

Buyer's behaviour on gingelly oil - a study with reference to madurai city

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ABSTRACT:

This study is based on the buyer's behaviour towards gingelly oil. A psychometric response scale primarily used in questionnaires to obtain participant's preferences or degree of agreement with a statement or set of statements. Likert scales are a non-comparative scaling technique and are unidimensional (only measure a single trait) in nature. Respondents are asked to indicate their level of agreement with a given statement by way of an ordinal scale. The influence of personal characteristics and buyer's preference factors on the behaviour as well as the relationship between buyer and purchasing behaviour of gingelly oil are examined. This study shows that, overall, the consumers have positive attitude towards using of gingelly oil on their daily food.

Key words: Behaviour; Gingelly oil; Purchase Preference, Awareness; Attitude

Food is the basic need of any living beings. In the earlier days people took food items almost in raw form. Civilization taught people to prepare food by cooking and began to eat cooked food. When they realized the taste of the cooked food, they improved the methods of preparing food by using ingredients gradually. Edible oil is one of such ingredients used in cooking. People use different edible oils to prepare food. Since the time immemorial, people use gingelly oil for different purposes like cooking, bathing and as medicine. In olden days gingelly oil was extracted from the

Importance of the study

Edible oil gives necessary energy to human body. This is included in one form or other in our regular diet. The oils included in our regular food are of refined and non-refined oils. They play a very significant role in our body health. Regardless of the nature of cooking oil being used, the key factor is considered human health moderation in the use of fats in the diet. Edible oils are known sources of various vitamins (A and E), minerals, amino acids, essential fatty acids and antioxidants. While fats are necessary

sesame seed through country grinder (kal Chekku). But later on the same oil was extracted through machines. Now a day's people get gingelly oil after refined once or twice. In the present marketing scenario, gingelly oil is sold out in various forms with different technologies. So the buyers have many options to choose their choice of oil according to their taste and budget. The behaviour towards gingelly oil differs from individual to individual. Hence, the study on the behaviour on gingelly oil becomes essential to market the product.

parts of a person's diet, they should not provide more than a third of the daily food energy consumed. The Tamil vernacular term for gingelly oil is "Nalla Ennai". It means good oil because it is good for health and good in taste. It has cholesterol controlling factor. Hence it has medical value. It reduces the heat of the body. It is widely used in the preparation of Ayurvedic drugs. Therefore, the study becomes essential to know the reasons for using the gingelly oil.

Review of Literature

A study conducted by Madavan Nair (2004)¹ in his article reveals that government of India has adopted a strategy to bring down oil prices through manipulation of base price to imported oils based on which the import duty is calculated will cost less due to lesser liability for duty payment by the import trade.

Ramana and Viswanath (2005)² in their article have pointed out that the awareness level among consumers about their rights and remedies are very low, they have recommended that wide publicity and awareness campaign must be undertaken creating awareness about various malpractices followed by the trader exploitation of consumers.

V.S.Poonkothai(2007)³ in her study said that the edible oil is related to health of consumers and family thus, when there is need to buy products from the unity point of view it is important that they will have specific preference of choice. However it is also important that how the marketing of edible oil is done. This involves consumer analysis over price, quality and packaging aspect, without which they may not take proper decision.

R.Bhuvaneshwari (2010)⁴ in her study has found that the awareness among the consumers about the difference variety of edible oil brand is very low including educated and business man. It is much more less among the consumers from the employee, community therefore a wide publicity about the various cities followed by the traders is to be given through popular mass media like television and newspapers. Besides, wide awareness camps are to be conducted by the consumers" forums at least once in a month at the market places and receive the complaint directly from the consumers who have been deceived by the traders on the spot.

History of gingelly oil

Sesame traces back to the Arabic simsim, Coptic semsem and early Egyptian sement. The earliest recorded use of spice-sesame seed-comes from an Assyrian myth, which claims that the gods drank sesame wine in the night before they created the earth. Sesamum indicum, (indicum means India) is a native to the East Indies. The usage of sesame dates back to 3000 B.C. Over 5,000 years ago, the Chinese burnt the sesame oil as a light source and made suitable for their ink blocks. African slaves brought sesame seeds, also known as benne seeds, to America, where they became a popular ingredient in southern dishes. These seeds have been a source of food and oil. Sesame seed is used as the main source for oil used in cooking in the East.

