

# MARKETING PROBLEMS OF EDIBLE OIL INDUSTRY- RETAILERS PERSPECTIVES

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## ABSTRACT

In ordinary life, edible oil is essential. The need for edible oil is increasing not only as the world's population grows, but also as people's living standards rise. The issue in the edible oil industry today is not only related to the manufacturing process, but also to the marketing process. As a result, it's also crucial to research the types of marketing methods used by edible oil retailers. It's also crucial to figure out how much the current market intelligent system aids retailers in developing market strategies. When developing a market strategy, it's important to highlight the problems and challenges of edible oil industry, as well as the elements those factors influencing the pricing decisions by the retailers.

**Keyword:** Edible oil, marketing, Retailers, Problems, Industry

## INTRODUCTION

In Indian households, edible oil is a major element of their grocery budget. Edible oil has seen a rise in popularity over the years, will a placed at the top on oils taken by humans. The most widely used edible oils include significant amounts of unsaturated fatty acid, which are essential for all humans. Edible oils have become more important in the manufacture of tasty foods, improving food texture, increasing consumer acceptability, given the available flavour, and increasing human growth. In Indian household, cooking oil is a significant portion of the grocery budget. In India, demand for cooking oil is increasing steadily, owing to rising per capita consumption, which is driven by higher income and living standard. After you've conducted interviews with potential customers and analysed the result, the following steps is to learn about their common difficulties. While the difficulties of your target market may be expressed in a variety of ways, there may be patterns that emerge from the data. Analyse all of the interviews for common themes or qualities. The declared or hidden difficulties of your target market. This could refer to inefficiency, inconvenient work flows, or inadequate solutions that already exist. Listen for dissatisfaction, or "if only" statement

during interviews to see if there is a market problem. Demand for edible oils increasing not only as the world's population grows, but also as people's living standards rise. Large and small businesses produced edible oil. In terms of product promotion, existing shops cannot complete with wholesalers. The current issue in the edible oil sector is one of the marketing rather than production. Today's problem in the edible oil market isn't only about manufacturing: it's also about marketing. As a result, it's crucial to research edible oil wholesalers' marketing techniques. It's also crucial to know how far the existing system has advanced. Wholesalers can use the Market Information System to assist them develop marketing strategies.

Customer satisfaction is the primary priority of marketing, and the marketing strategy focuses on organisation and resources on a course of action that can lead to an increase in sales. The marketing segments decide the target market segment, positioning, and resource mix, and they become an integral part of the broader organization, involving consumers in the manufacturing and marketing of edible oil. It's crucial to analyse the techniques employed by retailers in understanding the market's scope and the information provided by wholesalers in order

to promote retailer manufacturing. Retailing perceptive assists students in gaining a theoretical and practical knowledge of retailing. This research examines the many types of retail enterprises and ownership structures. It focuses on retailing operation in both a physical and online context. Retailing perceptive is a publication that focuses on the commercially sustainable strategies that retailers utilise to attract more customers. This subject is for those who are interested in managing or running their own retail business. It is, nonetheless, important to all the studies since, as customers, they are exposed to retailing on a regular basis.

#### STATEMENT OF THE PROBLEM

The edible oil sector has been concerned about the growing demands for edible oils. Consumer tastes in this area have evolved as a result of new product combinations, advertising and increased consumer knowledge, among other factors that have aided the industry's growth. With this in mind, marketers will need to develop a new strategy to acquire the largest possible proportion of customer attention and business. As a result, the current study makes an effort to profile the edible oil market segment and understand their preferences, which will aid marketers in developing a marketing strategy. Hence the study has been taken by the researcher "Marketing Problems of Edible Oil Industry -Retailers Perceptives"

#### OBJECTIVES

- To study the marketing problem faced by retailers regarding edible oil industry
- To understand the major considered pricing decision by market

#### REVIEW OF LITERATURE

**Dr.M. Sudhahar and P. SenthilKumar (2021)** Groundnut cultivators marketing challenges: A study in Tamil Nadu Euro District. In this article, marketing issues that groundnut grower in Erode face. The current study focuses on groundnut cultivators who are marketing the crops due to poor prices, compelled sales, a lack of storage facilities, improper weighing, and a large sample size. However, price fixing is not fair until the government takes the required efforts to address cultivators concerns about price fixing and proper peanut grading.

