

## Shoppers' Comportment of Consumers on Cooking Oil – An Eloquent Investigation

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### Abstract

An individual buying behavior is influenced by motivation, perception, learning, beliefs and attitude. These factors affect consumer at a psychological level and determine her overall buying behavior. Maslow's hierarchy, Herzberg Theory and Freud Theory try to explain people different motivational level in undertaking a buying decision. Perception is what consumer understands about a product through their senses. Marketers have to pay attention to consumer's perception about a brand rather than true offering of the product. Learning comes from experience; consumer may respond to stimuli and purchase a product. A favorable purchase will generate positive experience resulting in pleasant learning. Belief is the pre-conceived notion a consumer has towards a brand. It is kind of influence a brand exerts on consumer. For example, there is a strong belief product coming through German engineering are quality products. Companies may take advantage of this belief and route their production through Germany.

### Introduction

Consumer buying behavior can be defined as the way in which buyers of goods and services tend to react or behave when purchasing products that they like. Buyers tend to exhibit different types of buying behavior when they are in the process of purchasing goods and services and the behaviors witnessed are influenced by the type of product he or she wants to buy. Consumer buying behavior involves a long process where the buyer has to identify the product, study well its features, the pros and the cons and lastly deciding on whether to purchase it or not.

Buying behavior of an individual is a vast subject and it has no limit because the buying behavior is not the same for every individual. The core function of the marketing department is to understand and satisfy consumer need, wants and desire. **Consumer behavior captures all the aspect of purchase, utility and disposal of products and services.** In groups and organization are considered within the framework of consumer. Failing to understand consumer behavior is the recipe for disaster as some companies have found it the hard way.

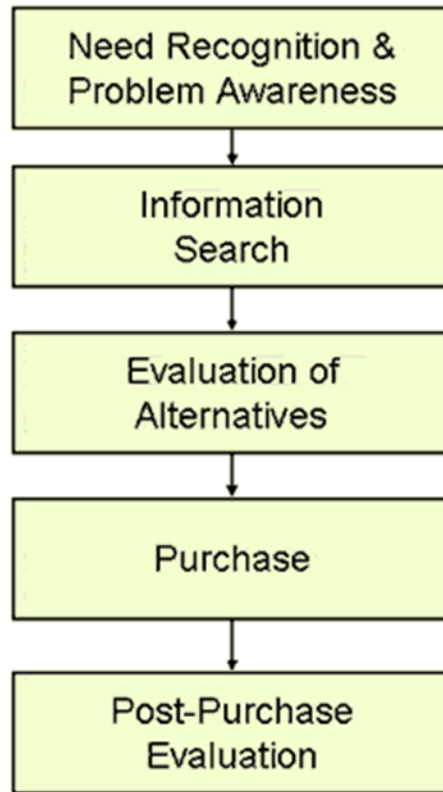
### Objectives of the Study

- To study about the awareness and usage of cooking oil among consumers
- To find out the determinants of buying behavior of cooking oil by customers
- To analyze the satisfaction level of consumers using local brand cooking oil

### Research Design

For this study, a structured questionnaire is prepared and data collected from 100 respondents, and the data is analyzed through scientific tools like percentage method, correlation and weighted average method. This study is of descriptive one.

**Steps in buying behavior process**



For this study while analyzing the buying behavior of consumers the respondents immediately taking the buying decision, moreover they are least bothered about the brand they purchase. They take the decision without analyzing the brand and its features, because this product is a ready to use and it satisfies the demand of the ultimate consumers directly.

The four types of consumer buying behavior are:

Routine Response/Programmed Behavior--buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.

Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.

Impulse buying, no conscious planning.

The purchase of the same product does not always elicit the same Buying Behavior. Product can shift from one category to the next. For example: Going out for dinner for one person may be extensive decision making (for someone that does not go out often at all), but limited decision making for someone else. The reason for the dinner, whether it is an anniversary celebration, or a meal with a couple of friends will also determine the extent of the decision-making.

Consumer behavior in the rural market is even more perplexing than in urban market because of several factors like influence of culture, geographic location, lifestyle, joint family system, the way the consumer uses the products, places of purchase, involvement of others in the purchase etc. The Chairman of Hindustan Unilever Ltd also corroborates 'The survey shows that rural consumers tend to be more subject to local religious, cultural and social pressures and there are regional variations in taste and habits'.

