ANALYSIS OF CONSUMER BUYING BEHAVIOUR &SATISFACTION TOWARDS FORTIFIED EDIBLE OILS IN LUCKNOW

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Abstract

The paper is an attempt to study the consumer behavior towards fortified edible oils in Lucknow. Consumer preferences and choices will be studied towards consumption of edible oils in Lucknow. Consumer behavior will involve all the stages like Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post Purchase Behaviour. We have tried to analyze the consumer preferences towards attributes such as Health consciousness, ingredients. The brands taken into consideration are Saffola, Borges and Patanjali.It is a perfect attempt to understand the descriptive research we incorporated.

Keywords : Consumer Behaviour, Fortified Edible Oil

[1]INTRODUCTION

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.. Consequently, there was a significant increase in oilseeds area, production, and yields until the late-1990s. Awareness, knowledge & exposure among consumer towards edible oil are also increasing, because of the level of education, urbanization and also the vast development in communication facilities. Packaging has become appropriate selling proposition now days, although edible oil industry is very competitive and consumers are numerously price conscious but still packaging make an impact on the consumer buying behaviour.

[2]REVIEW OF LITERATURE

Dr.J.H.Vyas, Imran N.Siddiqu „Jay K.Dewangan (2019) study suggests that when the consumer purchase cooking oil higher importance is given to safety aspects, and the brand image of the cooking oil than the sales promotional schemes offered by the companies. Cooking oil marketers could take maximum efforts in designing the advertisements in such a way that the advertisements provide reliable and maximum information about the nutrition and health aspects, price of the oil.

Dhinesh babu & Venkateshwaran (2018) stated that the owners of the edible oil units should be trained to get more marketing knowledge to market their products. They should think global and act local. It implies that their product should be highly qualitative and also suitable to the local consumers. The attractive packaging plays an important role in the marketing of edible oils. All types of manufacturers should realize this fact and try to sell their products in attractive packets. It is not only attractive but also is reachable to all customers' segments.

R Prerna (2018) in their study says that Quality is always important for any production. But it is more important in case of edible oil for reason that it is more related to health. Consumers analyze the price, quality, packaging aspects etc. before they buy the product and hence, it is up to the different brands of sunflower and groundnut oil manufacturers to concentrate on those aspects and workout better strategy to attract more consumers for their brands.

Syed Akif Hasan and Muhammad Zeeshan Khan (2017) stated that packaging characteristics influences the consumer brand preference in edible oil. whereas packaging characteristics has eight different dimensions i.e. various sizes of Package, different shapes Package, safety, shelf life, convenience of storage, convenience of use, extra use of package and package attractiveness. Study is also helpful to conclude the factors which are responsible for the increment of market share in edible oil industry by changing or modifying the packaging of product in competitive market.

Butz and Goodstein, (2018) found that demographic variables are the most popular bases for segments the customer groups, One reason is that consumer needs, wants, preferences and usage rates are often highly associated with demographic variables.

N. Rajaveni & Dr. M. Ramasamy (2018) study suggests that strongly packaged brand should offer protection and carve out for a point of difference that can protect the brand against competitor activity through trade marking. It is also important to remember that the world is full of cultural and linguistic difference. What works in one market doesn't always work in another. The bottom line for business is that packaging design will almost always have an effect on a company's profit and loss.

[3]THE RESEARCH STUDY

OBJECTIVES OF THE STUDY

- ➢ To identify the awareness of consumers towards packaged fortified edible brands.
- ➢ To study brand preference of packaged fortified edible oil in the market.by Customer Care to address such serious concern.
- ➢ To determine the factors influencing purchase of fortified edible oil.
- ➢ To determine level of satisfaction towards consumption of edible oil.

HYPOTHESIS

H0:There is no significant relationship between price and purchase of fortified edible oil.

H1: There is significant relationship between price and purchase of fortified edible oil.

[4]RESEARCH METHODOLOGY

Here, researcher's presented the methodology which was adopted for answering the research questions which we have formulated and presented.We'll enlighten the way that how we collected the data concerning our research. We will also describe the frame work which we followed during our research and analysis. For the proper analysis of data simple statistical techniques such as percentage, SPSS analysis of Mean, Median, Standard Deviation and Skewness were used. It helps in making more generalization from the data available. The data which will be collected from a sample of population was assumed to be representing entire population was interest. Classification of data is based on demographic factors like Age, Sex etc.

[5]SAMPLE SUMMARY

Area:	Lucknow
Size:	50 Respondents
Technique:	Purposive Sampling
Selection:	The respondents were selected at purposive and were approached mostly in retail stores to give their opinion for purchase of fortified oil.

[6]COLLECTION OF DATA

The data is collected from the people in the form of questionnaire and the sample size is 50 respondents. Because it is a pilot study and due to time constraint the sample size is small.We choose customers at retail outlets to give their opinions. For conducting a research, two types of data is used which are Primary and secondary data. We used a combination of primary and secondary data for our research area.

[7]LIMITATION OF THE STUDY

Every study has some limitations; similarly this study has also the following limitation. The limitations for this study are discussed below:

- ➢ The study is based only on geographic area of Lucknow, which is very small for this type of study and the sample size for this study is 50, which is too small for the study like this.
- ➢ Shortage of important aspect such as time, financial problem, and complete size prevented research from detailed study, while in the main cause of limitation of report.

[8] DATA ANALYSIS AND INTERPRETATION

SPSS Analysis of Impact of price on increased purchased behaviour

Table 1

Statistics

Is price significant in resulting significant purchases?

