of all ages as the mean scores are 4.1961 and 4.1608 respectively. It is further found that the important product factors influencing perception among women who are in the age group of 51 to 60 years are price and less expensive as the mean scores are 4.5581 and 4.4419 respectively. Table further indicates that the important product factors influencing perception among women who are in the age group of above 61 years are suitability of all ages and health benefits as the mean scores are 4.2930 and 4.2105 respectively. A significant difference for the different age group of women were identified regarding the different product factors influencing perception such as quality feature, health benefits, price, less expensive, reduced fat content, storage stability, celebrity endorsement, availability at all places, recommendation of retailers/sellers and attractive packing, since the respective "F" statistics were significant at 5 per cent level.

Product factors influencing perception among different educational qualification of women

In order to find out the significant difference in product factors influencing perception among different educational qualification of women, 'ANOVA' test is attempted with the null hypothesis as, **"There is no significant difference in product factors influencing perception among different educational qualification of women in Tuticorin district".** The result is presented in Table 4.

Table 4 Product factors influencing perception among different educational qualification of women

Opinion	Educational Qualification (Mean Score)					F Statistics
	Illiterate	Upto HSC	Graduates	Post Graduates	Diploma	
Quality feature	3.5974	3.8571	3.8140	3.7568	4.1875	2.067
Health benefits	3.9004	3.9388	4.3347	4.2297	4.4375	5.743*
Price	4.0087	4.1224	4.1529	3.9054	4.5000	1.387
Tasty food preparation	3.2554	3.8776	3.7769	3.7432	3.2500	4.772*
Less expensive	3.9481	4.0204	3.9669	4.0405	4.2500	0.449
Cardiac health	3.8398	4.0408	4.1281	3.8784	3.5000	2.663*

Reduced fat content	4.0649	3.9796	4.1157	3.9324	3.8750	0.580
Nutrition content	3.6450	3.7959	3.8760	3.5811	3.2500	2.036
Smell of oil	3.8268	3.7959	4.0496	3.7838	3.4375	1.903
Storage stability	3.8312	4.0816	4.1322	3.5946	3.6250	4.491*
Suitability of all ages	4.3030	4.3878	4.2149	3.9324	3.8125	2.468*
Advertisement & media coverage	3.9351	4.0000	4.1000	3.7838	3.9375	0.618
Celebrity endorsement	3.9567	4.2041	4.1860	3.7162	4.0000	3.170*
Availability at all places	3.9610	4.3078	4.2397	3.9324	3.7500	3.670*
Recommendation of retailers/sellers	4.0251	4.1265	4.2050	4.0211	3.9375	2.083
Attractive packing	3.9567	4.3265	4.2438	3.8378	3.5000	5.114*
Multi-purpose	3.8961	4.2857	4.0413	3.7297	3.4375	3.037*

Source: Computed data

*-Significant at five per cent level

From the above table, it is understood that the important product factors influencing perception among women who are illiterates are suitability of all ages and reduced fat content as the mean scores are 4.3030 and 4.0649 respectively. It is found that the important product factors influencing perception among women who are upto HSC qualification are suitability of all ages and attractive packing as the mean scores are 4.3878 and 4.3265 respectively. Table further reveals that the important product factors influencing perception among women who are graduates are attractive packing and availability at all places as the mean scores are 4.2438 and 4.2397 respectively. It is further found that the important product factors influencing perception among women who are post graduates are health benefits and less expensive as the mean scores are 4.2297 and 4.0405 respectively. Table further indicates that the important product factors influencing perception among women who are diploma qualification are price and health benefits as the mean scores are 4.5000 and 4.4375 respectively. A significant difference for the different educational qualification of women were identified regarding the different product factors influencing perception such as health benefits, tasty food preparation, cardiac health, storage stability, suitability of all ages, celebrity endorsement, availability at all places, attractive packing and multi-purpose, since the respective "F" statistics were significant at 5 per cent level.

Level of satisfaction towards healthiness factors influencing the preference of edible oil among different age group of customers

In order to find out the significant difference in level of satisfaction towards healthiness factors influencing the preference of edible oil among different age group of customers, 'ANOVA' test is attempted with the null hypothesis as, **"There is no significant difference in level of satisfaction towards healthiness factors influencing the preference of edible oil among different age group of customers in Southern Districts of Tamilnadu".** The result is presented in Table 5.

