

Study of Branded Cooking Oil Buying Behavior of Rural Women

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ABSTRACT

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 purpose of this paper is to examine Indian rural women consumer's buying behavior and understand the key factors of buying behavior which influence female consumer's involvement in buying branded cooking oil. Every day life, Edible oil is very important role in cooking. The first and the most unavoidable ingredient of any dish is the oil in which we cook it. Nowadays consumers are very particular about health, as day to day health related problems are increasing and eating habit directly affects health. Therefore people are very conscious to choose the cooking oil. The Consumer Behavior has changed greatly over the last two decades in general, buying power is challenging to measure, and this is particularly in the case when trying to measure the buying power of women. The main purpose of the study is focused on rural women buying behavior. This study, was conducted with special reference to LSR Agro Foods Private Limited, which was situated in Thirubuvani, Puducherry" with a questionnaire based on the defined objectives and that questionnaire was used to elicit responses from the rural women respondents in Thirubuvani area, Puducherry through personal interview which encapsulate the buying of real gold oil brand, influences to buy and satisfaction level of respondents on branded Cooking oil and results of this research, will suggest valid viewpoints to be considered by the Cooking oil manufacturers and marketers.

Keywords: Rural Women, Influence factors, Buying Behaviour, Branded Cooking oil and Consumer satisfaction.

1. INTRODUCTION

The study of consumer behavior explains how & why particular consumer decisions of selecting the products in the market are taken. According to Kotler “Consumer behavior includes mental activity, emotion and physical attitude that people use during the selection, purchase, use and disposal of products and services that satisfies their needs and desires. This becomes the first important and motivational factor for the FMCG companies to tap into the rural market and now there is a change in the behaviour of rural consumers. In general, buying power is challenging to measure, and this is particularly the case when trying to measure the buying power of women 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. Success to understand the rural women consumer behavior is the tool for educate the brand benefits and achieve some companies has a target sale.

2. REVIEW OF LITERATURE

2.1. Rural Women Buying Behavior in India

Ruchi Vijay (2016) found that in consumer buying behavior process, decision making plays a major role among the several competitive alternative in the market.

Senthilkumar & Ramki (2015). stated that, the rural women have changed a lot due to exposure to mass media and more over they are empowered through self help groups (SHGs). Also their more frequent contacts with urban palces, would have made them empowered in their mobility, economic security purchasing power, decision –making power and relative freedom, political awareness and participation.

Reddy Praneeth Karnam¹ et al (2014) highlighted that Women consumers are playing a vital role in purchase decisions and Indian women are not more restricted to four walls in their house today than it happened to be before some time, they are also occupying a similar role like men and thus are becoming influential persons as an income earner and consumers. This study found that majority of the rural respondents purchase soaps, based on the highly influenced factor of packaging.

Satya Prakash Srivastava and Manish Kumar (2011) studied the consumer behaviour in rural market-A new paradigm. This study reveals that these markets are heterogeneous and hence the marketer should frame different strategies to sell their products, understand, integrate and apply consumer behaviour together

Sarangapani.A (2009) opined that Successful marketing should ensure “the supply of right goods at the right place at the right time and quality to satisfy consumer wants”.

Pradeep kashyap, Siddhartha raut (2008) corroborates that Multinational companies HLL, P&G and Indian companies like Tata, Nirma and Godrej were all in the race to selling packaged consumer goods in the rural market.

The socio-economic survey by Hindustan Lever Limited (1969) highlighted that ‘there survey showed that High level income upper group proportion of the village population - already read language newspapers and magazines, and are regular radio listeners and rural consumers tend to be more subject to the local religious, and there are regional variations in taste and habits’.

2.2. Edible Oil Market Study

Kavitha.V& S.Angles (2013) explained that, Oil seeds and edible oils are the essential commodities in Indian trade. In a study which was done in Coimbatore city of Tamil Nadu, the study revealed that soya bean oil is sold as blended soya bean oil (mixed with other vegetable oils). The major factors which influenced the consumers to purchase soya bean oil were age, income (regarding the oil to be used for cooking) and health conditions of the entire family.

G. Govindaraj et.al (2012) highlighted that, the markov chain analysis for rural and urban Tamil Nadu discovered that there is observable shift in edible oil consumption from traditional groundnut oil to Other Edible Oils (OEO). The influence reasons are increased urban contact (changing lifestyles), increased awareness, availability of oils in packet form in varied quantities even in remote rural areas, change in cost of oils, and increased economic levels of rural and urban households.

