

A study on consumer satisfaction towards selected refined cooking oil with special reference to coimbatore district (Veerapandipirivu and Karamadai)

*¹Dr. P.Kuppuraj, ²M.Vijay Mohan & ³K.Kumar

¹Asst. Professor, B.Com (CA), SRMV CAS, PN Palayam, Coimbatore (India)

^{2,3} Student, B.Com (CA), SRMV CAS, PN Palayam, Coimbatore (India)

ARTICLE DETAILS

Article History

Published Online: 13 March 2019

Keywords

Refined cooking oil, consumer satisfaction, factors affecting

Corresponding Author

Email: professorskuppuraj[at]gmail.com

ABSTRACT

The present study is made on consumer satisfaction towards selected refined cooking oils. Cooking oils plays an important role in the human life, without cooking oils no one can cook their food in the day to day life. So there is a need to study which refined cooking oil is best and mostly consumed by the consumers. For this research purpose Veerapandipirivu and Karamadai was selected as the study area with the sample size of 50 respondents. Questionnaire method was adapted to collect the require data by using convenient random sampling method. A period of the study was Jan-Mar 19. Simple Percentage analysis used to analysis the data. Primary and Secondary data were used to collect the required information for the research purpose. Finally the analyses were made with the help of simple percentage tools and the final result was given in the findings, suggestion and conclusion.

1. Introduction about Refined Cooking Oils

Cooking oil consists of edible vegetable oils derived from olives, peanuts, and safflowers, to name just a few of the many plants that are used. Liquid at room temperature, cooking oils are sometimes added during the preparation of processed foods. They are also used to fry foods and to make salad dressing. People in many regions began to process vegetable oils thousands of years ago, utilizing whatever food stuffs they had on hand to obtain oils for a variety of cooking purposes.

The first efforts to increase output were undertaken independently in China, Egypt, Greece, and Rome, among other places. The Greeks and Romans improved this process by introducing edge runners to grind and a winch or screw to operate a lever press. Their method was used throughout the Middle Ages. Refinements of this approach included a stamper press that was invented in Holland in the 1600s and used until the 1800s to extract oil, a roll mill invented by English engineer John Smeaton in 1750 to crush vegetable matter more efficiently, and the hydraulic press, invented by Joseph

Bramah in England. The first improved screw press was invented by V. D. Anderson in the United States in 1876.

2. Objectives of the study

- To know the demographic profile of the consumers.
- To determine the most influencing factor while purchasing of the refined cooking oil.
- To know the pattern of purchasing the refined cooking oil.
- To study the satisfaction of the consumers towards the sunflower oil based on the various products.

3. Research Methodology

For this research purpose Veerapandipirivu and Karamadai was selected as the area of study with the sample size of 50 respondents. Questionnaire method was adapted to collect the require data by using convenient random sampling method. A period of the study was Jan-Mar 19. Simple Percentage analysis used to analysis the data. Primary and Secondary data were used to collect the required information for the research purpose.

Demographic profile, Opinion, Factors influencing and Consumer Satisfaction of the respondent

Age	No of respondents	Percentage
20-30 yrs	40	80
31-40 yrs	2	4
41-49 yrs	8	16
50 & above	0	0
Total	50	100
Gender		
Male	8	16
Female	42	84
Total	50	100

Marital Status		
Married	38	76
Unmarried	12	24
Total	50	100
Family Income		
Up to Rs 10000	4	8
Rs 10001 –Rs 15000	28	56
Rs 15001 –Rs 20000	12	24
Above Rs 20000	6	12
Total	50	100
Reason for selected brand		
Quality	22	44
Reasonable price	2	4
Taste	18	36
Package	6	12
Quantity	Nil	0
Brand name	2	4
Total	50	100
Frequent purchase		
1-5 days once	8	16
Weekly once	20	40
15 days once	16	32
Monthly once	6	12
Total	50	100
Amount spent every month while purchase		
Up to Rs 500	40	80
Rs 501-Rs1000	8	16
Above Rs 10001	2	4
Total	50	100
Satisfaction on purchase		
Yes	37	74
No	13	26
Total	50	100

4. Results

- Majority (80%) of the respondents are in the age group of 20-30 years.
- Majority (84%) of the respondents are Female.
- Majority (76%) of the respondents are Married.
- Majority (56%) of the respondents having their income level of Rs 10001 – Rs 15000.
- Majority (44%) of the respondents gave preference to Quality.
- Majority (40%) of the respondents who were purchased the branded oil were Weekly once.
- Majority (80%) of the respondents who spent every month on purchase of branded cooking oil were up to Rs 500.
- Majority (74%) of the respondents were satisfied.

5. Suggestions

- The quality of branded cooking oil should be improved.
- Price of branded cooking oil should be reasonable.

6. Conclusion

From the study we conclude that middle (20 -30years) age group is highly consuming the refined cooking oils by the married female respondents. Consumers gave the importance to the quality of the product and they are consuming weekly once with the purchasing price of Rs.500 per month. So in this study most of the consumers are consuming in the small quantity only and finally most of the consumers were satisfied by using the sunflower refined cooking oils.

References

1. DOI: <https://www.encyclopedia.com/manufacturing/news-wires-white-papers-and-books/cooking-oil>
2. DOI: <http://www.madehow.com/Volume-1/Cooking-Oil.html>
3. DOI: https://en.wikipedia.org/wiki/Cooking_oil
4. DOI: https://cirt.gcu.edu/research/developmentresources/research_ready/quantresearch/sample_meth
5. DOI: <https://www.questionpro.com/blog/types-of-sampling-for-social-research/>