

## A Review of Research on Buying Behavior of Urban and Semi-urban consumers towards Cold Pressed and Refined Edible Oils

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**ABSTRACT:** Cold-pressed edible oils were made by grinding nuts, seeds and fruits into oil, which were suitable for direct consumption. Different types of cold pressed edible oils are available in the market, i.e. safflower, ground nut, mustard, coconut, olive oil, sesame and almond was purchased by the modern consumers. Hence, there view research was crucial to explore the buying behavior of the consumers who were consuming cold pressed and refined edible oils in urban and semi-urban areas. As now a days consumers were more particular about the brand, quality and prices before purchasing the oils, the review stated that most of the consumers were preferring branded cold pressed and refined edible oils due to its health benefits, at the same time the consumers were found purchasing oils mostly from retail stores, supermarkets and malls. Further, the review of research stated that quality, brand and packaging were found to be the most influencing factors among consumers to prefer the cold pressed and refined edible oils.

**Keywords:** Cold pressed oils, refined edible oils, Consumer, Buying behavior.

### INTRODUCTION

Consumer buying behavior was the selection process of goods and services and it was considered to be an inseparable part of marketing (Kotler and Keller 2011). According to the Turkish food law, cold pressed oil was defined as, the oils obtained only by a mechanical process suitable for direct consumption, without heat treatment (Bursa, *et al.*, 2018). The oil that had been refined by using chemicals under heat treatment was called refined edible oils.

The cold-pressed oils does not contain constituents that were harmful to humans and were free from microbiological contamination and these oils were accepted as a functional food as it contains bioactive substances (Tynek *et al.*, 2012). The content of essential fatty acids and sterols in oils retard the lifestyle diseases such as cardiovascular diseases, cancer and obesity (Subhash, *et al.*, 2020.) Refined edible oils had better quality, longer stability and good safety because these oils, while extraction and refining process some essential nutrients were removed such as trans fatty acids and 3-MCPD esters (Gharby, 2022). There is a need to find out the buying behavior of consumers of cold pressed and refined oil. So, as to find out the influencing factors, motivating them to buy

these oils.

### Objectives of the study

- (1) To find urban and semi-urban consumer buying behavior towards cold pressed and refined edible oils.
- (2) To explore brand influence on purchasing cold pressed and refined edible oils.

### 1) Urban and semi-urban consumer buying behaviour towards cold pressed and refined edible oils

Srujana *et al.* (2021) conducted a study in urban Hyderabad of Telangana state on consumer awareness, preferences, buying behavior, opinions and willingness to buy cold pressed oils. The results of the study revealed that, most of the respondents were aware of cold pressed oils and preferred them only due to its health benefits. Apart from price of the oil, the product attributes, appearance, excellent service and nutrition were found to be the four factors that influenced consumers to purchase cold pressed oils.

Kalpna and Verma (2020) conducted a study on consumers of edible oil among the urban population with socioeconomic segmentation of A,B and C categories. The findings stated that, the mustard oil had the highest penetration in east and northern parts of India, where as sunflower oil and gingelly oil were high in southern India and soyabeans oil penetration was

across Indian and western parts as Indian consumers were found using groundnut oil and sunflower oil. The results stated that, about (38 %) of sunflower oil was consumed across India followed by soybean oil (37%), mustard oil (34%), groundnut oil (9%), cottonseed oil and palmolein oil (6%), gingelly oil was (5%) and rice bran oil (3 %) respectively.

Kumari and Gowthamy (2019) studied about awareness and preference regarding the consumers of cold pressed oil in Coimbatore city. The findings stated that, the 31.4 per cent respondents were aware of cold pressed oils through their family members and they used the oil only for cooking. The study found that, health benefit was the least influencing factor and brand has not played any major role in the purchase of oil. The study also observed that a lot of unbranded cold pressed oils were also available in the market. Further, the study noticed that a few of consumers had recommended cold pressed oils to others due to the health benefits and other benefits acquired from the oil.

Kirubashini and Priyadarshini (2018) studied about consumers satisfaction towards cold pressed edible oils in Coimbatore city. The study selected the sample of 50 respondents purposively and observed that 60 per cent of the consumers were satisfied with the cold pressed edible oil, as it contains natural nutritive values. Further, most affecting factors while purchasing of cold pressed edible oils by the consumers were found to be quality and package of the oil.