2.3. Need for the Study

It is a fact that the study of consumer behavior helps the marketers improve their marketing strategies. Following are some key points while we should consider about women consumer's behaviour:

- The behaviors of women how they think, feel, reason, and select products among different alternatives (*e.g.*, brands, products, and retailers);
- The psychology of how the consumer is influenced by the environment (*e.g.*, culture, family, signs, media); desired to buy.
- It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

2.4. Objectives

- To study the demographical factors of the rural women on buying cooking oil.
- To know the influence of product features towards the buying behavior of branded cooking oil by rural women.
- To find out satisfaction level of rural women customers using real gold branded cooking oil.
- To suggest suitable strategies for effective marketing practices which are to be adopted in rural areas.

2.5. Research Design

Descriptive study has been done to analyze the rural women consuming branded cooking oil in Thirubuvani area in Puducherry. For this study, one hundred respondents of Rural Women were selected by convenience sampling and by using a questionnaire. Both primary and secondary data were collected. The data were analyzed and interpreted using tools like Percentage analysis, Correlation, and weighted average method.

2.6. Hypothesis

H_0 = There is no significant relationship between the type of customers and number of years using real gold branded cooking oil.

H_1 = There is a significant relationship between the type of customers and number of years using real gold branded cooking oil.

2.7. Data Analysis and Interpretation

(A) Rural women respondents profile characteristics are discussed below.

Table 9.1
Demographical Profile of the Women Respondents

(i)	Age	No of respondents	% of respondents
1.	20 below	3	3%
2.	21-30years	20	20
3.	31-40 years	42	42
4.	41-50 years	27	27%
5.	Above 50 years	8	8%
(ii)	Marital status	No of respondents	% of respondents
6.	Married	93	93%
7.	Unmarried	7	7%
(iii)	Education	No of respondents	%of respondents
8.	SSLC and H.sc	23	23%
9.	I.T.I and D.M.E	2	2%
10.	UG	35	35%
11.	PG	17	17%
12.	Professional	1	1%
13.	uneducated	22	22%
(iv)	Occupation	No of respondents	% of respondents
14.	Private Employee	10	10%
15.	Govt Employee	6	6%
16.	Agriculture	22	22%
17.	Labor	28	28%
18.	Business	1	1%
19.	Housewife	33	33%
(v)	Monthly income	No of respondents	% of respondents
20.	Below 5000	14	14%
21.	5001 to 10000	28	28%
22.	10001 to 20000	39	39%
23.	Above 20000	19	19%

Source: primary data

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- i) From the analysis, it is known that 42% of the respondents are within the age group of 31-40 years, 27% within the age group of 41-50 years, and 20% age group of above 21-30 years, 8% above 50 years and 3% below 20 years. Hence we can conclude that most of the respondents are within the age group of 31-40 years.
- ii) From the analysis, it is known that, 93% of the respondents are married, and 7% of the respondents are unmarried. Hence more of the respondents seem to be married.
- iii) From the analysis it is known that 35% of the respondents are UG, 23% of respondents studied SSLC and H.sc, 22% uneducated, 17% of the respondents are PG, though it seems most of the respondents are educated and also some ratio of uneducated respondents are covered.
- iv) From the analysis, made, it is known that 33% of respondents are housewives, 22% agriculture, 28% of respondents are labors, 6% Government employees, 10% private employee, and 1% of respondent is doing business. Hence most of the respondents are housewives which include educated and uneducated respondents.
- v) From the analysis, made, it is known that 39% of the respondents are between the income group of 10001 and 20000, 28% income group of 5001 and 10000, 19% income group of above 20000, and 14% of the respondent are in the income group below 5000, it seems most of the respondents economic position are good.