**Lacour M Ayompe et al., (2021)** Towards Sustainable palm oil production: The

positive and Negative Impacts on Ecosystem Services and Human well- being. In this article data is required to comprehend the harmful and beneficial effects on the environment as well as human well- being and to respond properly. A worldwide supply network based on ecologically friendly and socially acceptable production and sourcing is required for palm oil trade sustainability. Much has been done to understand and respond to environmental impacts, but little has been to understand and respond to social impacts, mainly due to a lack of knowledge.

**Vipin Arya et al. (2021)** Consumer Behaviour with Regard to Edible Oil Consumption in Hisar. In this article, among the selected respondents, the health factor plays a significant impact in brand selection. Because the majority of responders change their oil for better health, there is no strong brand loyalty for oil use. The impact of promotional activities on customer purchase behaviour and the amount of brand loyalty. Consumer awareness of brands, market share of various brands, consumer attitude toward price and various marketing challenges are all covered in this study.

**Ying Zhou et al. (2020)** Global status, Health Issues, and Prospects for Edible Plant Oil. Edible Plant Oil (EPO) is an essential dietary component for human health. Oil-bearing plants are grown in the variety of cultivators all over the world, and the chemical contents of different plant oils vary greatly. Because of the highly complex components of oils, multiple standards for evaluating the quality and safety of different EPOs have emerged. Throughout the whole production chain, including plant cultivation, harvesting, oil processing and storage, the environment provides significant hurdles to EPO Safety and quality. Heavy metal or Pesticide residue pollution, insect or hazardous microbe infestation, and rancidity are also environmental risk factors.

**Herdiansyah, Herdis et.al(2020)** Plantation and production of palm oil: Smallholder's prosperity and productivity. Increasing small holder yields is a key tool for boosting local income and livelihoods. Small scale oil palm expansion, on the other hand, has issues with the low productivity and product quality. As a result, in order to boost their production and improve their cultivation. This research examines the importance of

planting behaviour as well as the treatment of farmers, prosperity and productivity.

**Aziz Zargaraan et al. (2019)** Challenges of Edible Oils from Farm to Industry: Stakeholder Perceptive. According to the participants' opinions, the following techniques are needed to improve the quality and safety of edible oil. Updating food safety rules, effective inspection, monitoring and surveillance systems, upgrading laboratory equipment, and controlling media advertising.

**Shikha Mittal (2018)** Changing Dynamics of Indian Edible Oil Industry's .In this article Rapeseed-mustard and groundnut oil were the most widely produced and consumed edible oils in India. Consumer demand for food, particularly edible oils, shifted as a result of technical, economic, and policy changes. Improved urbanisation (changing lifestyles), rising awareness, availability of oils in package form in various quantities even in remote rural areas, changes in relative oil costs, and increased household income levels are all probable reasons for these transitions.

**D Yedukondalu et.al (2017)** Problems and Prospects of Rural Retail Marketing in India: In this article Big businesses were flocking to rural marketplaces as the rural consumer's power grew. At the same time, they presented significant hurdles to marketers. Customs and beliefs play an essential part in the success or failure of any product in rural markets. The government's participation in resolving rural market issues is critical.

**Mohammad Amiri (2016)** A Study of Marketing Strategy Adopted by Edible Oil Wholesalers in Pune City. In this research article is focused on the edible oil makers' and distributors' marketing strategies. The benefits of Market Information Systems in the marketing strategy process, as well as the significant variables considered in marketing strategy by manufacturers and wholesalers, have been attempted to be highlighted. The current study also looks at the primary aspects that influence pricing decisions when developing marketing strategies, as well as the problems and challenges that wholesalers face in this business.

