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A STUDY ON BRAND AWARENESS AND CUSTOMER PREFERENCE TOWARDS SAFAL EDIBLE OIL

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ABSTRACT

As the demand for branded edible oil is fast increasing, the gap between supply & demand is widening thus the market potential for sealed packing edible oil is enormous and fast growing. In the oil industry, competition has increased due to new entry of different brands of edible oil. The people are becoming more health conscious. In this virtual competitive world more and more companies are now exploring avenues to enter into the branded edible oil market. Hence, in this study much emphasis is laid down on the level of brand and of Safal edible oil that is compared with other brands of edible oil. The objective of the article was to study the Brand Awareness and customer preference towards Safal edible oil and its scope. The findings relating to the product awareness, brand awareness, and preference, product attributes, improvement, product pricing, etc., shows that there are tremendous opportunities for all the player in the branded edible oil market to tap the potential

KEYWORDS

Brand awareness, Competition, market, preference, promotion.

INTRODUCTION

The oil industry plays an important role in the country. In today's world where there is high level of contamination in the available edible oil and rise of contracting dangerous disease and the nuisance of oil fatness, cholesterol is very high. This has led to increased demand for branded edible oil leading to the gap between supply demand, thus the market potential for sealed packing edible oil is enormous and fast growing.

REVIEW OF LITERATURE

A. D. Owen K. Chowdhury, J. R. R. Garrido, in their paper titles "A market share model for vegetable and tropical oils" This paper is concerned with specification and estimation of a model explaining market shares for the world's major vegetable and tropical oils. Market shares are explained by relative prices and an attribute variable designed to reflect increased consumer preference for polyunsaturated fats and oils. A general autoregressive distributed lag model is specified, with data acceptable reduction of the unrestricted model yielding a more parsimonious representation of the data generation process.

Dr. K. Maruthamuthu, K. Krishna Kumar & M. Vasan In their research articles, entitled "Consumer Behaviour and Brand preference of Britannia Biscuits – An empirical study with reference to Salem, Tamil Nadu". States that the most of the respondents purchase Britannia biscuits due to its Brand image. They conclude that there is significant association between media and purchase decision of the consumer.

STATEMENT OF THE PROBLEM

Increased consciousness on health issues has made the people to search for healthy products, specially, the food products and particularly the edible oils. The loyalty of customers and brand equity are closely related. Since the consumer behaviour is very vibrant and fast changing, it is very difficult to understand and formulate the strategies accordingly. Therefore, an attempt has been made to analyse the Brand awareness and consumer preference towards the Safal brand of edible oil.

OBJECTIVES OF THE STUDY

- To understand the brand awareness of Safal edible oil by consumers.
- To identify product attributes influencing brand preference.
- To analyses the reasons for purchasing various brands by consumers.
- To find out the opinion of consumers about the Advertisements

HYPOTHESIS TESTING**NULL HYPOTHESIS (Ho)**

There is no significant Relationship between Income level and purchasing factor of Individual.

ALTERNATIVE HYPOTHESIS (H1)

There is significant Relationship between Income level and purchasing factor of Individual

The *chi-Square test* is used to test the above hypothesis.

RESEARCH METHODOLOGY

The sample size of the study consists of 100 respondents of Kolar district using branded edible oil. Simple random sampling procedure is adopted for study. The study covers both the Primary and Secondary data.

PRIMARY DATA

Primary data is the first hand information collected for specific purpose directly from the field of Inquiry. The source of primary data for compilation of the research was gathered directly from the respondents through the use of the questionnaire. It was developed personally and offered the latest information. Communication being direct was more effective and accurate.

SECONDARY DATA

It refers to that which is compiled by someone else other than the researcher for a purpose not directly related to the present research problem. These are readily available for processing. This type of data relate to past period. The two main types of secondary data are internal and external data.

- **INTERNAL DATA**

The source includes company annual reports, bulleting, research reports, brochures etc.

- **EXTERNAL DATA**

It includes Published materials such as periodicals & books, like business periodical, Marketing Journal, General Business and Trade Magazines etc., Computerized data bases such as Internet databases and offline databases (Information available on Diskettes and CD-Rom disks).

ANALYSIS AND INTERPRETATION OF DATA

TABLE NO. 1: SHOWING GENDER WISE CLASSIFICATION OF RESPONDENTS

Gender	Total	Percentage
Male	32	32
Female	68	68
	100	100

Source: - Primary Data

Analysis: The above table reveals that 32% of the respondents are male and 68% of the respondents are female. The number of male and female respondents was chosen randomly. From this it can be inferred that most of the respondents are female.

CHART NO. 1: SHOWING GENDER WISE CLASSIFICATION OF RESPONDENTS

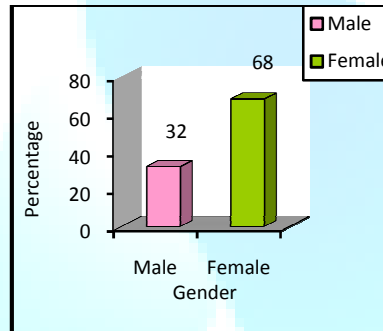


TABLE NO. 2: SHOWING AGE-WISE CLASSIFICATION OF RESPONDENTS

Age Group	Total	Percentages
Below 25 years	28	28
25 to 35 years	46	46
35 to 45 years	16	16
45 to 55 years	08	08
Above 50 years	02	02
	100	100

Source: - Primary Data

Analysis: The above table shows that 28% of the respondents are in the age group of below 25 years. 46% of the respondents are fall in the age group of 25 to 35 years. 16% are in the age group of 35 to 45 years 8% of respondent are in the age group of above 55 years. From this, we can understand that 46% of the respondents fall in the age group of 25 to 35 years. Followed by 28% of respondents fall in the age group of below 25 years.

