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A STUDY ON CUSTOMER SATISFACTION OF EDIBLE OIL WITH REFERENCE TO DHARMAPURI DISTRICT

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Abstract
Customer satisfaction plays an important role in sustaining consumer behavior towards the repeat purchase or further association with the brand. Satisfaction is the level perception of the buyer resulting from comparing the perceived performance of the goods and service in reference to the anticipation of the buyer. In this study total 250 respondents were surveyed. These interpretations were analyzed with the help of Chi-square test and with simple percentage analysis. Among the sample it was observed that age group 18-25yrs like better branded products. Health was measured to be an important restriction for the selection of Edible Oils. Finally it was accomplished that, consumers prefer branded products over unbranded products of Edible Oils. Healthy Edible Oils are on main concern for selection on any brand of Edible oil than any other characteristic. This region has major satisfied customers with reference to the brand they use at present.

Keywords: Branded Edible Oil, Preferences, Consumer Satisfaction.

Introduction

Traditionally, the people of Tamil Nadu use groundnut oil, gingili oil and coconut oil for cooking. In recent times, they have started using cottonseed oil, sunflower oil, rice bran oil and import oils such as Palmolive. In the region selected for the present study edible oils such as groundnut oil, gingili oil and coconut oil are used. There are 203units manufacturing edible oils in Tamilnadu. Edible oil industries suffer from ineffective process technology and wasteful plant capacity, adequate concentration has not been paid to marketing function, which is particularly required in the modern market economy. If the market is imperfect, mere enhancement in the production technologies will not serve the purpose completely. Edible oil markets are dominated by middlemen and speculators. In addition, processors have to position from cheap import oils.India has a wide range of oilseeds crops grown in different agro climatic zones. Groundnut, mustard/rapeseed, sesame, safflower, linseed, Niger seeds /castor are the main cultivated oilseeds. Soya bean and sunflower have also assumed significance in recent years. Coconut is most important between the cultivated area crops. Among the non-conventional oils, rice bran oil and cottonseed oil are the most important. The Indian edible oil industry is composed of a number of 15,000 oil mills, 600 solvent taking out units, 250 Vanaspathi units and about 400 refinement units. The National commission of Applied Economic Research has estimated the demand for edible oils under three scenarios on the basis of per capita income increasing annually by 4%, 5% and 6%.Under the low growth scenario, the demand was to rise to 22.8 million tones, under medium growth scenario to 25.9 million tones and under high growth scenario to 29.4 million tons in the near future. The edible oil industry is largely dominated by the mass segment. Unbranded segment accounts for wherever between 80 and 90% of the total consumption. Imports are taking place in two forms-refined and crude oil. A large part of the crude oil gets sold as unbranded oil. The share of unprocessed oil, refined oil and Vanaspathi in the total edible oil market is estimated at 35%, 55% and 10% respectively.

Statement of the Problem

Edible oil is used by people to cook food and tasty. Edible oil, which is extracted by crushing and processing oil seeds, from and important ingredient while making food preparation. It provides the necessary fat, aroma and flavor which is highly necessary to increase the taste of the food. Almost all in the world use edible oil in their cooking. Different families favor different varieties of edible oil to cook their food items. Some families still use non-branded conventional edible oil made out of groundnut, gingili and mustard. People are using different varieties of edible oil e.g., groundnut, mustard etc., and different brand of edible oil. This research, therefore aims at finding out whether the satisfaction are satisfied or not.

Objectives

- To know the demographic factors and edible oil preference of the customer.
- To find the factors influencing the purchase of the edible oil
- To know the reasons for purchase of edible oil& satisfaction level of customers.
- To identify the factors influencing customers in building their preferences from normal product to branded products.

Research Methodology

Methodology is way to systematically solve the research problem. It explains the various steps that are generally adopted a researcher in studying the research problem with logic behind them. This study is mainly based on convenient sampling

method. The required primary data were collected directly from the customers with the help of interview schedule. The Secondary data were also used in this study. They were collected from books, journals, articles and websites.

Table-I,Age-Wise Classification of the Respondents

Age	Number of Respondents	Percent	Valid Percent	Cumulative Percent
Below 18 years	20	8.0	8.0	8.0
18-25 years	130	52.0	52.0	60.0
25-30 years	54	21.6	21.6	81.6
Above 30 years	46	18.4	18.4	100.0
Total	250	100.0	100.0	

Source: Primary Data

Interpretation

The above table clearly points out that the Customers have been classified into four based on their age viz., Below 18 years, 18-25 years, 25-30 years and above 30 years. It is observed from the table I that out of 250 respondents, 8% of the respondents are under the age group of below 18 years, 52% of the respondents are under the age group of 18-25 years, 21.6% of the respondents are under the age group of 25-30 years and the remaining 18.4% of the respondents are in the age group of above 30 years.

It is understood from the above table that majority of the respondents (52%) fall under the age group of 18-25 years.

Table-Inoccupation Wise Classification of the Respondents

Occupation	Number of Respondents	Percent	Valid Percent	Cumulative Percent
Government Employee	29	11.6	11.6	11.6
Private Employee	67	26.8	26.8	38.4
Home Maker	58	23.2	23.2	61.6
Others	96	38.4	38.4	100.0
Total	250	100.0	100.0	

Source: Primary Data.

Interpretation

The above table shows that the Customers have been classified in to four based on their Occupation viz., Government employees, private employees, home maker and others. It is derived from the table II that out of 250 respondents, 11.6% of the respondents are Government employees, 26.8% of the respondents are private employees, 23.2% of the respondents are home maker, and 38.4% of the respondents are either doing other jobs or unemployed.

