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CONSUMER ATTITUDE AND PERCEPTION TOWARD BRANDS OF EDIBLE OIL: AN EMPIRICAL STUDY

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ABSTRACT

Opening of Indian economy has enhanced the brand consciousness of customers. Today different brands of edible oil are available in the market. Consumers have specific preferences & choice & they evaluate them on the basis of aspects like price, quality, health & packaging etc. The present study undertaken to examine the consumer attitude and perception toward brands of edible oil. Researcher has tried to establish relationship between product quality with consumer satisfaction and brand loyalty. Data was collected from 323 customers in Dehradun city to analyse the demographic profile of customer and its relationship with brand preferences. It was found that quality is the main consideration in selecting the brand of edible oil. It is also seen that quality leads to satisfaction and further enhances the brand loyalty.

KEYWORDS

Edible Oil, Perception, Consumption pattern, preferences, Choice of Brand.

INTRODUCTION

Edible oils constitute an important component of food expenditure in Indian households. Historically, India has been a major importer of edible oils with almost 30-40% of its requirements being imported till 1980s. In 1986, the Government of India established the Technology Mission on Oilseeds and Pulses (TMOP) in order to enhance the production of oilseeds in the country. The TMOP launched special initiatives on several critical fronts such as improvement of oilseed production and processing technology, additional support to oilseed farmers and processors besides enhanced customs duty on the import of edible oils. Consequently, there was a significant increase in oilseeds area, production, and yields until the late-1990s.

Today India is one of the largest producers of oilseeds in the world and this sector occupies an important position in the agricultural economy. The oilseeds area and output is concentrated in Central and southern parts of India, mainly in Madhya Pradesh, Gujarat, Rajasthan, Andhra Pradesh and Karnataka. Edible Oil is purified fat of plant or animal origin, which is liquid at room temperature.

Awareness, knowledge & exposure among consumer towards edible oil are also increasing, because of the level of education, urbanization and also the vast development in communication facilities. Packaging has become appropriate selling proposition now days, although edible oil industry is very competitive and consumers are numerously price conscious but still packaging make an impact on the consumer brand preference.

In edible oil industry, brand preference are more sensitive as compare to any other related industry. Health consciousness among consumer are increasing day by day. Because of these reasons, industry is becoming health sensitive and quality conscious. The edible oil industry is changing because today's eating habits are shifting and creating new markets. While vegetable oils are becoming increasingly valuable in biofuels production, high energy prices and low margins put pressure on balance sheets in the edible oil industry.

An important characteristic of the Indian edible oil consumption pattern is the variation in preferences across regions, driven by taste and availability. The edible oil industry in India is characterized by intense competition and fragmentation, with the presence of a large number of units attributable to low entry barriers such as low capital and low technical requirements of the business and a liberal policy regime (SSI reservation for traditional oilseeds and sales tax incentives by various state governments). Companies are trying to build up the brand using these elements into their marketing program. The growing health consciousness among the target market forces consumers not to compromise on its preferred brand.

LITERATURE REVIEW

Dr. J.H.Vyas, Imran N. Siddiqui, Jay K. Dewangan (April 2013) study suggests that when the consumer purchase cooking oil higher importance is given to safety aspects, and the brand image of the cooking oil than the sales promotional schemes offered by the companies. Cooking oil marketers could take maximum efforts in designing the advertisements in such a way that the advertisements provide reliable and maximum information about the nutrition and health aspects, price of the oil.

Dhinesh babu & Venkateshwaran stated that the owners of the edible oil units should be trained to get more marketing knowledge to market their products. They should think global and act local. It implies that their product should be highly qualitative and also suitable to the local consumers. The attractive packaging plays an important role in the marketing of edible oils. All types of manufacturers should realize this fact and try to sell their products in attractive packets. It is not only attractive but also is reachable to all customers' segments.

R Prerna (2013) in their study says that Quality is always important for any production. But it is more important in case of edible oil for reason that it is more related to health. Consumers analyze the price, quality, packaging aspects etc. before they buy the product and hence, it is up to the different brands of sunflower and groundnut oil manufacturers to concentrate on those aspects and workout better strategy to attract more consumers for their brands.

Syed Akif Hasan and Muhammad Zeeshan Khan stated that packaging characteristics influences the consumer brand preference in edible oil. whereas packaging characteristics has eight different dimensions i.e. various sizes of Package, different shapes Package, safety, shelf life, convenience of storage, convenience of use, extra use of package and package attractiveness. Study is also helpful to conclude the factors which are responsible for the increment of market share in edible oil industry by changing or modifying the packaging of product in competitive market.

Butz and Goodstein, (2006) found that demographic variables are the most popular bases for segments the customer groups, One reason is that consumer needs, wants, preferences and usage rates are often highly associated with demographic variables. Another is that demographic variables are easier to measure (Kotler, Philip, and Gary Armstrong, 2006).

