

FACTORS INFLUENCE TO PURCHASE BRANDED EDIBLE OIL AMONG RURAL WOMEN IN TUTICORIN DISTRICT

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ABSTRACT

The main aim of the study is to know the factors influence the rural women to purchase branded edible oil and the product factors influencing perception towards edible oil in Tuticorin district. Descriptive research method has been used in this study. The survey research method used. Rural women were asked a variety of questions. This study is based on both primary and secondary data. Secondary data was collected from research articles, journals, magazines, government surveys and reports (Both Central and State), Planning Commission reports etc. Primary data was collected through well structured interview schedule from rural women who are used edible oil in Tuticorin district. For the present study, the respondents were chosen to participate in the study based on the judgment of the researcher as to whom the researcher found fit to answer the questions and based on the accessibility of the respondent to the researcher. 200 sample respondents were selected for the study by using judgement sampling method. It is found that the main product factors influencing perception towards edible oil among rural women who are in the age group of below 30 years are suitability of all ages and price. It is observed that the main product factors influencing perception towards edible oil among rural women who are in the age group of 31 to 40 years are health benefits and suitability of all ages.

KEY WORDS: Branded edible oil, Perception, Factors and Health Benefits

INTRODUCTION

The demand for cooking oil is growing rapidly across the world most particularly in India as a result of increase in human inhabitants and improved standard of living. Particularly in recent times where the government seeks to encourage the support of made-in-Indian goods against the refined cooking oil brands, which impedes the understanding of this countrywide purpose. Cooking oil is one of the most important components of food and a major source of energy for human survival. It also contains saturated fats which

when consumed in excess can result in developing coronary diseases. Most Indian households use cooking oils in grounding of their day-to-day meals.

STATEMENT OF THE PROBLEM

Edible oil is one of the important consumer items. Consumers use it in the preparation of food items every day. It enhances the quality of food items. At most, all the people in the world use edible oil in their cooking. The above statement underlines the importance of edible oil. Different families prefer different varieties of edible oil to cook their food items. Edible oil has fat protein, vitamins and minerals. These are a good source of growth and energy. For those who are pure vegetarian, edible oil becomes the primary source of fat and proteins. It is found that a particular variety is more popular in certain geographical area. One reason for this can be that that variety of edible oil seed is grown in that particular region. Factors like culture, liking, taste, essence and health also dictate the purchase of cooking oil across the globe.

OBJECTIVES OF THE STUDY

The study was conducted with the following objectives.

1. To know the factors influence the rural women to purchase branded edible oil in Tuticorin district.
2. To study the product factors influencing perception towards edible oil in Tuticorin district.

HYPOTHESIS

The following hypotheses were framed for the study.

- There is no significant difference in factors influence to purchase branded edible oil among different socio economic status of rural women.
- There is no significant difference in product factors influencing perception among different socio economic status of rural women.

METHODOLOGY

Descriptive research method has been used in this study. The survey research method used. Rural women were asked a variety of questions. This study is based on both primary and secondary data. Secondary data was collected from research articles, journals, magazines, government surveys and reports (Both Central and State), Planning Commission reports etc. Primary data was collected through well structured interview schedule from rural women who are used edible oil in Tuticorin district. For the present study, the respondents were chosen to participate in the study based on the judgment of the

researcher as to whom the researcher found fit to answer the questions and based on the accessibility of the respondent to the researcher. 200 sample respondents were selected for the study by using judgement sampling method.

ANALYSIS AND INTERPRETATION

Relationship between Product factors influencing perception towards edible oil and age group of rural women

In order to find out the significant relationship between product factors influencing perception towards edible oil and age group of rural women, 'ANOVA' test is attempted with the null hypothesis as, "There is no significant relationship between product factors influencing perception towards edible oil and age group of rural women in Tuticorin district". The result is presented in Table 1.

Table 1

Relationship between Product factors influencing perception towards edible oil and Age group of rural 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	4.611*
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 main product factors influencing perception towards edible oil among rural 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 main product factors influencing perception towards edible oil among rural 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 main product factors influencing perception towards edible oil among rural 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 main product factors influencing perception towards edible oil among rural 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 main product factors influencing perception towards edible oil among rural 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 relationship between age group of rural women and product factors influencing perception towards edible oil were identified in the case of the variables 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 relevant "F" statistics were significant at 5 per cent level.