Table 9.2
Women Respondents' opinion on attributes of branded cooking oil

<i>(i)</i>	<i>Oil brands</i>	<i>No of respondents</i>	<i>% of respondents</i>
24.	Gold winner	10	10%
25.	Real gold	80	80%
26.	Fortune	5	5%
27.	Saffola	1	1%
28.	Others	4	4%
<i>(ii)</i>	Product type	No of respondents	% of respondents
29.	Real gold refined sunflower oil	46	57%
30.	Real gold refined palmoil	15	19%
31.	Both	19	24%
<i>(iii)</i>	Influence persons	No of respondents	% of respondents
32.	Through friends	43	54%
33.	Through retailers	4	5%
34.	Through relatives	20	25%
35.	Through advertisements	13	16%
<i>(iv)</i>	Customer type	No of respondents	% of respondents
36.	Regular buyers	37	47%
37.	New buyers	14	17%
38.	Occasional buyers	29	36%

(i)	Oil brands	No of respondents	% of respondents
(v)	Influence attributes	No of respondents	% of respondents
39.	Easy availability	4	5%
40.	Price	23	29%
41.	Quality	28	35%
42.	Purity	33	39%
43.	Smell & colour)	2	2%
(vi)	Role of buying decision	No of respondents	% of respondents
44.	Myself	47	59%
45.	Family head	11	14%
46.	Mother	17	21%
47.	Brother or Sister	3	4%
48.	Others	2	2%
(vii)	Year of purchase	No of respondents	% of respondents
49	Less than 1 yr	11	14
50.	2 to 3 years	30	37
51.	4to 5 years	33	41
52.	Above 5 years	6	8%
(viii)	Frequency of purchase	No of respondents	% of respondents
53.	Three months once	2	2%
54.	Monthly once	16	20%
55.	Two weeks once	62	78%
(ix)	Price Opinion	No of respondents	% of respondents
56.	High	3	4%
57.	Normal	71	89%
58.	Low	6	7%
(x)	Attributes Satisfactory	Value	Rank
59.	Purity	3.37	1
60.	Price	3.12	2
61.	Quality	3.10	3
62.	Availability	2.54	4
63	Quantity	2.53	5

Source: primary data

- i) From the above analysis, it is inferred that 80% of the respondents are using real gold oil, 10% using gold winner, 5% fortune, 4% of respondents preferred others, and 1% of the respondent are using saffola. Hence most of the respondents are using real gold.
- ii) From the analysis, made, it is known that 57% of respondents are using real gold, refined sunflower oil, 19% using real gold refined Pamolein oil, and 24% of respondents are using both.
- iii) From the analysis made it is known that 54% of respondents are get known about the product through friends, 25% get known through relatives, 16% through advertisement, and 5% through retailers. Hence the company is advised to concentrate more on advertisement for improving its sales.

- iii) From the analysis made it is known that 47% of respondents are regular buyers, 36% occasional buyers, 13% of respondents are new buyers, and measures are to be taken by the company to increase the new buyers so that it improves its sales.
- iv) From the analysis, made, it is known that 59% of respondents decide themselves in purchase decision of oil in their family, 21% decided by their mother, and 14% decided by their family head, from this it is clear that, most of the household decisions are made by the women in the family.
- v) From the analysis, made, it is known that 39% of respondents buy real gold oil for purity, 35% of respondents buy real gold oil for quality, 23% of respondent buy for price, and 5% buy for its availability.
- vi) From the analysis, made, it is known that 41% of the respondents buy real gold oil brand for more than 4 to 5 years, 37% buy real gold oil for more than 2 to 3 years, 14% buy real gold oil for less than 1 year, 8% of the respondents buy the brand for more than 5 years, it is known that the company holds a customer to be long term customers.
- vii) The above table shows that out of 80 respondents 78 percentages of respondents prefer to buy once in two weeks. 20 percentages of respondents prefer to buy once in a month and 2 percentages of them prefer to buy once in three months.
- ix) From the analysis made it is known that 89% of respondents commented the price of the real gold oil brand is normal, 7% of respondents commented as low, and 4% of the respondents commented as high.
- x) From the analysis, the respondents agreed that the LSR real gold product is good to use on the basis of the ranking cooking oil features like rank 1- purity, 2. Quality, 3. Price, 4. easy availability and 5. Quantity.

(B) Analyzing the relationship between type of customers and the number of years they are using real gold oil (using correlation Analysis)

H_0 = There is no significant relationship between the type of customers and number of years using real gold branded cooking oil. Through correlation method, Whether H_0 is accepted or H_1 is accepted.

Table 9.3
Correlations between various parameters

Parameters	(x_1/y_1)	(x_2/y_2)	(x_3/y_3)	(x_4/y_4)
Type of customer(x)	37	11	29	3
No of years of using real gold brand(Y)	11	30	33	6

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

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

Inference : From the analysis, made, it is inferred that there is a degree of positive correlation between the two variables x and y .