**Prem Narayan (2016)** Recent Demand-Supply and Growth of Oilseeds and Edible Oil in India: an Analytical Approach. In this study Oilseeds are an important part of a

nutritionally balanced diet. In Indian diets, these are the primary source of edible oil and protein. Oilseeds are boosting India's edible oil processing industry, which is one of the country's most important agricultural sectors. India is a major player in the edible oil industry. With rising income levels and a growing population, domestic edible oil consumption is likely to rise. Indian agriculture has been considered in the perspective of accessible sources of oil from oilseed and non-oilseed origins to boost oilseed production in order to meet the vegetable oil need of the Indian population.

**Dhinesh babu.S & Venkateshwaran.P.S (2010)** Marketing problem of edible oil industry in the state of Tamilnadu. In this article the manufacture of edible oil is done by both big and small businesses. The import of edible oil is also promoted as a result of activities. Through its public distribution stores, the government provides edible oil. Nowadays, huge oil mills aim for large-scale industry in order to benefit from economies of scale. The investment value of large-scale units drives lots of new businesses to the market. Only the distribution methods, marketing costs, market margins, package, and advertising have been considered in this research. However, little research has been done on the marketing issues faced by edible oil producers. As a result, the current research is limited to features of marketing issues in the edible oil sector.

## METHODOLGY

### Sampling Design

Researchers choose the respondents through simple random sampling techniques.

### Sample Size

287 retailers from southern district of tamilnadu have been taken for the present study.

### Statistical Tools

The following statistical tools used for the present study:

- ✓ Friedman Rank Test
- ✓ Kendall's W Test
- ✓ Chi square Analysis

## ANALYSIS AND INTERPRETATION

Table 1:

### Demographic Profile of the Respondents

Factors	Content	No	Percentage
Gender	Male	15	54.4
		6	

	Female	13 1	45.6
<b>Total</b>		<b>28 7</b>	<b>100</b>
Age	Below 30 years	32	11.1
	31-40 years	20	7.0
	41-50 years	11 4	39.7
	above 50 years	12 1	42.2
<b>Total</b>		<b>28 7</b>	<b>100</b>
Educationa l status	No formal education	58	20.2
	Up to school level	10 0	34.8
	Graduation	94	32.8
	Post graduation	27	9.4
	Professiona l	8	2.8
<b>Total</b>		<b>28 7</b>	<b>100</b>
Annual family income	Less than 50,000	38	13.2
	50,000 to 1,00,000	62	21.6
	1,00,000 to 1,50,000	94	32.8
	above 1,50,000	93	32.4
<b>Total</b>		<b>28 7</b>	<b>100</b>
Types of retail format	Retail store	46	16.0
	Super market	60	20.9
	Margin free	16	56.8

		3	
	Malls	18	6.3
<b>Total</b>		<b>28 7</b>	<b>100</b>

Source: Primary data

It is clear that table 1, 156 respondents (54.4 percent) are male and 131 respondents (45.6 percent) are female. 121 respondents (42.2 percent) are lies in the age group of above 50 years, 114 respondents (39.7 percent) are lies in the age group between 41-50 years, 32 respondents (11.1 percent) are lies in the age group of below 30 years and 20 respondents (7.0 percent) are lies in the age group between 31-40 years.100 respondents (34.8 percent) are qualified with up to school level, 94 respondents (32.8 percent) are qualified with graduation, 58 respondents (20.2 percent) are have no formal education, 27 respondents (9.4 percent) are qualified with post graduation and 8 respondents (2.8 percent) are qualified with professional courses.94 respondents (32.8 percent) earned annual income between 1,00,000 to 1,50,000, 93 respondents (32.4 percent) are earned annual income of above 1,50,000, 62 respondents (21.6 percent ) are earned annual income between 50,000 to 1,00,000 and 38 respondents (13.2 percent) are earned annual income less than 50,000.163 respondents (56.8 percent) are margin free market, 60 respondents (20.9 percent) area super market, 46 respondents (16.0 percent) are retail store and 18 respondents (6.3 percent) are malls.