About 70% of India's population lives in rural areas. There are more than 600,000 villages in the country as against about 300 cities and 4600 towns. Consumers in this huge segment have displayed vast differences in their purchase decisions and the product use. Villagers react differently to different products, colors, sizes, etc. in different parts of India.

### **Hypothesis used for this study.**

H1 – There is no association between the Educational qualification and the deciding factors to be considered for purchasing cooking oil.

H2 - There is no significant relationship between the type of customers and the number of years of using local brand oil.

### **Need for the study**

One time I went to a departmental store where they arranged one person to tell about the pros and cons of cooking oil. He suggested usage of one brand oil continuously leads to settle down cholesterol in the body. And also I studied an article in *Aval Vikatan* states the same thing. Then I went to my friend's petty shop there she sold variety of cooking oils to variety of people within one hour. That gave me a spark to research this article.

Despite what doctors have said for decades—that fat clogs arteries, causes heart attacks, and, well, makes us fat—the “low-fat” mantra is quieting down. “Some fat is actually good for you,” says Alice H. Lichtenstein, director of the cardiovascular nutrition laboratory at a University. To get the most from fats, you need to go beyond olive oil. Open your cupboard to new flavors, cooking temperatures—and health benefits—by diversifying your oils. See our picks for the most and least healthy oils for cooking, after the jump.

### **Review of Literature**

Kim, Park, Jung, Lim and Kim focused to develop a novel cooking method for fried meat products, to improve their nutritional value, and to provide superior taste and texture. The total Trans Fatty Acids (TFA) contents were significantly lower in the AROF samples compared to the DFF samples. Moreover, the sensory evaluation results showed that the crispy texture of the Alternate Roasting with its Own Fat (AROF) samples was not significantly different from that of the DFF (Deep-Fat Frying); the AROF samples had higher scores for the characteristic fried flavor and for overall acceptability. This study shows the potential value of products prepared by AROF, which can successfully replace DFF methods used for chicken and other neat products and improve their nutritional value.

Fritsch, Hofland and Vickers conducted a study where the quality of the stored samples was monitored by an expert sensory panel, peroxide, hexanal, free fatty acids and moisture determinations. The shelf life for roasted sunflower kernels was greater than 12 months when stored in nitrogen flushed pouches and as low as 8 wks when exposed to air at 38°C. The shelf life of raw sunflower kernels was greater than 12 months in packages providing some moisture but no oxygen protection.

Gaur and Vaheed (2002) observed that, consumers buying behavior normally should include the less observable decision process that accompany consumption including where, how often and under what conditions consumers make their purchase of desired goods and services.

Vikas Saraf (2003) in his study opined that, brands are successful because the people prefer them to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgment. Customers can rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behavior.

**RESULTS AND DISCUSSION**

PROFILE	CHARACTERISTICS	FREQUENCY	PERCENTAGE
GENDER	FEMALES	93	93%
	MALES	7	07%
AGE	Less than 20 years	3	03%
	21 – 30 years	20	20%
	31 – 40 years	42	42%
	41 – 50 years	27	27%
	51 years and above	8	08%
EDUCATIONAL QUALIFICATION	School Education	23	23%
	Diploma	2	02%
	Under graduates	35	35%
	Post Graduates	17	17%
	Uneducated	23	23%
MONTHLY INCOME	Less than Rs. 5000	14	14%
	Rs. 5000 to Rs. 9999	28	28%
	Rs. 10000 – Rs. 19999	39	39%
	Rs. 20000 and above	19	19%
BUYING REGULARITY	Weekly	28	28%
	Monthly	52	52%
	Need arises	20	20%

BRAND PREFERENCE	Gold winner	30	30%
	Mantra	18	18%
	Fortune	22	22%
	SVS	26	26%
	Sunflower Oil	24	24%
FACTORS CONSIDER FOR BUYING	Price	22	22%
	Quality	42	42%
	Purity and availability	18	18%
	Package	10	10%
	Others (smell, color)	8	8%
DECISION MAKER OF PURCHASE	Myself	93	93%
	Family Head	5	05%
	Friends and others	2	02%
USAGE OF OIL PER MONTH	Less than 2 liters	37	37%
	2 – 5 liters	45	45%
	More than 2 liters	18	18%
AREA WHERE PURCHASES MADE	Departmental stores	68	68%
	Nearby shops	24	24%
	Agents	8	8%
YEARS OF PURCHASE	Less than 2 years	38	38%
	2 – 10 years	55	55%
	10 years and above	7	7%

**Source:** Primary Data

The above table shows the respondents segmentation taken for the study and the variables taken for the study analysis. The study is confined to majority of the female members because they are the ultimate consumers to use the product directly in the house. The analysis further opined that the brand Gold winner is known to majority of the respondents and the prime factor they take into consideration for purchases decision are quality followed by price and other factors. Majority of the respondents use less the 5 liters of oil for their consumption. And this analysis proved that around 55% of the respondents purchase a brand of oil for around 2 to 10 years.