Relationship between Product factors influencing perception towards edible oil and Marital status of rural women

In order to find out the significant relationship between product factors influencing perception towards edible oil among different marital status of rural women, 't' test is attempted with the null hypothesis as, "There is no significant relationship between product factors influencing perception towards edible oil and marital status of rural women in Tuticorin district". The result is presented in Table 2.

Table 2

Relationship between Product factors influencing perception towards edible oil and Marital status of rural women

Sl. No	Factors	Marital Status		T-Statistics
		Married	Unmarried	
1.	Quality feature	3.7311	3.8489	1.389
2.	Health benefits	4.3161	4.2000	1.691
3.	Price	4.0832	4.0316	0.394
4.	Tasty food preparation	3.5725	3.5579	1.088
4.	Less expensive	3.9536	4.1263	1.553
6.	Cardiac health	3.9188	4.3211	2.929*
7.	Reduced fat content	4.0658	4.0105	1.449
8.	Nutrition content	3.6770	4.0211	2.503*
9.	Smell of oil	3.8994	3.8642	1.110
10.	Storage stability	3.9226	4.0105	1.687
11.	Suitability of all ages	4.2089	4.2632	1.443
12.	Advertisement & media coverage	3.9381	4.0000	1.519
13.	Celebrity endorsement	4.0290	4.0947	1.522
14.	Availability at all places	4.0928	4.1158	1.188
14.	Recommendation of retailers/sellers	4.0708	4.2263	1.467
16.	Attractive packing	4.0754	4.0632	1.103
17.	Multi-purpose	3.9323	4.0439	1.015

Source: Computed data

*-Significant at five per cent level

It is clear from table 2 that the main product factors influencing perception towards edible oil among married rural women are health benefits and suitability of all ages as the mean scores are 4.3161 and 4.2089 respectively. It is found that the main product factors

influencing perception towards edible oil among unmarried rural women are cardiac health and suitability of all ages as the mean scores are 4.3211 and 4.2632 relevantly. A significant relationship between marital status of rural women and product factors influencing perception towards edible oil were identified in the case of the variables such as cardiac health and nutrition content, since the relevant “T” statistics were significant at 5 per cent level.

Relationship between Product factors influencing perception towards edible oil and Educational qualification of rural women

In order to find out the significant relationship between product factors influencing perception towards edible oil and educational qualification of rural women, ‘ANOVA’ test is attempted with the null hypothesis as, “There is no significant relationship between product factors influencing perception towards edible oil and educational qualification of rural women in Tuticorin district”. The result of ‘ANOVA’ test for significant relationship between product factors influencing perception towards edible oil and educational qualification of rural women is presented in Table 3.

Table 3

Relationship between Product factors influencing perception towards edible oil and educational qualification of rural 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	4.743*
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	4.114*
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 main product factors influencing perception towards edible oil among rural women who are illiterates are suitability of all ages and reduced fat content as the mean scores are 4.3030 and 4.0649 relevantly. It is found that the main product factors influencing perception towards edible oil among rural women who are upto HSC qualification are suitability of all ages and attractive packing as the mean scores are 4.3878 and 4.3265 relevantly. Table further reveals that the main product factors influencing perception towards edible oil among rural women who are graduates are attractive packing and availability at all places as the mean scores are 4.2438 and 4.2397 relevantly. It is further found that the main product factors influencing perception towards edible oil among rural women who are post graduates are health benefits and less expensive as the mean scores are 4.2297 and 4.0405 relevantly. Table further indicates that the main product factors influencing perception towards edible oil among rural women who are diploma qualification are price and health benefits as the mean scores are 4.5000 and 4.4375 relevantly. A significant relationship between educational qualification of rural women and product factors influencing perception towards edible oil are identified in the case of the variables 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 relevant “F” statistics were significant at 5 per cent level.