### Problems of Marketing Edible oil Industry

Marketing problems faced by the edible oil industry was analysed with the help of Friedman test is as follows:

**Table 2: Problems of Marketing Edible oil Industry**

Problems of Marketing Edible oil Industry		
Marketing Problems	Mean Score	Rank
Lack of market information and brainpower	6.36	<b>X</b>
Conspiracy among dealers in minimizing the price	8.45	<b>I</b>
Number of intermediaries	5.71	<b>XIII</b>
Variety of products necessity	6.30	<b>XI</b>
Demand for products	8.26	<b>II</b>
Regularly change in taste of customer	7.73	<b>III</b>
Heavy marketing margin	7.72	<b>IV</b>
Working capital is inadequate	6.65	<b>IX</b>
Competitors strategy	6.00	<b>XII</b>
Price war in wholesale trade	7.09	<b>VI</b>

Customer knowledge on product	6.71	<b>VIII</b>
Consistent searching for agent	6.87	<b>VII</b>
Price fluctuation	7.17	<b>V</b>
<b>Test Statistics<sup>a</sup></b>		
N	287	
Chi-Square	204.641	
Df	12	
Asymp. Sig.	.000	
a. Friedman Test		

It is clear that table 2 that, first rank obtained by Conspiracy among dealers in minimizing the price (mean score 8.45), second rank obtained by demands for products (mean score 8.26), third rank obtained by regularly change in taste of customer (mean score 7.73), fourth rank obtained by heavy marketing margin (mean score 7.72), fifth rank obtained by price fluctuation (mean score 7.17), sixth rank obtained by price war in wholesale trade (mean score 7.09), seventh rank obtained by consistent searching for agent (mean score 6.87), eighth rank obtained by customer knowledge on product (mean score 6.71), ninth rank obtained by working

capital is inadequate (mean score 6.65), tenth rank obtained by lack of market information and brainpower (mean score 6.36), eleventh rank obtained by variety of products necessity (mean score 6.30), twelfth rank obtained by competitors strategy (mean score 6.00), and thirtieth rank obtained by number of intermediaries (mean score 5.71).

#### **Branding Problems relating to marketing of edible oil**

Branding problems faced by the edible oil industry was analysed with the help of Kendall's W Test.

**Table 3: Branding Problems relating to marketing of edible oil**

<b>Branding Problems relating to marketing of edible oil</b>		
<b>Branding Problems</b>	<b>Mean score</b>	<b>Rank</b>
Technical knowledge on branding and related aspects are inadequate	5.13	<b>IX</b>
Lack of popular brand name is a major marketing issue	5.51	<b>VI</b>
Product face tough competition from other established brands	4.88	<b>X</b>
Brand is not easily identifiable from other brands	5.75	<b>III</b>
Customer can't easily differentiate our brand from others	5.44	<b>VII</b>
Customers cant often remember our brand name easily	5.66	<b>IV</b>
No special efforts are taken to popularize brand	5.57	<b>V</b>
Problem due to the absence of registered brand	5.27	<b>VIII</b>
Procedural difficulties related to registration of brand	5.88	<b>II</b>
Registration of brand is not done because it is not felt as necessity	5.92	<b>I</b>
<b>Test Statistics</b>		
N	287	
Kendall's W <sup>a</sup>	.018	
Chi-Square	45.830	
Df	9	
Asymp. Sig.	.000	
a. Kendall's Coefficient of Concordance		

It is clear that table 3 that, first rank obtained by registration of brand is not done because it is not felt as necessity (mean score 5.92), second rank obtained by procedural difficulties related to registration of brand

(mean score 5.88), third rank obtained by brand is not easily identifiable from other brands (mean score 5.75), fourth rank obtained by customers cant often remember our brand name easily (mean score 5.66), fifth rank

obtained by No special efforts are taken to popularize brand (mean score 5.57), sixth rank obtained by lack of popular brand name is a major marketing issue (mean score 5.51), seventh rank obtained by customer can't easily differentiate our brand from others (mean score 5.44), eighth rank obtained by Problem due to the absence of registered brand (mean score 5.27), ninth rank obtained by technical knowledge on branding and related aspects are

inadequate (mean score 5.13) and tenth rank obtained by product face tough competition from other established brands (mean score 4.88).