CHART NO – 2: SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS

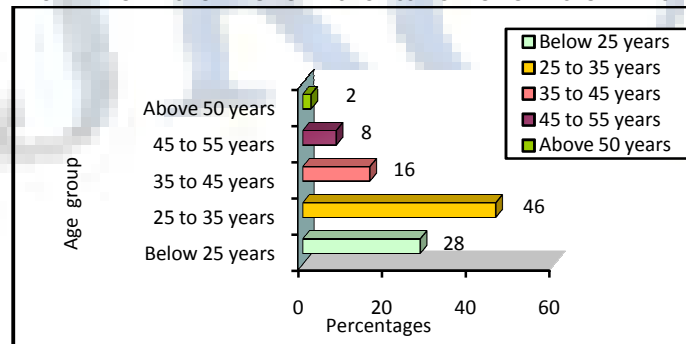


TABLE NO.3: SHOWING MONTHLY INCOME OF RESPONDENTS

Monthly Income	Total	Percentages
Below ₹ 5,000	32	32
₹ 5,000 to ₹ 10,000	40	42
₹ 10,000 to ₹ 15,000	10	10
₹ 15,000 to ₹ 20,000	16	16
Above ₹ 20,000	02	02
	100	100

Source: Primary Data

Analysis: Income is the main factor, which determines purchasing power, consumption levels and tastes of consumers. Higher the incomes level higher the purchasing power vice versa. The above table reveals that, 32% of the respondents are in the income group of Below ₹ 5,000, 40% of the respondents are in the income group of ₹ 5,000 to ₹ 10,000, 10% of the respondents are in the income group of ₹ 10,000 to ₹ 15,000, 16% of the respondents are in the income group of ₹ 15,000 to ₹ 20,000, while 2% of the respondents are in the income group of Above ₹ 20,000. From this, we can inferred that most of the respondents are in the income group of ₹ 5,000 to ₹ 10,000. Hence the prices of edible oil should be reasonable.

CHART NO. 3: SHOWING MONTHLY-INCOME OF RESPONDENTS

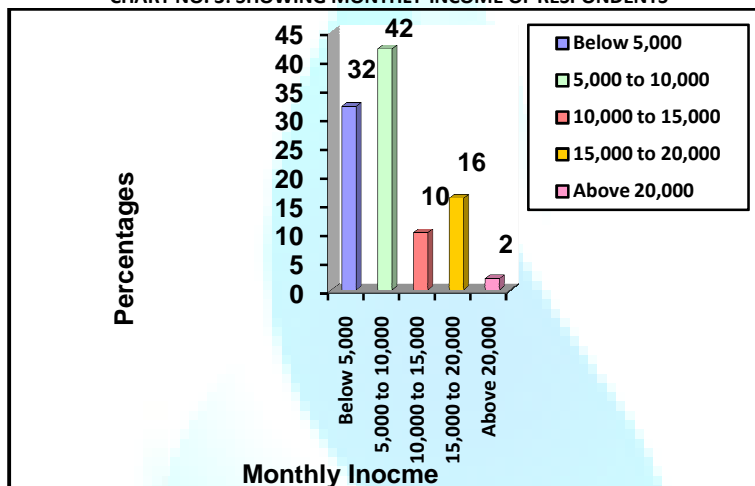


TABLE NO. 4: SHOWING ALTERNATIVE BRANDS AWARE OF BY THE RESPONDENTS

Alternative Brands	Total	Percentage
Safal	94	33
Ruche	15	05
Sun drop	36	12
Fortune	24	08
Saffola	24	08
Gold Winner	36	12
Gemini	60	20
Any Other	06	02
	295	100

Source: Primary Data

Analysis: The above table reveals that 33% of the respondents aware of Safal, followed by 20% of the respondents aware of Gemini, 12% of respondents are aware of Sundrop & Gold winner, 5% of the respondents are aware of Ruchi, 8% of the respondents are aware of Fortune & Saffola, while 2% of the respondents are aware of other brands of edible oils. From this it's clear that most of the respondents are aware of Safal brand edible oil.