It is inferred from the above table that most of the respondents (38.4%) are doing other jobs or unemployed.

4.2 Chi Square

Table 4.2.3, Annual Income and Amount Spent on Oil

Ho: There is no significance difference between Annual Income and amount spent per month.
H1: There is significance difference between Annual Income and amount spent per month.

Chi-Square Tests			
FACTORS	**VALUE**	**DF**	**ASYMP. SIG. (2-SIDED)**
Pearson Chi-Square	2.216[a]	4	0.696
Likelihood Ratio	2.215	4	0.696
Linear-by-Linear Association	0.004	1	0.947
No. of Valid Cases	**250**		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.98.			

Interpretation

The above chi-square test shows that there is a relationship between annual Income and amount spent per month. In the table the Pearson chi-square assumes is 0.696 it represents that there is a relationship between them. Table value of chi-square test at 5% is 3.841. So, Ho is rejected. on edible oil it is concluded that there is significance difference between Annual Income and amount spent per month.

Table 4.2.5, Family Structure and Purchasing Decision

H0: There is no significance difference between family structure and purchasing decision.
H1: There is significance difference between family structure and purchasing decision.

Chi-Square Tests			
FACTORS	**VALUE**	**DF**	**ASYMP. SIG. (2-SIDED)**
Pearson Chi-Square	47.653[a]	9	0.000
Likelihood Ratio	43.390	9	0.000
Linear-by-Linear Association	29.655	1	0.000
N of Valid Cases	**250**		
a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is 2.56.			

Interpretation

The above chi-square test shows that there is a relationship between family structure and purchasing decision. In the table the Pearson chi-square assumes is 0.000 it represents that there is a relationship between them. Table value of chi-square test at 5% is 3.841. So, Ho is rejected. It is concluded that there is significance difference between family structure and purchasing decision.

Anova Test

Table 4.3.3, Occupation and Amount Spent Per Month

H0: There is no significance difference between the occupation and amount spent per month.
H1: There is significance difference between the occupation and amount spent per month.

Soures of Variation	**Sum of Squares**	**Degrees of Freedom**	**Mean Square**	**Frequency Ratio**	**Significance**
Between Groups	4.068	3	1.356	1.228	0.300
Within Groups	271.568	246	1.104		
Total	275.636	249			

F (3,246)=1.356/1.104=1.228

Interpretation

Table above shows that F test value along with degrees of freedom (3,246) and significance of 0.300 given that P<5% @ 3.98. We can reject the null hypothesis (H0) and accepted the alternative hypothesis (H1) that there is significant difference between the occupation and amount spent per month of the edible oil during the study period, F (3,246) = 1.228, P<5% (Means are different)

ANOVA TEST

Table 4.3.4, Food Habit and Amount Spent Per Month

H0: There is no significance difference between the food habit and amount spent per month.
H1: There is significance difference between the food habit and amount spent per month.

F (3,246)=0.109/0.243=0.447

Soures of Variation	**Sum of Squares**	**Degrees of Freedom**	**Mean Square**	**Frequency Ratio**	**Significance**
Between Groups	.326	3	0.109	0.447	0.720
Within Groups	59.870	246	0.243		
Total	60.196	249			

Interpretation

Table above shows that F test value along with degrees of freedom (3,246) and significance of 0.720 given that P<5% @ 3.98. We can reject the null hypothesis (H0) and accepted the alternative hypothesis (H1) that there is significant difference between the food habit and amount spent per month of the edible oil during the study period, F (3,246) = 0.447, P<5% (Means are different).

Findings, Suggestions and Conclusion Findings.

- Majority of the respondents (65.2%) are female and the remaining respondents (34.8%) are male.
- Most of the respondents (38.4%) are doing other jobs or unemployed and minimum of the respondents (11.6%) are government employees.

- Majority of respondents (61.2%) are using sun flower oil for their house hold uses and minimum of the respondents (2.8%) are others.
- Majority (72%) of the respondents is very much attracted by Television to choose their brand of edible oil and minimum of the respondents (7.60%) are attracted by magazine.

Chi Square Test

- There is significance between age and influence to buy the particular brand.
- There is significance between educational qualification and sunflower.
- There is significance between income per year and amount spent.
- There is significance between income per year and how many liters.
- There is significance between family structure and purchasing decision.

ANOVA

- There is significance difference between the family structure and educational qualification.
- There is significance difference between the occupation and annual income of the family.
- There is significance difference between the occupations amount spent per month.
- There is significance difference between the food habit and amount spent per month.
- There is significance difference between the amount spent per month and consumption per month.

Suggestions

- The manufacturer should reduce the price of sunflower oil by considering the low income people.
- Television advertisement is necessary to create awareness as is evident from the survey.
- The manufacturer could create knowledge about the cooking oil towards consumers.
- The manufacture could also sponsor health related programmers.

Conclusion

Nowadays people are very much health conscious on the basis of various observations made in the study, the consumers feel that edible oil is necessary for day-to-day life. Hence the manufacturers of edible oil follow the concept of being hygienic and healthy oil to attract the consumers. If the consumer is satisfied with the brand it leads to positive perception, loyalty towards brand, positive word of mouth & leads to long term relationship with the brand of edible oil. Consumers have specific preferences towards brands like pricing, taste, packaging, offers, product design, advertisements etc. The Indian market today has been heavily loaded with variety of cooking oil. In such situations the consumers should be very careful in selecting their products. The consumers seem to have a thorough knowledge of the market as can be seen in the way they select the brands. Now days, consumer give more importance to their health. So they prefer sunflower oil for good health. Most of the respondents are expected economy packs in availability shops.

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