**Correlations**

	q1	q2
Pearson Correlation	1	.864**
q1 Sig. (2-tailed)		.000
N	100	100
Pearson Correlation	.864**	1
q2 Sig. (2-tailed)	.000	
N	100	100

Correlation is significant at the 0.01 level (2-tailed).

**Interpretation:**

Correlation value shall always lie between +1 and -1. When  $r = 1$ , it shows there is perfect correlation between variables. When  $r = 0$ , there is no correlation.

Here the value lies between 0 to +1 therefore it is interpreted that it has positive correlation.

The result states that there is a positive correlation between the two variables between the number of years of purchase and the attitude of the customer.

From the analysis made it is inferred that there is a degree of positive correlation between the two variables x and y. It shows that the relationship between what type of customer the respondent are and the number of years they are using real gold oil is positively correlated.

Rank	Weight W	X1	WX1	X2	WX2	X3	WX3	X4	WX4	X5	WX5
1	5	0	0	1	5	0	0	22	110	0	0
2	4	70	280	11	44	72	288	53	212	29	116
3	3	10	30	68	204	8	24	5	15	36	108
4	2	0	0	0	0	0	0	0	0	15	30
5	1	0	0	0	0	0	0	0	0	0	0
<b>Total</b>			<b>310</b>		<b>253</b>		<b>312</b>		<b>337</b>		<b>254</b>
			<b>3.10</b>		<b>2.53</b>		<b>3.12</b>		<b>3.37</b>		<b>2.54</b>
<b>Rank</b>			<b>3</b>		<b>5</b>		<b>2</b>		<b>1</b>		<b>4</b>

**Source:** Primary Data

**Ranks and its Value of Factors**

From the weighted average analysis respondents opined that quality stands first with the highest value of 3.37, followed by price, purity, availability and other features like package, color etc.

**Analysis Showing the Relationship between the Educational Qualification and the Deciding Factors to be Considered for Purchasing Cooking Oil**

Sl. No	Educational Qualification	Factors considered for making purchases decision						Total
		Base	Price	Quality	Purity	Package	Others	
			22(22%)	42(42%)	18(18%)	10(10%)	8(08%)	100
1	School Education	23(23%)	8	15	0	0	0	23
2	Diploma	2(02%)	2	0	0	0	0	2
3	Under graduates	35(35%)	05	20	10	0	0	35
4	Post Graduates	17(17%)	3	7	6	0	1	17
5	Uneducated	23(23%)	4	0	2	10	7	23
	Total	100	22	42	18	10	8	100

The above cross tabulation analyses the relationship between educational qualification and the factors to be considered for purchases. It is evident that respondents having whatever be their qualification they take the purchases decision based on their priority. If they are educated or not their priority for purchases is either the price or the quality. Hence, it is proved that there is no relationship between the educational qualification and the factors to be considered for purchases.

**Conclusion**

The markets are customer focused in these days to understand the consumers, are not easy jobs as his behavior is distinctive and unpredictable. This has made the firms to step into the shoes of the customers and understands from his point of selection and purchase of products and services. Marketers need to identify the end users of product and services. They should frame marketing plans than considering the wholesalers and retailers who actually are the intermediaries in the process of purchase. Therefore, marketers should consider the consumers and then develop their plans of action. Here lies the essence of marketing. The consumer is the king and all actions should start with his view in mind. Market structure in India is dichotomous having rural and urban markets. To satisfy the rural consumer and their needs 4 A's are must and these are Awareness, Availability, Affordability and Accessibility. Rural consumers are price sensitive and the family size in rural areas are quite large, and when coming for cooking oil buying decisions of the female member of the family are the decision makers, So it is clear the decision in buying cooking oil is taken by women in the family and they are the customers here. These consumers should be made well aware of the product through advertisements also efforts should be made to strengthen the distribution network, as availability is key parameter for the rural consumer to be loyal. In mature markets, it has been proven that product packaging and brand experience influence customer purchase behavior; however, the influence of product packaging and customer's brand experience in low-income markets has not been proven thus far. Hence, packaging and brand experience is not given much importance in low-income markets.

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