Table4
Factors influencing to choose edible oil – Ranking Analysis

Sl. No	Factors	Total Score	Average Score	Rank
1.	Good quality	39050	62.48	I
2.	Less fat	32325	51.72	VI
3.	Health	35888	57.42	III
4.	Free gifts	25506	40.81	VIII
4.	Effective package	34675	55.48	IV
6.	Agmark product	27675	44.28	VII
7.	Price	38044	60.87	II
8.	Discount	34175	54.68	V

Source: Primary data

It is clear from the Table 4 that majority of the respondents had given the first rank for good quality. The table exhibits that the respondents had given second rank for price. The table further shows that the respondents had given the third rank for health. It is further clear from the table that the respondents had given the last rank for free gifts.

Relationship between Product factors influencing perception towards edible oil and Type of family of rural women

In order to find out the significant relationship between product factors influencing perception towards edible oil and type of family of rural women, ‘t’ test is attempted with the null hypothesis as, “**There is no significant relationship between product factors influencing perception towards edible oil and type of family of rural women in Tuticorin district**”. The result of ‘t’ test for significant relationship between product factors influencing perception towards edible oil and type of family of rural women is presented in Table 5.

Table5

**Relationship between Product factors influencing perception towards edible oil and
Type of family of rural women**

Sl. No	Product factors influencing perception	Type of Family		T-Statistics
		Joint family	Nuclear family	
1.	Quality feature	3.7181	3.7506	1.354
2.	Health benefits	4.2837	4.0558	2.192*
3.	Price	3.8396	4.0961	2.575*
4.	Tasty food preparation	3.4507	3.5818	1.249
4.	Less expensive	3.8383	4.1952	2.801*
6.	Cardiac health	4.0396	3.9221	1.204
7.	Reduced fat content	4.0837	3.9416	1.457
8.	Nutrition content	3.8445	3.6221	1.216
9.	Smell of oil	3.9551	3.8005	1.130
10.	Storage stability	3.8163	3.9481	1.331
11.	Suitability of all ages	4.1070	4.2634	1.178
12.	Advertisement & media coverage	3.7678	3.9948	1.422
13.	Celebrity endorsement	3.8044	4.1597	2.587*
14.	Availability at all places	3.8925	4.0987	1.468
14.	Recommendation of retailers/sellers	4.0952	4.1701	1.281
16.	Attractive packing	3.8101	4.0519	2.151*
17.	Multi-purpose	4.0176	3.9143	1.069

Source: Computed data

*-Significant at five per cent level

It is clear from table5 that the main product factors influencing perception towards edible oil among rural women belong to joint family are health benefits and suitability of all ages as the mean scores are 4.2837 and 4.1070 respectively. It is found that the main product factors influencing perception towards edible oil among rural women belong to nuclear family are suitability of all ages and less expensive as the mean scores are 4.2634 and 4.1952 respectively. A significant relationship between type of family of rural women and product factors influencing perception towards edible oil are identified in the case of

the variables such as health benefits, price, less expensive, celebrity endorsement and attractive packing, since the relevant “T” statistics were significant at 5 per cent level.

SUGGESTIONS

- It is suggested that consumers have to check all the standards while making their purchase. Such as “Agmark”, and other quality and quantity standards prescribed by the concerned agencies.
- The consumers club should create awareness among the consumers on quality of oil products. They can give testing procedure to test the quality of oil products. Consumers can make use of these tests to know the quality of oil.
- Edible oil manufacturer can add some useful minerals with the ingredients. It should be done to enhance the quality of oil on one side and it should be health on other side. It leads to improve nourishment in the blood.

CONCLUSION

Many varieties of edible oil are used in cooking by the consumers (housewives). Many factors are involved in the selection process of the branded cooking oil. A detailed attempt has been made to relate these factors towards consumer perception of edible oil. It is noticed that the majority of the consumers though they are educated and living in rural areas but still majority of them are unaware of the expiry date of oil pack or asking the trader to give the receipt for their purchases. This indeed gives more scope for the trader to deceive the customers. To conclude, the awareness among the rural women about the consumer rights, existence of consumer forums, etc., is very low.

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