CHART NO.4: SHOWING ALTERNATIVE BRANDS AWARE OF BY THE RESPONDENTS

Monthly Income	Total	Percentages
Below ₹ 5,000	32	32
₹ 5,000 to ₹ 10,000	40	42
₹ 10,000 to ₹ 15,000	10	10
₹ 15,000 to ₹ 20,000	16	16
Above ₹ 20,000	02	02
	100	100

CHART NO. 4: SHOWING ALTERNATIVE BRANDS AWARE OF BY THE RESPONDENTS

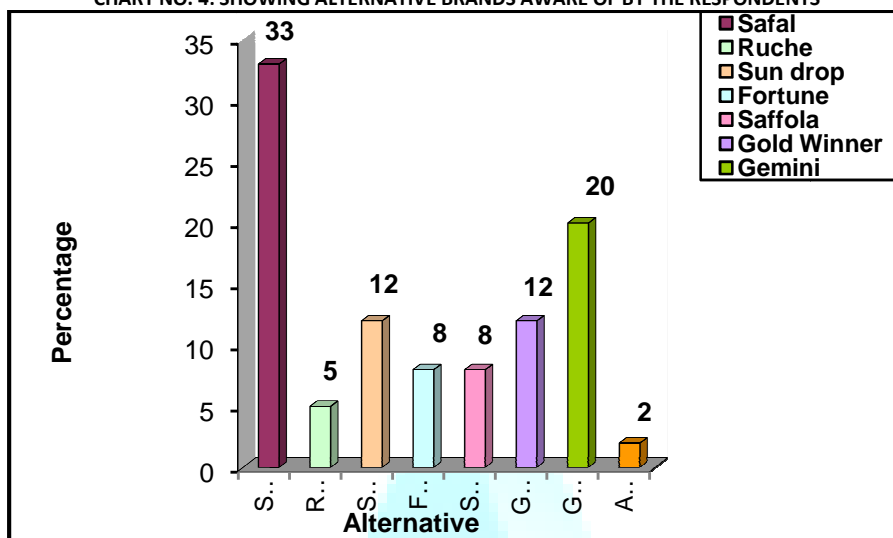


TABLE NO. 5: SHOWING USE OF BRANDED EDIBLE OIL BY THE RESPONDENTS

Use of branded edible oil	Total	Percentage
Yes	100	100
No	00	00
	100	100

Source: Primary Data

Analysis: From the above table, it is found that 100% of the respondents are using branded edible oil. Hence, there is a bright future for the branded edible oil Industry.

CHART NO.5: SHOWING USE OF BRANDED EDIBLE OIL BY THE RESPONDENTS.

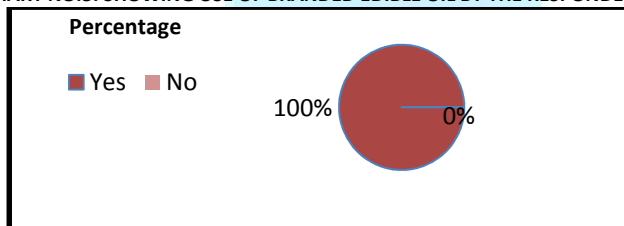


TABLE NO. 6: SHOWING BRAND PREFERRED BY THE RESPONDENTS.

Brands	Total	Percentage
Safal	64	64
Ruche	04	04
Sun drop	05	05
Fortune	03	03
Saffola	02	02
Gold Winner	05	05
Gemini	17	17
Any other	00	00
	100	100

Source: Primary Data

Analysis: The Table-4.8 reveals that 64% of the respondents prefer Safal brand, 17% of the respondent prefer Gemini brand, 5% of the respondent go for Gold winner, 5% of the respondents prefer Sundrop, 4% of the respondents prefer Ruchi, 3% of the respondents prefer Fortune, 2% of the respondents prefer Saffola brand. From this above it can be inferred that most of the respondents prefer Safal brand of edible oil. Hence, the company should try to maintain the brand awareness among the consumers.

CHART NO. 6: SHOWING BRAND PREFERRED BY THE RESPONDENTS

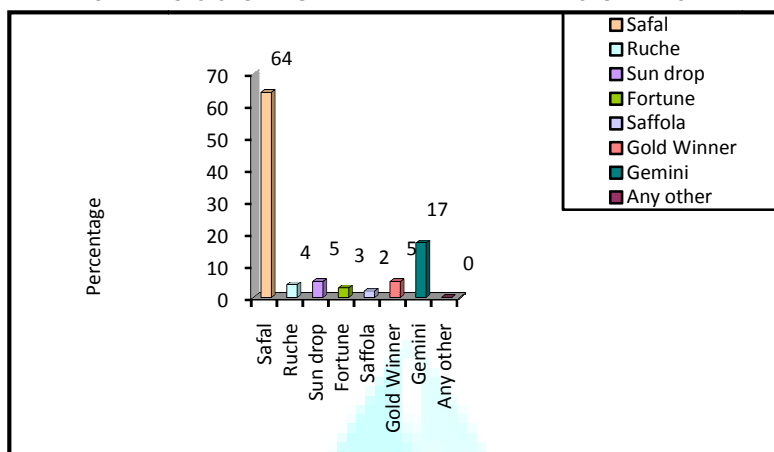


TABLE NO. 7: SHOWING THE REASON FOR USING BRANDED EDIBLE OIL

Reasons	Total	Percentage
Good for health	98	83
As a status Symbol	04	03
Because neighbors use	02	02
Suggested by Doctor	14	12
Any other	00	00
	118	100

Source: Primary Data

Analysis: The above table shows that, the major attributes that influence the respondents for using branded edible oil are Good for health being 83%, as a status symbol with 03%, Because neighbors using it with 02%, and suggested by Doctor with 12% of the respondents. From this, we can infer that the majority of respondents use edible oil because it is Good for health. Hence, the company must try to keep edible oil nutritious and good quality.

