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Ascertaining the factors influencing consumers to purchase branded edible oils in Chhattisgarh

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Abstract

This study explores the factors influencing consumers to purchase the various branded edible oils. It aims to provide insights into the consumers' attitudes and behaviours related to edible oil purchases based on consumer behaviour. To achieve this, a comprehensive survey was conducted among a sample size of 150 consumers. The findings revealed several key insights. Firstly, most respondents were males belonging to the 25 to 50 age group, married, and with a family size of 3 to 6 members. Additionally, the majority of consumers were students and labourers, with a preference for soybean crop oil and the Fortune brand. The study identified various factors influencing consumers' decision-making process, including price, taste, quality, availability, health benefits, recommendations from family and friends, retailer and doctor advice, occupation, income, education, and family size. Notably, price emerged as the primary factor which influences consumers' to purchase the branded edible oils, followed by taste. Overall, this study provides valuable insights into factors influencing decision-making, regarding branded edible oils. The findings offer practical recommendations for oil brands to enhance their marketing strategies and cater to consumer needs effectively.

Keywords: Influencing consumers, branded edible oils, Chhattisgarh

Introduction

Edible oil (Also known as Cooking oil) is an essential commodity consumed by households on a daily basis and are fats that are liquid at room temperature. Fats are the major source of energy. Fats help to absorb some vitamins and minerals. Good fats include mono-unsaturated fatty acids and polyunsaturated fatty acids. Bad fats include industrial-made trans fats and saturated fats fall somewhere in the middle. Edible oil has a significant importance in the global level. Oilseed crops are the second most important commodity contributing significantly to the agricultural economy. During the 1990s, self-sufficiency in oilseeds was attained through the yellow revolution with the establishment of a technology mission on oilseeds in 1986. The world area of oilseeds increased from 197 m ha in 2010 to 230 m ha in 2019, with a total production of 521 mt. The world average yield ranged from 2071 to 2264 kg/ha.

Oilseeds and edible oils are two of the most sensitive essential commodities. India is the fourth largest producer of oilseeds in the world. It has 20.8% of the total area under cultivation globally, accounting for 10% of global production and this sector occupies an important position in the agricultural economy, accounting for the estimated production of 36.56 million tons of nine cultivated oilseeds during the year 2020-21. Data Bridge Market Research analyses that the edible oils market is expected to reach USD 190.88 billion by 2030, which is USD 102.37 billion in 2022, registering a CAGR of 8.10% during the forecast period of 2023 to 2030. In India, the production of oilseeds has been growing for the last five years. In 2020-21, the production of the country was 365.65 lakh tonnes which was a 10% increase from that of the previous year. From the years 2015-16 to 2020-21, the compound annual growth rate (CAGR) of production was 7.7 India is a vast country and inhabitants of several of its regions have developed a specific preference for certain oils largely depending upon the oils available in the region. For example, people in the South and West prefer groundnut oil while those in the East and North use mustard/rapeseed oil. Likewise, several pockets in the South have a preference for coconut and sesame oil. Inhabitants of the northern plain are basically consumers of fats and therefore prefer Vanaspati, a term used to

denote a partially hydrogenated edible oil mixture of oils like soybean, sunflower, rice bran and cottonseed oils.

Research Methodology

To complete this study primary as well as secondary source of information is used. Raipur City was selected purposively for the study, in order to know the factors. In Raipur City, the respondents were taken from consumers who are the customers of grocery shops, supermarkets and hypermarkets. In total, 150 respondents were constituted for the sample survey, the respondents were given the pre-set questionnaire and the data was collected. Thus, the data collected for the study were analyzed by using Percentage analysis and Cluster analysis with One-way ANOVA.

Data Analysis and Results: Most of the respondents were males with 54.7% (Fig 1). The maximum number of respondents falls under the category of 25 to 50 middle age group with 54.67% (Fig 2). Occupational particulars of respondents the maximum number of respondents were students 24.7% and then labourers 20% (Fig 1.3). For education particulars, most of the respondents were graduates with 57.3% (Fig 1.4). The income level of the consumers were fall under the category of Rs. 25,000 to Rs.50,000 and Rs.50,000 to Rs.52 lakh category with 28% each. (Fig 1.5). The family size of most of the consumers are 3 to 6 in number with 52.7% (Fig 1.6). Out of 26 factors which are considered as factors affecting the consumers to purchase the branded edible oils, 23 factors were shown significant relationships with the brand, where price is the most influencing for consumers to buy the brand followed by taste and quality.