#### Chi Square Analysis

Researchers' framed different hypothesis for the tentative statement it was discussed in details is as follows:

**Table 4: Chi Square Analysis**

<i>Sl No</i>	<i>Null Hypothesis (H0)</i>	<i>Content</i>	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>	<i>Remarks</i>
1	There is no significance difference between Gender and Problems of Edible oil Industry	Pearson Chi-Square	106.966 <sup>a</sup>	19	.000	Null hypothesis rejected
		Likelihood Ratio	131.861	19	.000	
		Linear-by-Linear Association	6.276	1	.012	
		N of Valid Cases	287			
2	There is no significance difference between Age and Problems of Edible oil Industry	Pearson Chi-Square	210.627 <sup>a</sup>	57	.000	Null hypothesis rejected
		Likelihood Ratio	219.067	57	.000	
		Linear-by-Linear Association	1.238	1	.266	
		N of Valid Cases	287			
3	There is no significance difference between Educational status and Problems of Edible oil Industry	Pearson Chi-Square	317.526 <sup>a</sup>	76	.000	Null hypothesis rejected
		Likelihood Ratio	304.148	76	.000	
		Linear-by-Linear Association	3.083	1	.079	
		N of Valid Cases	287			
4	There is no significance difference between Types of retail for meet and Problems of Edible oil Industry	Pearson Chi-Square	300.523 <sup>a</sup>	57	.000	Null hypothesis rejected
		Likelihood Ratio	267.515	57	.000	
		Linear-by-Linear Association	2.371	1	.124	
		N of Valid Cases	287			
5	There is no significance difference between Gender and Branding Problems of Edible oil Industry	Pearson Chi-Square	77.932 <sup>a</sup>	15	.000	Null hypothesis rejected
		Likelihood Ratio	100.853	15	.000	
		Linear-by-Linear Association	.033	1	.857	
		N of Valid Cases	287			
6	There is no significance difference between Age and Branding Problems of Edible oil Industry	Pearson Chi-Square	136.690 <sup>a</sup>	45	.000	Null hypothesis rejected
		Likelihood Ratio	175.866	45	.000	
		Linear-by-Linear Association	.177	1	.674	
		N of Valid Cases	287			
7	There is no significance difference between Educational status and Branding Problems of Edible oil Industry	Pearson Chi-Square	228.270 <sup>a</sup>	60	.000	Null hypothesis rejected
		Likelihood Ratio	250.837	60	.000	
		Linear-by-Linear Association	3.387	1	.066	
		N of Valid Cases	287			
8	There is no significance difference between Types of retail for meet and Branding Problems of	Pearson Chi-Square	236.343 <sup>a</sup>	45	.000	Null hypothesis rejected
		Likelihood Ratio	244.602	45	.000	
		Linear-by-Linear Association	1.187	1	.276	
		N of Valid Cases	287			