CHART NO. 7: SHOWING THE REASON FOR USING BRANDED EDIBLE OIL

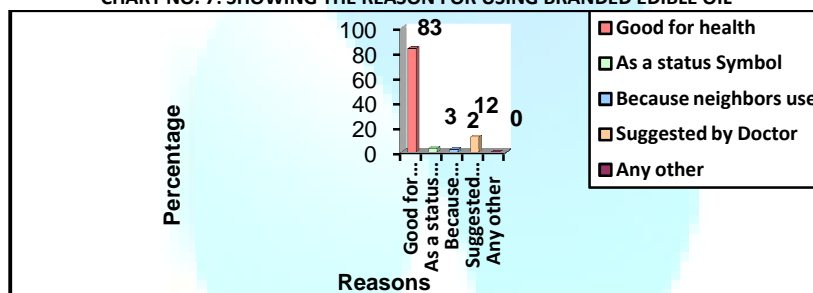


TABLE NO.8: SHOWING RESPONDENTS SOURCES OF AWARENESS FOR SAFAL OIL

Sources of awareness	Total	Percentage
Friends	24	20
Neighbours	14	11
T.V Advertisement	62	51
Neon Sigh Board	08	07
Posters	04	03
News Paper	10	08
Other	00	00
	122	100

Source: Primary Data

Analysis: The above table shows that 51% of the respondents have the aware of Safal oil through T.V Advertisement, 20% of them came to know from friends, 11% came to know from neighbours, 8% of them through Newspaper, 7% of them through Neon sigh board 3% of them through posters. The company has succeeded in promoting the brand to the measures through the major source of T.V Advertisement, with respect to Safal edible oil. Hence company should concentrate on providing Advertisement in T.V.

CHART NO. 8: SHOWING RESPONDENT SOURCES OF AWARENESS FOR SAFAL OIL

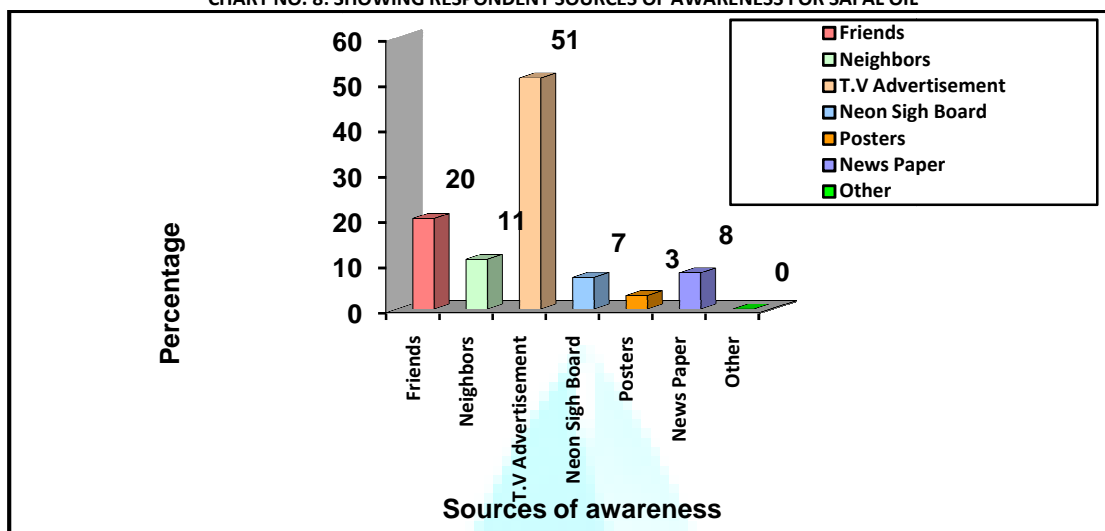


TABLE NO. 9: SHOWING THE NUMBERS OF RESPONDENTS USING SAFAL EDIBLE OIL

Use of Safal Oil	Total	Percentage
Yes	80	80
No	20	20
	100	100

Source: Primary Data

Analysis: The above table shows that, about 80% of the respondents are using Safal edible oil. 20% of the respondents are not using Safal edible oil. From this, it is clear that the most of the people who know the Safal brand edible oil are using the brand edible oil. Hence, the brand awareness is created among greater number of people.

CHART NO.9: SHOWING THE NUMBERS OF RESPONDENTS USING SAFAL EDIBLE OIL.

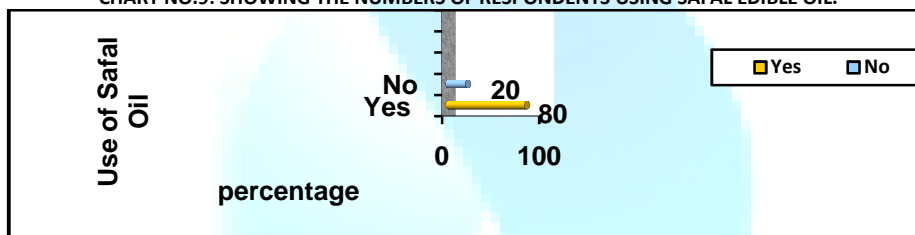


TABLE NO. 10: TABLE SHOWING THE OPINION OF RESPONDENT ABOUT SAFAL EDIBLE OIL

Opinion	Total	Percentage
Excellent	04	05
Very good	20	25
Good	34	43
Satisfied	22	27
Poor	00	00
	80	100

Source: Primary Data

Analysis: From the above table it is found that 5% of the respondents express their opinion about Safal edible oil as excellent, 25% of the respondent express their opinion about Safal oil as very good 43% of the respondent says that the Safal edible oil is good, 27% of the respondent are satisfied about Safal brand edible oil. Majority of the respondent's opinions that the Safal edible oil is good. Hence company should focus on still improving the opinion of Safal brand edible.