Srilekha (2018) conducted a study on edible oil market towards cold pressed oil. The sample of the study were store retailers (55%), departmental store retailers (21%), oil store retailers (35%) and supermarket retailers(9%) from Tamilnadu state. About 24 per cent of retailers felt that, Gold winner had been the mostly preferred edible oil brand in the market and 31 per cent of retailers believed that health was the most preferable factor for purchasing the brand. The 89 per cent of the retailers were found currently dealing with cold pressed oils for more than a year and fifty six percent of the retailers were found preferring the fastest-moving cold pressed oil packs with the one liter package, followed by two liter to five liter packages.

According to Kavitha and Sudha (2018) the consumers of Tamilnadu districts found preferring sunflower oil followed by groundnut oil for cooking purpose. Most of the consumers preferred groundnut oil in rural areas compared to urban areas. The findings revealed that, while purchasing cooking oil quality, fat content and price were the major factors considered by the urban consumers whereas price, quality and packaging were preferred by the rural consumers. The study also reported that, in urban areas switching loyalty to the brand was frequent compared to rural areas.

Ambujakshi (2016) conducted a study on consumer awareness on edible oils in Bangalore, where sixty two percent of the respondents were male and the remaining

thirty eight per cent were female. It was found that, both (52%) of male and female stated that, consumption of edible oil in Bangalore was increased due to awareness of health and regional preferences factors. The study also found that, there was a negative impact on the edible oil industry in India.

Emmanuel *et al.* (2015) studied on consumer knowledge, perception and preference of edible oil in Ghana. The study found that, consumers purchased refined edible oils as they found them healthy to consume, as they were of good quality and nutritious, compared to unrefined edible oils. The study identified that, the majority of consumers (58%) preferred edible oils in medium size (1.5-5L) containers. Besides, consumers of unrefined edible oils (80.1%) purchased mostly in open markets, while (49.5%) purchased refined edible oils mostly in supermarkets.

The consumer behavior of edible oil in pudukkottai district of Tamilnadu was studied by Jayalakshmi and Selvarasu (2013) who found that health care, packaging, quality and brand name of the edible oil were the highly influential factors among consumers. The study revealed that, price was not an influencing factor for purchasing the products, as customers were more conscious about the quality of the products. The brand image, brand trail and advertisement had highly contributed towards influencing buying behavior of consumers.

Govindaraj *et al.* (2012) examined the status of sunflower edible oil consumption in rural and urban regions of Tamil Nadu. The study found that, the palm oil was consumed by rural areas and where as urban consumers used sunflower and groundnut oils. The increase on oil consumption shift was noticed from traditional groundnut oil to other edible oils as per the economic levels of rural and urban households.

Selvalakshmi and Dhanasekaran (2012) explored about consumer behavior and perception towards edible oil in the Namakkal district. The researcher found that, the respondents were purchasing branded and unbranded edible oils of sunflower, gingili and groundnut. Price, quality and shelf-life were found to be the most affecting factors among consumers to prefer edible oils. Saravanan and Poonothai (2010) studied about the factors influencing buying behavior and satisfaction levels, among 200 consumers in Coimbatore city. The study revealed that, purity, quality and price were the most influencing factors to buy the edible oils and most of the consumers had preferred sunflower oil and groundnut oil.

Ramana and Viswanath (2005) examined consumer behaviour and awareness with special reference to edible oil users. The results stated that, the awareness levels among consumers about their rights and remedies were found very low. The study suggested that marketers has to undertake wide publicity and campaigns for creating awareness about various

malpractices followed by the traders in the exploitation of consumers of edible oils.

Carneiro *et al.* (2005) reported the effect of soybean oil label attributes on consumer purchase intention using conjoint analysis, which includes four attributes i.e. brand name (familiar and unfamiliar), price (high and low), nutritional information (with and without cholesterol, and rich in vitamin E) soya bean transgenic oil. The result of the study indicated that, transgenic had a negative impact on the purchase intention of 76 per cent of consumers as they declared an intention not to buy the transgenic soybean oil, as purchase intention was affected by price. The study highlighted that, it was necessary to identify the extrinsic attributes (e.g. package and label information) of consumers to improve the possibility of product acceptance.