	Edible oil Industry	N of Valid Cases	287			
9	There is no significance difference between Gender and Factors influencing pricing decision in market	Pearson Chi-Square	50.532 <sup>a</sup>	12	.000	Null hypothesis rejected
		Likelihood Ratio	63.533	12	.000	
		Linear-by-Linear Association	.003	1	.960	
		N of Valid Cases	287			
10	There is no significance difference between Age and Factors influencing pricing decision in market	Pearson Chi-Square	283.802 <sup>a</sup>	36	.000	Null hypothesis rejected
		Likelihood Ratio	294.207	36	.000	
		Linear-by-Linear Association	17.068	1	.000	
		N of Valid Cases	287			
11	There is no significance difference between Educational status and Factors influencing pricing decision in market	Pearson Chi-Square	270.856 <sup>a</sup>	48	.000	Null hypothesis rejected
		Likelihood Ratio	256.270	48	.000	
		Linear-by-Linear Association	1.700	1	.192	
		N of Valid Cases	287			
12	There is no significance difference between Types of retail for meet and Factors influencing pricing decision in market	Pearson Chi-Square	320.102 <sup>a</sup>	36	.000	Null hypothesis rejected
		Likelihood Ratio	272.743	36	.000	
		Linear-by-Linear Association	4.353	1	.037	
		N of Valid Cases	287			
13	There is no significance difference between Gender and Problems relating to marketing of edible oil	Pearson Chi-Square	181.631 <sup>a</sup>	43	.000	Null hypothesis rejected
		Likelihood Ratio	246.498	43	.000	
		Linear-by-Linear Association	18.329	1	.000	
		N of Valid Cases	287			
14	There is no significance difference between Age and Problems relating to marketing of edible oil	Pearson Chi-Square	511.010 <sup>a</sup>	129	.000	Null hypothesis rejected
		Likelihood Ratio	452.516	129	.000	
		Linear-by-Linear Association	.025	1	.875	
		N of Valid Cases	287			
15	There is no significance difference between Educational status and Problems relating to marketing of edible oil	Pearson Chi-Square	655.631 <sup>a</sup>	172	.000	Null hypothesis rejected
		Likelihood Ratio	565.582	172	.000	
		Linear-by-Linear Association	2.198	1	.138	
		N of Valid Cases	287			
16	There is no significance difference between Types of retail for meet and Problems relating to marketing of edible oil	Pearson Chi-Square	557.557 <sup>a</sup>	129	.000	Null hypothesis rejected
		Likelihood Ratio	470.866	129	.000	
		Linear-by-Linear Association	7.357	1	.007	
		N of Valid Cases	287			

Source: Primary & Calculated data

It is clear from Table 4. That the first null hypothesis was there is no significance difference between gender and problems of edible oil industry. Since the calculated value (106.966) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between gender and the problems of edible oil industry.

The second null hypothesis was there is no significance difference between age and

problems of edible oil industry. Since the calculator value (210.627) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between age and problems of edible oil industry.

The third null hypothesis was there is no significance difference between educational status and problems of edible oil industry. Since the calculated value (317.526) higher

than the table value. Hence the null hypothesis was rejected. So there is significance difference between educational status and problems of edible oil industry.

The fourth null hypothesis was there is no significance difference between types of retail for meet and problems of edible oil industry. Since the calculated value (300.523) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between types of retail for meet and problems of edible oil industry.

The fifth null hypothesis was there is no significance difference between gender and branding problems of edible oil industry. Since the calculated value (77.932) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between gender and branding problems of edible oil industry.

The sixth null hypothesis was there is no significance difference between age and branding problems of edible oil industry. Since the calculated value (136.690) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between age and branding problems of edible oil industry.

The seventh null hypothesis was there is no significance difference between educational status and branding problems of edible oil industry. Since the calculated value (228.270) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between educational status and branding problems of edible oil industry.

The eighth null hypothesis was there is no significance difference between types of retail format and branding problems of edible oil industry. Since the calculated value (236.343) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between types of retail format and branding problems of edible oil industry.

The ninth null hypothesis was there is no significance difference between gender and factors influencing pricing decision in market. Since the calculated value (50.532) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between gender and factors influencing pricing decision in market.

The tenth null hypothesis was there is no significance difference between age and factors influencing pricing decision in market. Since the calculated value (283.802) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between age and factors influencing pricing decision in market.

The eleventh null hypothesis was there is no significance difference between educational status and factors influencing pricing decision in market. Since the calculated value (270.856) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between educational status and factors influencing pricing decision in market.

The twelfth null hypothesis was there is no significance difference between types of retail for meet and factors influencing pricing decision in market. Since the calculated value (320.102) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between types of retail for meet and factors influencing pricing decision in market.

The thirteenth null hypothesis was there is no significance difference between gender and problems relating to marketing of edible oil. Since the calculated value (181.631) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between gender and problems relating to marketing of edible oil.