Statement of the problem

In the 21st century, edible oil industry in India which is well established faces challenges in the present globalised scenario from a number of economical substitute oils and from the competitors in the world market. Though the production of edible gingelly oil has been increased, India imports more edible gingelly oil. The main constraints are that about 75% of the oil seeds depend on monsoons and diseases caused. This is due to negligible efforts on the cultivation and research on the oil seeds. Buyers" behaviour is the study of behaviour of buyers towards the edible gingelly oil. This study can explain who influences the buying decision and who actually purchases and uses the product. Gingelly oil is prepared and widely used for preparing food in Madurai city. As the gingelly oil is mostly used or cooking purpose, it is necessary to know the behaviour pattern of the buyers. This study will

¹Madavan Nair. N. ,"Indian food industry", Vol. 23, September-October 2004, pp-40

²Ramana and Viswanath, "Consumer behaviour and awareness with special reference to edible oil users, Indian Journal of Marketing, Vol.XXXV, 2005, pp-35

³V.S.Poonkothai, "Consumers satisfaction in edible oil –A study in Gobichettipalayam town " M.Phil dissertation submitted to Bharathiar Universtiy, 2007

⁴R.Bhuvaneshwari, "A study on preference towards edible oil with special reference to sunflower oil in Erode district, M.Com project submitted to Bharathiar University, 2010

help both the producers and consumers to frame their strategy. Hence, the study on the behaviour of the buyers of gingelly oil has been undertaken in Madurai City.

Objective of the study

1. To trace the history and production of gingelly oil.
2. To study the various brands of gingelly oil used by the buyers.
3. To compare and contrast the behaviour of the buyers of gingelly oil with the users of other oils.
4. To examine the opinions of the respondents and their behaviour towards gingelly oil.

Hypotheses of the study

- There is no significant relationship between the age of the respondents and their opinion on gingelly oil.
- There is no significant relationship between the family structure of the respondents and their opinion on gingelly oil.
- There is no significant relationship between the education level of the respondents and their opinion on gingelly oil.
- There is no significant relationship between the occupation of the respondents and their opinion on gingelly oil.
- There is no significant relationship between beliefs and buying behaviour.

Methodology

The present study is mainly based on the primary data. The primary data were collected by conducting survey among the female buyers of gingelly oil at Madurai city. An interview schedule was prepared and used for collecting data from the

Sampling design

The researcher has made an attempt to find out the various factors, which influence the female buyers to buy the gingelly oil in

Demographic Profile of Respondents

The socio- economic status of the consumer plays a pivotal role in forming an attitude towards a product. Based on this, in this study, factors such as age, gender, education, occupation, income,

respondents among the buyers of gingelly oil. The secondary data were collected from the various books, journals, magazines newspapers and from the websites.

Madurai city. A stratified convenient sampling method is followed for selecting the respondents.

Marital Status, type of family and number of members in the family are considered and the profile of the respondents is presented in Table – 1.

TABLE - 1
Distribution of Respondents based on Demographic Factors

Demographic Factors		Frequency	Percentage
Gender	Female	200	100
	Total	200	100.0
Age	Below 20 years	24	12.0
	21-30 years	88	44.0
	31-40 years	47	23.5
	41-50years	33	16.5
	Above 50 years	8	4.0
Total		200	100.0

Education	Up to High School	53	26.5
	Higher Secondary	17	8.5
	Under Graduate	83	41.5
	PG/Professional degree	40	20.0
	Others	7	3.5
Total		200	100.0
Occupation	Private Sector	33	16.5
	Government sector	23	11.5
	Self Employed	16	8.0
	Business	16	8.0
	House wife	112	56.0
Total		200	100.0
Monthly Income	Below Rs.5000	40	20.0
	Rs.5001- Rs.10000	78	39.0
	Rs.10001- Rs. 15000	25	12.5
	Rs.15001- Rs.20000	47	23.5
	Above Rs 20000	10	5.0
Total		200	100.0
Marital Status	Married	128	64.0
	Unmarried	72	36.0
Total		200	100.0
Family Type	Joint	87	43.5
	Nuclear	113	56.5
Total		200	100.0
Number of Family Members	1 to 3	73	36.5
	4 to 6	71	35.5
	Above 6	56	28.0
Total		100	100.0