CHART NO. 10: SHOWING THE THE OPINION OF RESPONDENTS ABOUT SAFAL EDIBLE OIL

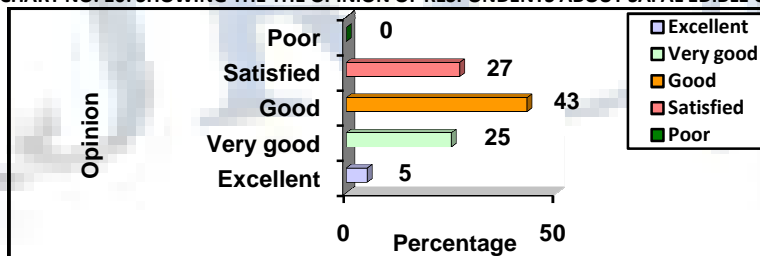


TABLE NO. 11: SHOWING THE OPINION OF RESPONDENT ABOUT THE PRICE OF SAFAL EDIBLE OIL

Price	Total	Percentage
Cheap	04	05
Moderate	36	45
High	36	45
Very high	04	05
	80	100

Source: Primary Data

Analysis: The above table reveals that 05% of the respondents feel that prices are cheap, 45% of the respondents feel that the prices are moderate, 45% of the respondents feel that the prices are high and 05% of the respondents feel that the prices are very high. We can understand that, the majority of the respondents feel that the prices of Safal edible oil are moderate and high. Hence, the company should take effective steps to reduce the prices to attract more consumers.

CHART NO. 11: SHOWING THE OPINION OF RESPONDENT ABOUT THE PRICE OF SAFAL EDIBLE OIL

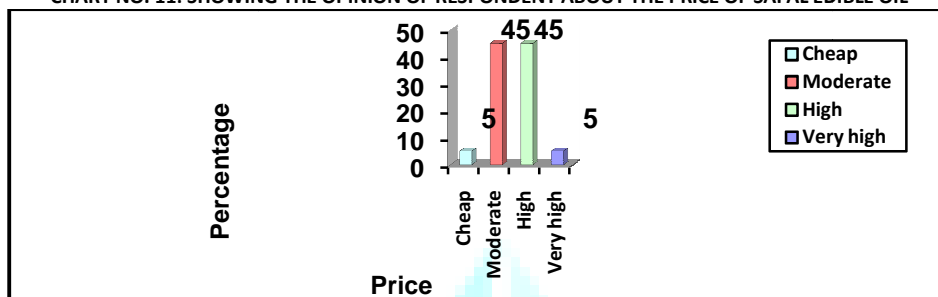


TABLE NO. 12: SHOWING THE OPINION OF RESPONDENT ABOUT QUALITY OF SAFAL EDIBLE OIL

Quality	Total	Percentage
Highly Satisfied	14	18
Moderately Satisfied	62	77
Lowly Satisfied	04	05
	80	100

Source: Primary Data

Analysis: From the above table its clear that, 18% of the respondents highly satisfied about the quality of Safal edible oil, 77% of the respondents are moderately satisfied about the quality of Safal edible oil, and 5% of the respondents are not so much satisfied with the quality of Safal edible oil. Most of the respondents are moderately satisfied with the quality of Safal edible oil. Hence Safal brand of edible oil have been successful in providing superior quality of edible oil, thereby ensuring consumer satisfaction.

CHART NO. 12: SHOWING THE OPINION OF RESPONDENT ABOUT QUALITY OF SAFAL EDIBLE OIL

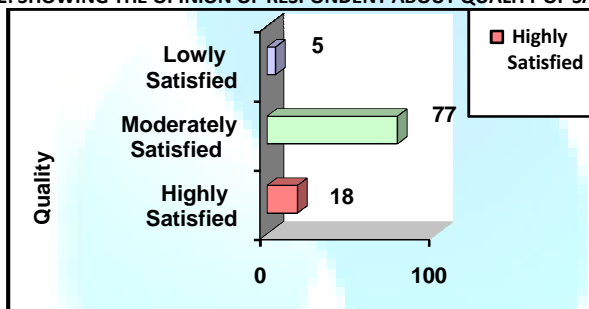


TABLE NO. 13: SHOWING REASON FOR BUYING SAFAL EDIBLE OIL.