Therefore, It is concluded that H_1 alternative hypothesis is accepted, there is a significant relationship between the type of customers and number of years using real gold branded cooking oil.

Table 9.4
Correlation calculation

		<i>q1</i>	<i>q2</i>
q1	Pearson Correlation	1	.864**
	Sig. (2-tailed)		.000
	North	80	80
q2	Pearson Correlation	.864**	1
	Sig. (2-tailed)	.000	
	North	80	80

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

(C) Analyzing Women respondents Vs ranking the satisfaction of cooking oil attributes (Weighted average method)

Table 9.5
Satisfactory level of branded cooking oil attributes

<i>S. No</i>	<i>Attributes</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Total</i>
1	Quality	0	70	10	0	0	80
2	Quantity	1	11	68	0	0	80
3	Price	0	72	8	0	0	80
4	Purity	22	53	5	0	0	80
5	Availability	0	29	36	15	0	80

Source: primary data

Table 9.6
Weighted average calculation table

<i>Rank</i>	<i>Weight W</i>	<i>X1</i>	<i>WX1</i>	<i>X2</i>	<i>WX2</i>	<i>X3</i>	<i>WX3</i>	<i>X4</i>	<i>WX4</i>	<i>X5</i>	<i>WX5</i>
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
Total			310		253		312		337		254
			3.10		2.53		3.12		3.37		2.54
Rank			3		5		2		1		4

From the analysis, the respondents agreed that the LSR real gold product is good to use on the basis of the ranking the real gold branded cooking oil attributes like Rank;1 is. Purity, 2. Quality, 3.Price, 4. Easy availability and 5th rank is quantity.

3. CONCLUSION

In developing economic country like India, it is important to target rural market as a very large section of potential customers located in the villages. To satisfy the rural women consumers and their needs 4 A's are must. These are Awareness, Availability, Affordability and Accessibility. Rural consumers are price sensitive and the family size in rural areas is quite large, and when coming to branded cooking oil buying decisions, the majority of women of the family are the decision makers, so it is clear that decision in buying cooking oil is taken by women in the family and they are the customers here.

Cooking Oil Company 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.

4. RECOMMENDATIONS AND IMPLICATIONS OF THE STUDY

4.1. To Create Awareness

Rural women shopping behavior should not be without guidance. They should insist on information with regard to the product, price, quality, quantity etc. Now rural consumers didn't purchase of non-brands and inferior quality goods. LSR Agro Foods private ltd company is requested to concentrate more in advertising about their branded cooking oil to promote their product and to increase their sales.

4.2. Effective packages and branding

The branded names of the products, sold in rural markets, should be easy to remember and pronounce and the company is requested to produce cooking oil in small quantity packages (like 200 ml, 100 ml) so that all kind of rural customers will consume their oil brand.

4.3. Sales Promotion

Rural women are more concerned about concessions in the price, cash discounts, gifts, free home delivery, coupons, etc. of the fast moving consumer goods. Therefore, the marketers shall offer necessary promotional measures to the rural women for the purchase of branded cooking oil in rural area in Pondicherry district.

4.4. To promote rural women as a branded loyal consumer

Due to increased educational level and exposure, rural women consumers prefer well established brands of fast moving consumer goods. They are regular consumers because in day today life, cooking food preparation without cooking oil not possible, therefore, the cooking oil companies must try to convert the brand consciousness into brand loyalty for their well established brands. Consumer behaviour in this direction should be properly exploited by the manufacturers/marketers to maximize their sales.

4.5. Green Marketing

Consumer education is considered as part of adult education programmes. Rural consumer should be aware of unfair practices of retailers and consumer protection act. No other measure is more effective than the consumer education. So marketers should deliver message and pictures on various consumer problems and rights of consumers should be displayed on the packages. They can also print different health tips in their pouches in local languages.

5. LIMITATIONS OF THE STUDY

- The study is purely based on the response of the respondents, on that time.
- The statistical tools, used for the study have their own limitations.
- Some of the respondents are reluctant to reveal the information.
- No scientific sampling procedure has been followed to identify the sample of the study.
- The urban areas are excluded from the present study.

6. SCOPE FOR FUTURE RESEARCH

- The present study is confined to Thirubuvani, Puducherry hence more empirical researches in different locations with larger sample size, drawn from a wider geographical area, might be useful.
- The research work, proposed to offer a framework to understand how rural women buying behavioral can be applied to better purchase decision making.

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