Source: Primary data

From the Table- 1 it is observed that the gender wise respondents are female only. Majority of the respondents belong to the age group of 21-30 years (i.e. 44 per cent). Majority of the respondents belong to under graduate education 41.5 per cent. 8.5 per cent of the respondents have higher secondary education. Occupations of the respondents are Private Sector (16.5 per cent) and majority of the respondents are

House wife (56 per cent). Based on income, majority of respondents are distributed Rs.5001- Rs.10000 at 39 per cent. Moreover, 64 per cent of the respondents are married. 56.5 per cent of the respondents are living in nuclear environment. It is also observed that, majority (36.5 per cent) of the respondents' family have 4 to 6 members.

Purchase frequency of gingelly oil by the Respondents

Generally, consumers' attitude towards a product is a prominent factor affecting their actual buying behavior. Though, purchase preference is based on several indicators, in this study, indicators viz. Frequency of Purchase, Quantity of consumption in a month, Usage among

other cooking oils, Preference of Brand, Brand names, Source of knowledge about the brand name, Package-wise classification, are taken into consideration. The distribution of the respondents based on the above variables is described in Table- 2.

TABLE - 2
Distribution of Respondents based on Purchase Preference factors

Purchase Preference Factors	Frequency	Percentage	
Frequency of Purchase	Daily	25	12.5
	Weekly	71	35.5
	Monthly	24	12.0
	Occasionally	80	40.0
	Total	200	100.0
Quantity of consumption in a month	Below 1 kg	19	9.5
	2kg	25	12.5
	3kg	88	44.0
	4kg	41	20.5
	Above 4kg	27	13.5
	Total	200	100.0
Usage among other cooking oils	More	155	77.5
	Less	21	10.5
	Equal	24	12.0
	Total	200	100
Preference of Brand	Branded	88	44.0
	Non-branded	112	56.0
	Total	200	100.0
Brand names	Anjali	7	8.0
	Ananadham	17	19.0
	Idhayam	32	37.0
	Sastha	7	8.0
	V.V.S	25	28.0
	Total	88	100.0
Source of knowledge about the brand name	Radio	10	11.0
	Television	62	71.0
	Hoarding	7	8.0
	Display in shop	9	10.0
	Total	88	100.0
Package-wise classification	Pouch	76	87.0
	Plastic can	10	11.0
	bottle	2	2.0
	Total	88	100.0
Purpose of using	Cooking only	126	63.0

	Cooking and oil bathe	51	25.5
	medicine	23	11.5
	Total	200	100.0

Source: Primary data

It is inferred from the Table –2 that, majority of two-fifth of the total respondents are purchase gingelly oil on monthly basis. More than one-third of the respondents used 4 kg and above 4 kg of gingelly oil for a month (20.5 % + 13.5%). More than three-fourth of the respondents used more gingelly oil compared other oils for cooking purpose. Out of 88 respondents who use branded gingelly oil, 8 per cent of the respondents used Anjali and Sastha brand of gingelly oil. 19 per cent of the respondents used Ananadham brand gingelly oil. 37 per cent of the respondents used Idhayam brand gingelly oil. 28 per cent of the respondents

used V.V.S brand gingelly oil. Among different brands, more than one-third of the respondents used Idhayam brand. Nearly three-fourth of the respondents who use branded gingelly oil known their brand names through television advertisement makes a remarkable impression on the buyer's decision. More than three-fourth of the respondents prefer pouch packing of gingelly oil. Additionally 63 per cent of the respondents use gingelly oil only for cooking, 25.5 per cent use gingelly oil for both cooking and oil bathe and 11.5 per cent of the respondent uses gingelly oil medicine.