Rank Reason	Rank-I		Rank-II		Rank-III		Rank-IV		Rank-V		ΣFx (fx1+fx2+fx3+fx4+fx5)
	f*x	fx1	f*x	fx2	f*x	fx3	f*x	fx4	f*x	fx5	
Quality	37*5	185	20*4	80	15*3	45	5*2	10	3*1	03	323
Brand Image	7*5	35	18*4	72	25*3	75	18*2	36	12*1	12	230
Good for health	28*5	140	25*4	100	12*3	36	8*2	16	7*1	07	299
Economy	04*5	20	7*4	28	11*3	33	25*2	50	33*1	33	164
Availability	04*5	20	10*4	40	17*3	51	24*2	48	25*1	25	184

Rank	I	II	III	IV	V
Value(x)	5	4	3	2	1

Reason	Ranking
Quality	I
Good for health	II
Brand image	III
Availability	IV
Economy	V

ANALYSIS

From the above analysis, we can say that,
 I Rank respondents say that quality of Safal edible oil is the important reason for buying Safal edible oil.
 II Rank respondents buy Safal edible oil because it is good for health.
 III Rank respondents buy it, as it has Brand image.
 IV Rank respondents buy it because of its availability.
 V Rank respondent buy it because of economy.
 From the above analysis, it can be inferred that majority of the respondent buy Safal edible oil because of quality, followed by good for health, Brand Image, Availability & Economy.

CHART NO. 13: SHOWING REASON FOR BUYING SAFAL EDIBLE OIL

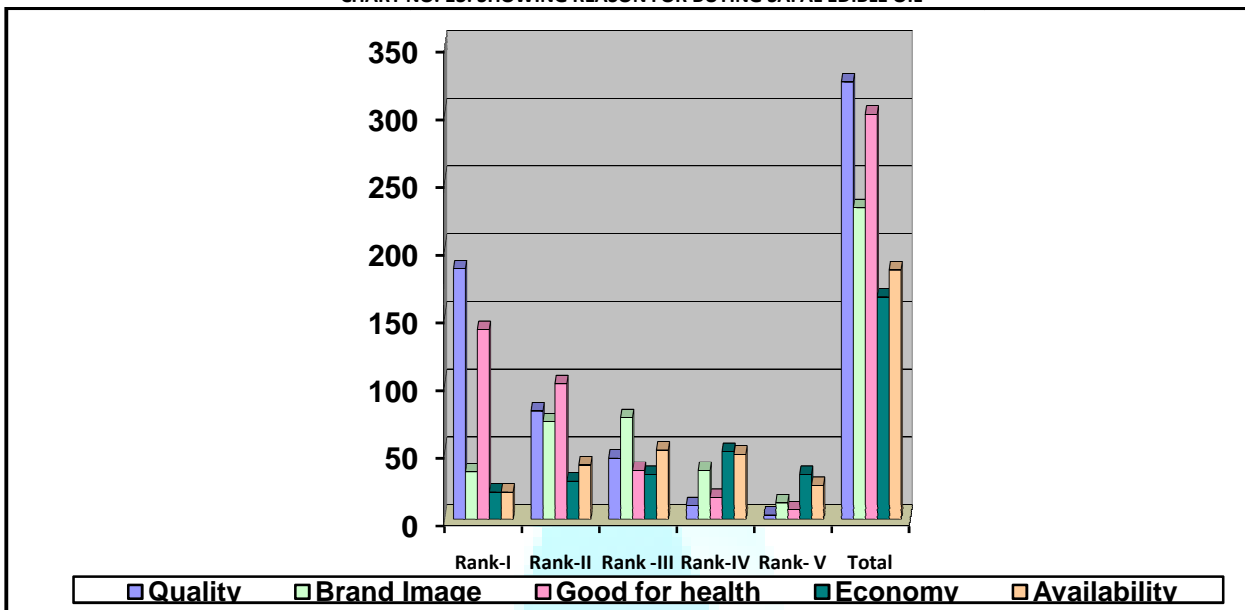


TABLE NO. 14: SHOWING CHANGES NEEDS IN PRESENT BRAND OF 'SAFAL OIL' BY RESPONDENTS

Factor for change	Total	Percentage
Decrease in Price	54	51
Increase in Quality	22	21
Promotional offers	24	23
Appearance	02	01
Eco-Packing	04	04
Any Other	00	00
	106	100

Source: Primary Data

Analysis: The above table reveals that 51% of the respondents need decrease in price, 21% of the respondents need increase in quality, 23% of the respondent expect promotional offer, 1% of the respondent need changes in appearance, and 4% of the respondent want eco-packing. From this, it is found that majority of the respondent expects decrease in prices of present brand of edible oil. Hence company should adopt effective strategies to reduce the prices of Safal edible oil.