The fourteenth null hypothesis was there is no significance difference between age and problems relating to marketing of edible oil. Since the calculated value (511.010) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between age and problems relating to marketing of edible oil.

The fifteenth null hypothesis was there is no significance difference between educational status and problems relating to marketing of edible oil. Since the calculated value (655.631) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between educational status and problems relating to marketing of edible oil.

The sixteenth null hypothesis was there is no significance difference between types of retail for meet and problems relating to marketing of edible oil. Since the calculated



value (557.557) higher than the table value. Hence the null hypothesis was rejected. So there is significance difference between types of retail for meet and problems relating to marketing of edible oil.

### FINDINGS OF THE STUDY

- ✓ 156 respondents (54.4 percent) are male.
  - ✓ 121 respondents (42.2 percent) are lies in the age group of above 50 years
  - ✓ 100 respondents (34.8 percent) are qualified with up to school level
  - ✓ 94 respondents (32.8 percent) earned annual income between 1,00,000 to 1,50,000
  - ✓ 163 respondents (56.8 percent) are margin free market
  - ✓ First rank obtained by Conspiracy among dealers in minimizing the price (mean score 8.45)
  - ✓ First rank obtained by registration of brand is not done because it is not felt as necessity (mean score 5.92)
- Chi square analysis result
- ✓ There is significance difference between gender and problems of edible oil industry.
  - ✓ There is significance difference between age and problems of edible oil industry.
  - ✓ There is significance difference between educational status and problems of edible oil industry.
  - ✓ There is significance difference between types of retail format and problems of edible oil industry.
  - ✓ There is significance difference between gender and branding problems of edible oil industry.
  - ✓ There is significance difference between age and branding problems of edible oil industry.
  - ✓ There is significance difference between educational status and branding problems of edible oil industry.
  - ✓ There is significance difference between types of retail format and branding problems of edible oil industry.
  - ✓ There is significance difference between gender and factors influencing pricing decision in market.
  - ✓ There is significance difference between age and factors influencing pricing decision in market.
  - ✓ There is significance difference between educational status and factors influencing pricing decision in market.

- ✓ There is significance difference between types of retail format and factors influencing pricing decision in market.
- ✓ There is significance difference between gender and problems relating to marketing of edible oil.
- ✓ There is significance difference between age and problems relating to marketing of edible oil.
- ✓ There is significance difference between educational status and problems relating to marketing of edible oil.
- ✓ There is significance difference between types of retail format and problems relating to marketing of edible oil.

### SUGGESTION

Proper training for the retailers shall be arranged to improve the knowledge gap in the marketing sector. This means that their products need to be of high quality and suitable for local consumers as well as, small units cannot complete with large units due to their weak financial strength. Therefore, it is advisable to cluster small units to produce higher quality branded oils. Only then can they easily complete with the edible oil market giants. Now-a day, attractive package of products are crucial for customer acceptance of the product. Proper logistics management and the number of outlets in the marketing system shall be maintained by the retailers in order to enhance their profit to the maximum. The owners of small and large units should be appropriately trained so that they can continue to progress. They should understand that by increasing sales, they can profit. As a result; they are encouraged to use a variety of promotions and promotional strategies to increase sales. Finance, consumers, rivals, and intermediaries are the primary marketing concerns in the cooking oil business. Owners of large and small businesses should be aware of the possibility of these developing in their operations. Marketing problems in the market are permanent and unavoidable, but you can manage them by applying the principles of scientific management.

### CONCLUSION

Local oil producers need to form and strengthen associations to adequately address the challenges faced by local oil producers. Governments need to strengthen collaboration between local oil processing companies,

machinery manufacturers and agencies. Outside interventions must be planned and implemented in a way that does not conflict the set of objectives. If the goal is to help valued industries develop, the support measures that are devised and given must be effective. Some public and private sector players are unaware of existing laws and regulations and their ramifications; additional awareness-raising initiatives are needed to improve the business environment among stakeholders. And the government should introduce incentives for input supply, credit mechanism and contract farming to support development of edible oil value chain

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