Table 5 Level of satisfaction towards healthiness factors influencing the preference of edible oil among different age group of customers

Healthiness Factors	Age (Mean Score)					F Statistics
	Below 30 years	31-40 years	41-50 years	51-60 years	Above 61 years	
Health	3.6852	3.9060	3.8157	3.9070	3.9649	1.101
Hygienic	3.6759	3.8859	3.8980	4.1860	4.0175	3.069*
Nutrition content	3.7222	4.0201	4.0824	4.5349	4.0000	4.998*
Cholesterol free	3.6389	4.2617	4.1059	4.2791	4.1404	5.201*
Doctor suggestion	3.5648	3.8121	3.7686	4.0233	3.8596	1.380

Source: Computed data

*-Significant at five per cent level

The above table discloses that the important level of satisfaction towards healthiness factors influencing the preference of edible oil among the customers who belong to the age group of below 30 years are nutrition content and health and their respective mean scores are 3.7222 and 3.6852 and among the customers who belong to the age group of 31 to 40 years, cholesterol free and nutrition content and their respective mean scores are 4.2617 and 4.0201. Table further discloses that the important level of satisfaction towards healthiness factors influencing the preference of edible oil among the customers who belong to the age group of 41 to 50 years are cholesterol free and nutrition content and their respective mean scores are 4.1059 and 4.0824 and among the customers who belong to the age group of 51 to 60 years, nutrition content and cholesterol free and their respective mean scores are 4.5349 and 4.2791. Table further reveals that the important level of satisfaction towards healthiness factors influencing the preference of edible oil among the customers who belong to the age group of above 61 years are cholesterol free and hygienic and their respective mean scores are 4.1404 and 4.0175. Regarding the level of satisfaction towards healthiness factors influencing the preference of edible oil, the significant difference among the different age group of customers, are identified in the case of hygienic, nutrition content and cholesterol free since the respective 'F' statistics is significant at 5 per cent level, the null hypothesis is rejected.

Level of satisfaction towards healthiness factors influencing the preference of edible oil among different marital status of customers

In order to find out the significant difference in level of satisfaction towards healthiness factors influencing the preference of edible oil among different marital status of customers, 't' test is attempted with the null hypothesis as, **"There is no significant difference in level of satisfaction towards healthiness factors influencing the preference of edible oil among different marital status of customers in Southern Districts of Tamilnadu".** The result is presented in Table 6.

Table 6 Level of satisfaction towards healthiness factors influencing the preference of edible oil among different marital status of customers

Healthiness Factors	Marital Status (Mean Score)		T- Statistics
	Married	Unmarried	
Health	3.7085	4.0789	2.519*
Hygienic	3.8878	3.8042	1.036
Nutrition content	4.0019	4.1684	1.406
Cholesterol free	4.0600	4.1774	1.026
Doctor suggestion	3.7447	3.9053	1.192

Source: Computed data

*-Significant at five per cent level

It is understood from table 6 that the important level of satisfaction towards healthiness factors influencing the preference of edible oil among the married customers are cholesterol free and nutrition content and their respective mean scores are 4.0600 and 4.0019 and among the unmarried customers, cholesterol free and nutrition content and their respective mean scores are 4.1774 and 4.1684. Regarding the level of satisfaction towards healthiness factors influencing the preference of edible oil, the significant difference among the different marital status of customers, are identified in the case of health, since the respective 'T' statistics is significant at 5 per cent level, the null hypothesis is rejected.

SUGGESTIONS

➢ Since edible oil is a food product, rural women attach more importance to the quality. The edible oil manufacturer should communicate the rural women about the quality standards adhered in manufacturing the product. This will lead to the creation of a positive image towards edible oil in the rural women mind. The company can follow informative advertising to create brand awareness for the edible oil like sunflower oil, gingili oil, and castor oil ready to eat packaged food etc.

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 rural women 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 rural women. If the rural women 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. Rural women have specific preferences towards brands like pricing, taste, packaging, offers, product design, advertisements etc.

REFERENCES

1) Bhuvaneswari. (2018). A study on consumer attitude towards edible oils in Coimbatore city. International journal of multidisciplinary research and development, pp.325-329.

2) Kavitha, S. and Sudha, B. (2018). Consumer Preference towards Cooking Oil with Special Reference to West Division in Tamilnadu. IJSART, Vol.4, Issue.3

3) Mubarak Ali, E. and Avinash Begum, A. (2019). A Study on Consumer Preference towards Edible Oil in Tiruchirappalli District. A Journal of Composition Theory, Vol.XII, Issue.XI, pp.420-426

4) Kalpana Singh and Verma, C.P. (2020). Study on Consumers of Edible Oil & their Interaction with the category. International Journal of Multidisciplinary educational research, Vol.9, No.8, pp.73-88

5) Vipin Arya, Vikash and Kiran (2021). Consumer behaviour with regard to consumption of edible oil in Hisar. Journal of Pharmacognosy and Phytochemistry, Vol.10, No.(1), pp.350-355