CHART NO.14: SHOWING CHANGES NEEDS IN PRESENT BRAND OF 'SAFAL OIL' BY RESPONDENTS

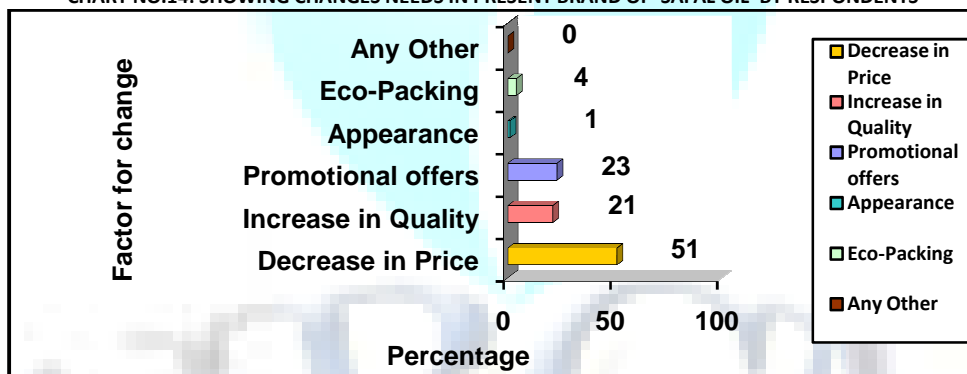


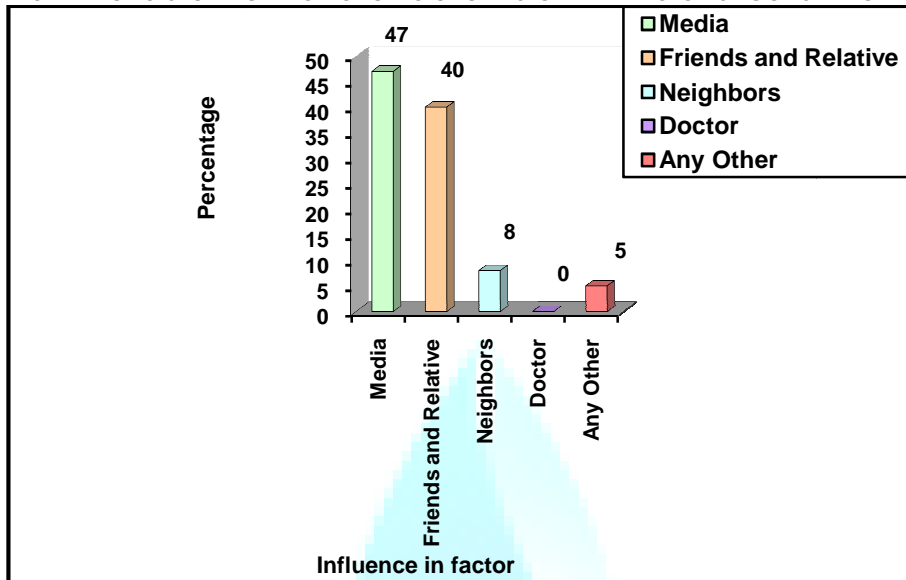
TABLE NO.15: SHOWING INFLUENCING FACTOR OF RESPONDENT IN PURCHASING OF 'SAFAL OIL'

Influencing factor	Total	Percentage
Media	38	47
Friends and Relative	32	40
Neighbours	06	08
Doctor	00	00
Any Other	04	05
	80	100

Source: Primary Data

Analysis: The above table shows that 47% of the respondents are influenced by media to purchase Safal a brand of edible oil, 40% of the respondents are influenced by friends and relative to purchase Safal oil, 8% of the respondents are influenced by neighbours to purchase Safal edible oil and 5% of the respondents are influenced by other factor to buy Safal edible oil. From this, it is found that most of the respondents are influenced by media to purchase Safal brand of edible oil. Hence, company should use media in such a way that more number of people knows about the existence of the brand.

CHART NO. 15: SHOWING INFLUENCING FACTOR OF RESPONDENT IN PURCHASING OF 'SAFAL OIL'



HYPOTHESIS TESTING

Null Hypothesis (Ho): There is no significant Relationship between Income level and purchasing factor of Individual.

Alternative Hypothesis (H1): There is significance Relationship between Income level and purchasing factor of Individual.

CHI-SQUARED ANALYSIS OF RELATIONSHIP BETWEEN INCOME LEVEL & PURCHASING FACTOR

OBSERVED FREQUENCY (O)

Income level (Rs)	Purchasing Factor					Total
	Easy Availability	Brand Image	Affordable Price	Good Quality	Good for Health	
Below ₹ 5000	02	00	02	18	10	32
₹ 5000 - 10000	02	01	03	23	11	40
₹ 10000 - 15000	01	02	00	01	06	10
₹ 15000 - 20000	00	05	00	03	08	16
Above ₹ 20000	00	01	00	01	00	02
Total	05	09	05	46	35	100

EXPECTED FREQUENCY (E)

Income level (Rs)	Purchasing Factor					Total
	Easy Availability	Brand Image	Affordable Price	Good Quality	Good for Health	
Below ₹ 5000	1.6	2.8	1.6	14.7	11.3	32
₹ 5000 - 10000	2.0	3.6	2.0	18.4	14.0	40
₹ 10000 - 15000	0.5	0.9	0.5	4.6	3.5	10
₹ 15000 - 20000	0.8	1.4	0.8	7.4	5.6	16
Above ₹ 20000	0.1	0.3	0.1	0.9	0.6	02
Total	5.0	9.0	5.0	46.0	35.0	100

TABLE NO. 16: SHOWING CHI-SQUARED ANALYSIS

7	E	(O-E) ²	(O-E) ² /E
02.0	1.6	0.16	0.10
02.0	2.0	0.00	0.00
01.0	0.5	0.25	0.50
00.0	0.8	0.64	0.80
00.0	0.1	0.01	0.10
00.0	2.8	7.84	2.80
01.0	3.6	6.76	1.88
02.0	0.9	1.21	1.34
05.0	1.4	12.96	9.26
01.0	0.3	0.49	1.63
02.0	1.6	0.16	0.10
03.0	2.0	1.00	0.50
00.0	0.5	0.25	0.50
00.0	0.8	0.64	0.80
00.0	0.1	0.01	0.10
18.0	14.7	10.89	0.74
23.0	18.4	21.16	1.15
01.0	4.6	12.96	2.82
03.0	7.4	19.36	2.62
01.0	0.9	0.01	0.01
10.0	11.3	1.69	0.15
11.0	14.0	9.00	0.64
06.0	3.5	6.25	1.79
08.0	5.6	5.76	1.03
00.0	0.6	0.36	0.60
			Σ(O-E)²/E 31.96

Calculated value of $\chi^2 = \sum(O-E)^2/E$

$\sum(O-E)^2/E = 31.96$

DOF(v)=(r-1) (c-1)

= (5-1) (5-1)

=4*4

V=16

The table value of χ^2 for 16 DOF (v) at 5% level of significance is 26.296 Since calculated value of χ^2 is greater than the table value, it is significant therefore Null hypothesis (H0) is Rejected and Alternative hypothesis is accepted.