N	Valid	50
	Missing	0
Mean		3.6400
Median		4.0000
Mode		5.00
Std. Deviation		1.17387
Skewness		-.273
Std. Error of Skewness		.337
Kurtosis		-1.118
Std. Error of Kurtosis		.662

Table 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	disagree	9	18.0	18.0	20.0
	Neutral	13	26.0	26.0	46.0
	Agree	11	22.0	22.0	68.0
	strongly agree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Analysis:

In the sample size of 50 respondents. The Mean and Median Values are 3.64 and 4.00 respectively which show that considerable number of respondents agree that Customer Care is contributing to Customer Satisfaction. Even the Kurtosis Value of -1.118 suggests that majority of the respondents agree Price has significant impact on Purchase Intentions.

Reliability Test through Cronbach Alpha

RELIABILITY
  /VARIABLES=Health Consciousness,Ingredients
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

Scale: ALL VARIABLES

Table 3:-Case Processing Summary

		N	%
	Valid	49	100.0
Cases	Excluded[a]	0	.0
	Total	49	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4: Reliability Statistics

Cronbach's Alpha	N of Items
.836	3

Analysis:

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group.   It is considered to be a measure of scale reliability. A "high" value for alpha

does not imply that the measure is unidimensional. If, in addition to measuring internal consistency, you wish to provide evidence that the scale in question is unidimensional, additional analyses can be performed. Exploratory factor analysis is one method of checking dimensionality. Technically speaking, Cronbach's alpha is not a statistical test – it is a coefficient of reliability (or consistency). The value of Cronbach alpha is 0.836 considering variables as Health Consciousness ,Ingredients which indicates measure of internal consistency.

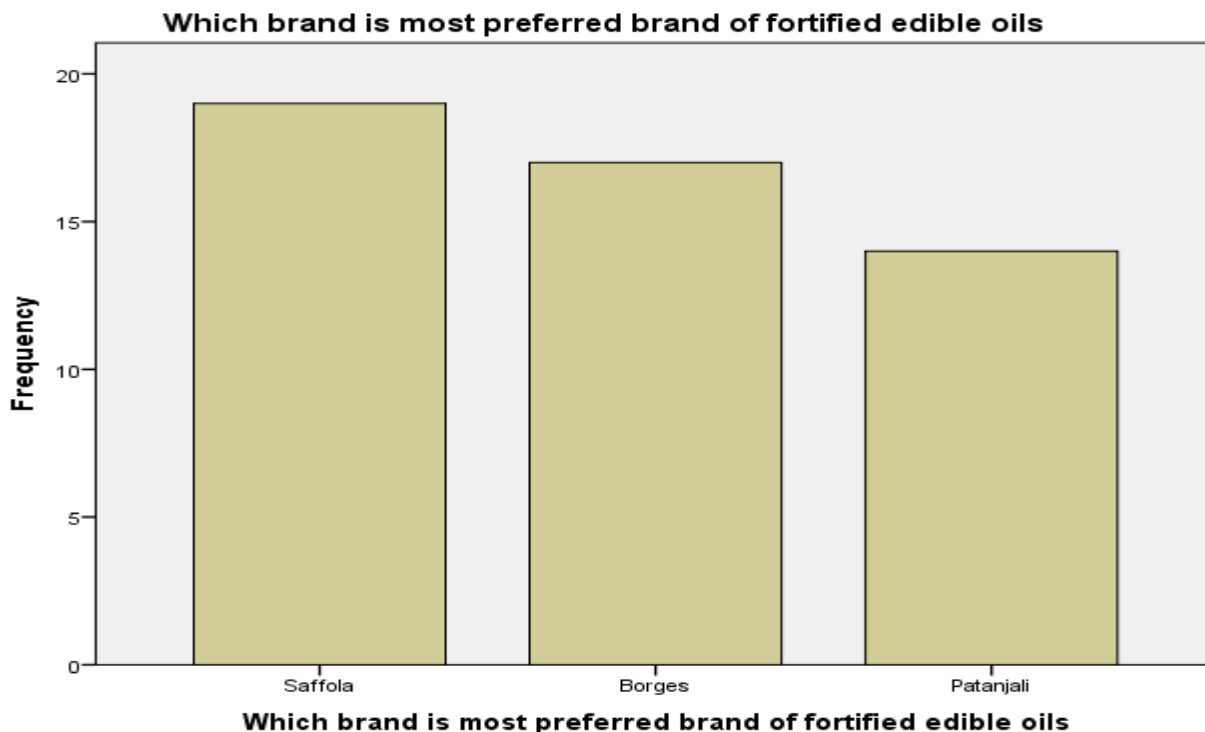**Which brand is most preferred for fortified edible oils?**

Statistics

Which brand is most preferred
brand of fortified edible oils

N	Valid	50
	Missing	0

Which brand is most preferred brand of fortified edible oils

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Saffola	19	38.0	38.0	38.0
	Borges	17	34.0	34.0	72.0
	Patanjali	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

[9] INTERPRETATION

Above data analysis shows that most of the consumers preferred Saffola , after that the preference was from Borges and the third preference was for Patanjali. The frequency value denote the choice of preferences.

[10]SATISFACTION TOWARDS SAFFOLA

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Satisfaction of towards Saffola	50	1.00	5.00	4.0200	1.13371	-1.354	.337
Valid N (listwise)	50						

Satisfaction of towards Saffola

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very dissatisfied	3	6.0	6.0	6.0
	dissatisfied	3	6.0	6.0	12.0
	neutral	4	8.0	8.0	20.0
	satisfied	20	40.0	40.0	60.0
	very satisfied	20	40.0	40.0	100.0
	Total	50	100.0	100.0	

Findings

1)The likert scale mean value 4.02 clearly indicates the satisfaction level in Lucknow.

2)Consumers are highly attracted by Price ,Quality and Packaging.

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