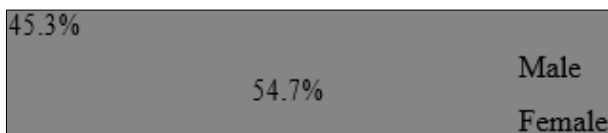


Fig 1: Gender-wise distribution of respondents

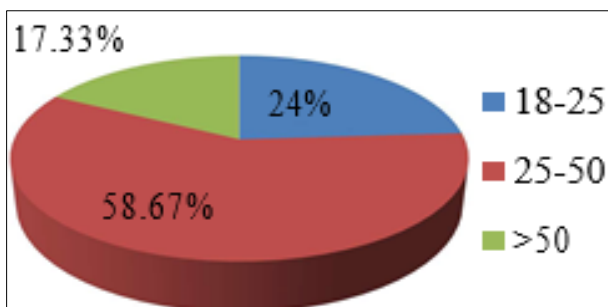


Fig 2: Age-wise distribution of respondents

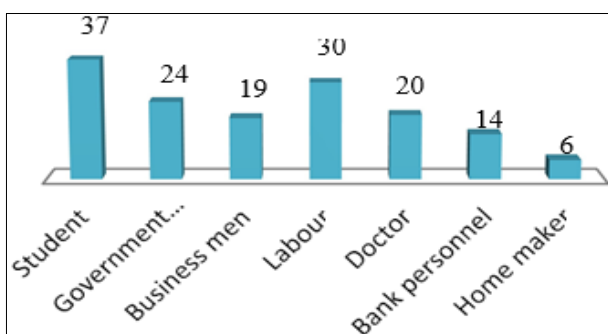


Fig 3: Occupational wise distribution of respondents

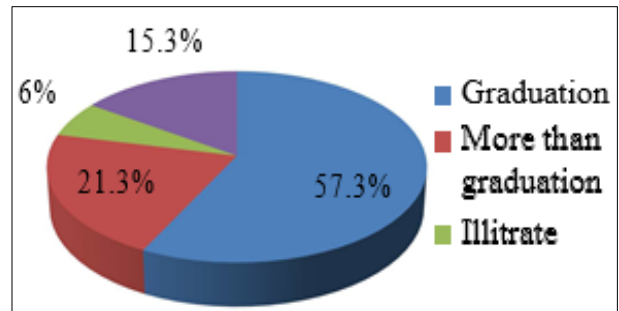


Fig 4: Education particulars of respondents

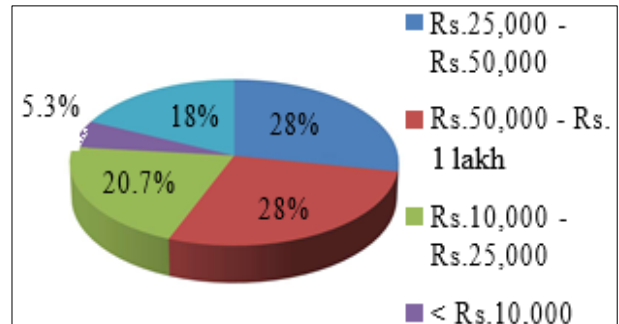


Fig 5: Income level of respondents

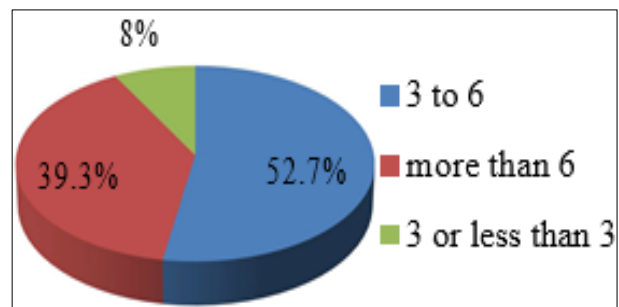


Fig 6: Family size of respondents

Conclusion

The study was to identify the factors influencing consumers' decision-making choices for branded edible oils. The results revealed that price was the most influential factor, followed by taste, quality, availability, health benefits, recommendations, and advice from family, friends, retailers, and doctors. Other significant factors included occupation, income, education, and family size. The findings highlight the importance of understanding these factors to tailor marketing strategies and meet consumers' needs effectively.

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