**Brand influence on purchasing of cold pressed and refined edible oils.** Arya *et al.* (2021) investigated about consumer behaviour with regard to consumption of edible oil in Hisar. The 45 per cent of the respondents belonged to the age group of 31 to 40 years, while (30%) were between 20 to 30 years of age group. The study found that, soyabean oil was consumed by (45 %) of the sample and Sunflower oil by (15 %) of the sample. The study revealed that, out of total respondents, 30 per cent preferred local brands, 22 per cent used fortune oils brand, 15 per cent tried Dhara brand, 15 per cent consumed Patanjali brand oil and 18 per cent of consumers used loose unpacked oil.

Chandni and Shweta (2021) conducted a study on the consumer behavior towards edible oils of Saffola, Borges and Patanjali brands in Lucknow. The study investigated that, 38 per cent of consumers preferred saffola, 34 per cent used Borges and 28 per cent purchased Patanjali edible oil brands. and choices regarding the consumption of edible oils. The results of the study stated that 32 per cent of the consumers agreed that, price was the most affecting factor while purchasing edible oils.

A study of customer preference towards cold pressed oil in coimbatore city was conducted by Raveendhar *et al.* (2020) who found that, health consciousness played an important role in influencing the respondents to purchase cold pressed oil, while price and brand were found to be least influencing factors. The study also observed that a lot of unbranded cold pressed oils were available in the market and respondents preferred only these oils because of its low price.

Ibrahim *et al.* (2020) conducted a study on consumer preferences towards different brands of palm oil in Malaysia. The study revealed that, most of the respondents purchased the bottled "Saji" brand palm oil at least once in a month and advertisement was the primary source of brand information. Price was found to be the most significant factor that, influenced consumers to prefer palm oil.

Sampada (2017) examined consumer behavior towards various edible oil in Maharashtra state. The study revealed that, females were mainly involved in purchasing of edible oils. Advertising was found to be a major source to get the information and study the impact of the consumer buying behavior. About (64%) of the respondents used branded oil and (36%) preferred unpacked oil. Dhara brand was found to be the most popular cooking oil brand in the selected study area.

Prasad (2016) studied consumer behavior towards brand preference among edible oil users in Chitradurga district of Karnataka. The study observed that, the age group of 26 to 35 years preferred branded edible oils and health was considered as an important parameter for selection of edible oils. The study also revealed that, the consumers purchased different brands available in the market based on the price of edible oils.

(Vijay, 2016) studied the buying behaviour of cooking oil among 200 respondents in the Hadoti region. The study found that, (50%) of respondents preferred soyabean oil and (22.5%) groundnut oil. Deep Jyoti and fortune brands of coconut oil were mostly preferred by the respondents and decision making played a major role in the consumer buying behavior process.

Shivkumar (2014) conducted a study in the state Andhra Pradesh with reference to Indian edible oil brands and explored the consumers preference towards oil brands, oil variants and factors influencing the purchasing decision. The results of the study highlighted that, brand image, price, health consciousness and quality of a particular brand were the most important factors that were influencing consumers decision making for edible oil purchases.

Khanna and Chaubey (2014) conducted an empirical study on consumer attitude and perception towards brands of edible oil. The study reported that, quality was considered as an important factor in edible oil because it was more related to health. Consumers of this study felt that, edible oil was necessary for day-to-day life and were satisfied with the brand which led to positive perception and loyalty towards the brand. The findings revealed that, consumers had specific preferences towards brands, pricing, taste, packaging, offers, product design, advertisements etc., while purchasing edible oils.

## CONCLUSION

The research review of this study stated that, most of the consumers preferred cold pressed edible oils of groundnut, sunflower, sesame and mustard oils, further soyabean in urban areas where assemi-urban consumers were found preferring palm oil followed by groundnut oil. The consumers found influenced by brand, price, quality and availability factors. Majority of the consumers were found buying the products from retail stores, supermarkets and malls. Information source for

consumers regarding edible oils were advertisements, newspapers, relatives and friends. The findings of this review stated that, urban consumers preferred cold pressed oils and refined edible oils as they were brand conscious, due to awareness regarding the health benefits and at the same time they were able to afford. Whereas, the semi-urban consumers were purchasing only refined edible oils, which were available in both packed and unpacked (loose oils). It was observed that semi-urban consumers were less aware of cold pressed edible oils and its benefits. Therefore, cold pressed edible oils were preferred more by urban community compared to rural consumers. The consumer buying behavior was primarily influenced by a variety of factors like taste, price and health.

## FUTURE SCOPE

Future research can be done on rural consumers to know their buying behavior towards cold pressed and refined edible oils and can also study the markets strategies of local producers of cold pressed and refined edible oils.

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