TABLE - 3
Awareness of buyers' Attitude towards gingelly oil

Awareness of buyers' Attitude		Frequency	Percentage
Reading instructions on the package	Yes	79	90.0
	No	8	10.0
	Total	88	100.0
Checking the expiry date	Yes	80	91.0
	No	8	9.0
	Total	88	100.0
Availing of free gift	Yes	128	64.0
	No	72	36.0
	Total	200	100.0

Source: Primary data

It is observed from Table –3 that 90 per cent of the respondents do read the instruction given on the package and only 10 per cent do not read the instructions given in the package. More than nine-tenth of the respondents read the printed on the package of gingelly oil and about the expiry date. 64 per cent of the respondents avail gift articles while buying gingelly oil

36 per cent of the respondents do not avail any free gifts while purchasing gingelly oil.

Buyers' opinion towards gingelly oil

The questionnaire is based on the variable perception of gingelly oil of consumers. Table - 4 shows the results of the respondents regarding this variable. The mean indicates to what extent the sample group averagely agrees or does not agree with the different statement. The lower the

mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the

statement. The mode indicates which answer possibility is given mostly by the sample group.

Table-4
Buyers' opinion towards gingelly oil

Statement	N	Minimum (Strongly disagree)	Maximum (Strongly agree)	Mean	Mode
Gingelly oil is traditional in nature	200	1	4	3.34	3
Gingelly oil is not available every where	200	1	4	2.82	3
Gingelly oil has medicinal value	200	1	4	3.49	3
Gingelly oil price is cheaper	200	1	4	2.12	3
Consumers use more quantity of gingelly oil comparing with other oils	200	1	4	3.07	3
Free gifts to gingelly oil will not increase sales	200	1	4	2.74	4
People buy extra quantity during festival seasons	200	1	4	3.07	3
Advertisement on branded gingelly oil does not influence the buyers behaviour	200	1	4	2.69	3
Branded gingelly oil is available in different packet	200	1	4	3.13	3
Male takes decision on buying gingelly oil	200	1	4	2.46	3

Hypotheses Results through various statistical tools

The mean attitude score was calculated to understand the nature of attitude, the khadi consumers have. Moreover, the ANOVA test reveals the

important demographic factors that influence the attitude of consumers. The results are shown in Table -5.

Table-5

Variable	Hypothesis	Test	Result	Sig. value
Age	H1: There is a relationship between age and buying	ANOVA	Reject H1 Accept H0	F = .982 P = .402/ p

	behavior. H0: There is no relationship between age and buying behavior.			> .05
Education	H1: There is a relationship between education and buying behavior. H0: There is no relationship between education and buying behavior.	ANOVA	Reject H1 Accept H0	F = 1.412 P = .241/ >.05 p
Income	H1: There is a relationship between income and buying behavior. H0: There is no relationship between income and buying behavior.	ANOVA	Accept H1 Reject H0	F = 3.964 P = .009/ < .05 p
Occupation	H1: There is a relationship between occupation and buying behavior. H0: There is no relationship between occupation and buying behavior.	T-test	Reject H1 Accept H0	t = -.402 p = .688/ > .05 p
Beliefs	H 1: There is a relationship between beliefs and buying behavior. H0: There is no relationship between beliefs and buying behavior.	Pearson	Reject H1 Reject H0	r = .000 P = .498/ p >

Significance level $p < .05$

Suggestion

1. The price of gingelly oil is fairly high, so it is suggested that necessary steps have to be taken to control the cost of gingelly oil.
2. The buyers prefer pouch packages available in different quantity. Hence, the manufacturers design different quantities of pouch packages available of pouch packages to attract more buyers.
3. Buyers respond more when they are given gift articles while purchasing gingelly oil. It is therefore suggested that free gifts in the form of extra quantity of gingelly oil in the pouch package can attract more buyers.

Conclusion

In the present globalized scenario world people buy different types of food products containing various level of fat. The buyers have number of alternative or substitute food products. This enables the buyers to choose and buy lesser fat products. The continuous usage of oil had an impact on the health of human beings. Excessive usage of few edible oils created

fat and cholesterol in the human body. This had led to heart attack, more body weight and so on. Hence, people became conscious about their health. Gingelly oil is the major oil used in South India. People prefer to use gingelly oil which generates low fat and cholesterol scientific experiments and research indicated that

gingelly oil has lesser cholesterol and has more medical values.

Reference

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