It is concluded that there is a significant association between Income level and purchasing factor of the Respondents.

SUMMARY OF FINDING

- ❖ From the analysis of study, it was found that 68% of respondents were female and 46% of the respondents were aged between 25 – 35 years.
- ❖ 40% of the respondents were in Income group of ₹5,000 – ₹10,000.
- ❖ 33% of the respondents are aware of Safal oil apart from the alternative brand of edible oil available in the market.
- ❖ The use of branded edible oil in the market was found to be 100% of the respondents who were surveyed.
- ❖ 83% of the respondent use branded edible oil because it is good for health. Even the respondents are ready to pay more for branded edible oil, as “Health is the wealth
- ❖ 51% of the respondents were aware about Safal brand of edible oil through television advertisement. The company should increases television advertisement in order to increase brand awareness.
- ❖ 80% of the respondents were using Safal edible oil. Hence most of the respondents prefer Safal oil, as brand awareness gives the base for customer preference.
- ❖ 43% of the user respondent opinion about the Safal edible oil as ‘Good’. The overall opinion about Safal oil among the respondents is good, it indicates the Safal overall performance relating to quality, brand images, and healthiness is outstanding.
- ❖ 45% of the user respondent felt that the prices of Safal edible oil were moderate as well as high prices give rise to more competition and losing market share.
- ❖ 77% of the user-respondent moderately satisfied with the quality of the Safal edible oil. It found that quality is the greatest weapon of Safal oil.
- ❖ The Ranking system shows that the respondent given 1st Rank to good quality, the respondent given 2nd rank to good for health, 3rd rank to Brand image, 4th rank to the availability and 5th rank to the economy .
- ❖ 51% of the respondents felt that prices of Safal edible oil should be decreases, and 23% of the respondent expecting the promotional offer in the present brand of Safal oil.
- ❖ 47% of the respondent purchase Safal oil, as it is influence by media, so the company should focus on more budgets for advertising and publicity.
- ❖ From the chi-square analysis it was found there is a significant association between Income level and purchasing factor of the Respondents.

RECOMMENDATION

1. As majority of customers associate Safal edible oil with ‘Good Quality’, The Company must ensure that quality of the product is maintained at a high level to successfully promote a brand and to retain customers loyalty.
2. Company need to allocate more budget for advertising, promotion and publicity in order to build a brand image. In the minds of consumers a better known brand is considered to be a better brand.
3. As majority of the customer feel the prices of Safal edible oil is high, the company should try to reduce the prices to attract the more customers to buy the product and increases the market share.
4. Advertising should take a front seat to drive the brand to capture a huge market sector. It should be more persuading than a simple awareness.
5. Display of boarding in commercial area locate like the bus stop, Theater, and Railway station will do a good job in creating awareness and boosting up sales of the product.
6. Television advertisements are one of the strongest media to influence the prospective customers. Hence, the company should concentrate more on Television Advertisements.

7. Sales promotion schemes should be introduced to the retailers and customer at frequent intervals that increases brand awareness and customer preferences.
8. As today people are more health conscious, so, the company should try to maintain the Safal edible oil still more nutritious.
9. The company should make the customers know about the quality of the Safal oil, especially, they have to project the quality factor in all promotional communication, as quality is found to be the most influential factor in customer brand preferences.
10. The company should concentrate on their pricing strategies to offer qualitative product in reasonable prices, as it is found that high price is the significant factor leading to dissatisfaction. The company should effectively utilize the concept of providing "More for less" promotional strategies.

CONCLUSIONS

A brand aims to segment the market in order to differentiate supply and fulfill the expectations of specific groups of customers, product can't speak for them self, the brand is what gives them meaning and speaks for them. Today, brands are considered to be among the greatest and strength of a company and the brand image is very important. It is what people remember, if they remember at all. Brand image is built with the logo, name, and Slogan all consistently speaking about the USP of the brand. Strong brand commenced premium, they do well during economic slowdown and can be extended to new business with ease.

The objective of the article was to study the Brand Awareness and customer preference towards Safal edible oil and its scope. The finding relating to the product awareness, brand awareness, and preference, product attributes, improvement, product pricing, promotion etc., shows that there are tremendous opportunities for all the player in the branded edible oil market to tap the potential market. The extent of competition has been gradually increasing, some of the important competitor like Gemini, Ruchi, Gold winner also occupying place in the edible market. But consumer appreciated Safal branded edible oil for its quality. As there is high competition the consumer are expecting the decrease in Safal edible oil prices and also increasing more advertising and publicity.

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