N. Rajaveni & Dr. M. Ramasamy study suggests that strongly packaged brand should offer protection and carve out for a point of difference that can protect the brand against competitor activity through trade marking. It is also important to remember that the world is full of cultural and linguistic difference. What works

in one market doesn't always work in another. The bottom line for business is that packaging design will almost always have an effect on a company's profit and loss.

OBJECTIVES OF THE STUDY

This study has following objectives:

- To analyse the demographic profile of customer and its relationship with brand preferences.
- To identify the factors influencing customers in building their preferences from normal product to branded products.
- To identify the factors of brand switching.
- To draw conclusions and suggestions on the basis of study.

RESEARCH METHODOLOGY

To complete this study primary as well as secondary source of information is used. To study the consumer attitude & brand preferences of edible oils, **primary data** is collected by using a detailed structured questionnaire which was administered to a sample of 323 selected on the basis of convenience sampling method. The study has been carried out in Dehradun city. The **secondary data** is collected from published thesis, reputed journals, magazines and related websites. The data so collected is scrutinized, tabulated, analyzed and finally used for the study purpose. For the calculation and analysis of data statistical tools 9Mean, SD, ANOVA and other statistical techniques are used.

HYPOTHESIS

H0: Consumers attitude and perception toward edible oil does not differs significantly across the level of income and education .

H1: Consumers attitude and perception toward edible oil does not differs significantly across the level of income and education .

FINDING & DISCUSSION

TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Category		Count	Percentage
Gender	Male	214	66.3
	Female	109	33.7
Marital Status	Married	183	56.7
	Unmarried	140	43.3
Age	Less than 20 years	5	1.5
	From 21-30 Years	190	58.8
	From 31-40 Years	82	25.4
	Above 40 Years	46	14.2
Family Size	Up to 3 Members	201	62.2
	4-5 members	64	19.8
	6-8 members	22	6.8
	9-10 members	1	0.3
	More than10 members	35	10.8
Education Level	Matric & below	1	.3
	Under Graduate	74	22.9
	Graduate	25	7.7
	Post Graduate	153	47.4
	Professional qualification, if any	70	21.7
Income Level	Below 15000 PM	91	28.2
	15,000 to 30,000 PM	223	69.0
	30,000 to 50,000 PM	8	2.5
	80,000 and above PM	1	.3
	Total	323	100

The information presented in the above table no 1 shows that out of 323 respondents, 66% are males and only 34% are females which implies that males were more than the females in the gender category of respondents. Majority of the respondents (57%) are married and only 43% are unmarried which reveals that majority of respondents are married. Age wise classification is considered to be an attribute of demographic profile, the analysis presented in the above table reveals that sample is dominated by the young category of respondent ranging in the age group of 21-30 years as it contributes 58.8% in the sample while least number of respondents are less than 20 years of age. Almost 62% of the people having a small family of upto 3 member as no of family members describe the consumption pattern of households. Majority that is 62% of respondents are post graduates. With regards to employment status majority that is 69% have income between 15,000-30,000.

TABLE 2: MOST PREFERRED BRAND

SI.NO	Description	Number of Respondents	Percentage
a	Suffola	99	30.7
b	Fortune	167	51.7
c	Sundrop	20	6.2
d	Dalda	35	10.8
e	Other, Please specify	2	.6
	Total	323	100

Today there is stiff competition among the edible oil industries. Companies are trying their best to build up the brand for differentiating the product. Brand Preferences represents which brands are preferred under assumptions of equality in price and availability. As seen in table 2 out of total 323 respondents almost 51.7% people prefer Fortune,30.7% people prefer Suffola oil & only 10.8% people prefer Dalda ,maximum percentage of people prefer Fortune brand.

TABLE 3: SOURCE OF INFORMATION

SI NO	Description	Number of Respondents	Percentage
a	Family	113	35.0
b	Friend	77	23.8
c	Retailers	1	.3
d	Advertisement	132	40.9
	Total	323	100.0

Media plays a major role in a consumer's buying decision-making process. There are many ways for customer to get information about various brand of edible oil. Advertising is used through various media to generate brand awareness within consumers. They can be aired as radio ads, television commercials, internet etc. As per the above table 3 out of 323 respondents maximum percentage that is 40% of respondents gets the information about the brand through Advertisement, 35% knows about the brand through family members, 23% gets information from friends & only 0.3% gets information from retailers.

TABLE 4: MONTHLY SPENDING PATTERN ON EDIBLE OIL

SI NO	Description	Number of Respondents	Percentage
a	Less than Rs. 500	97	30.0
b	From 500 to 1000	198	61.3
c	From Rs. 1000 to 1500	5	1.5
d	Rs 1500 & above	23	7.1
	Total	323	100.0

The above table shows that 61.3% of respondents spend 500 to 1000 rupee on monthly basis on edible oil, 30% spend less than 500 rupee per month, 7.1% spend 1500 and above & only 1.5 % people spend Rs 1000 -1500 on edible oil.

TABLE 5: FREQUENCY OF PURCHASE

SI NO	Description	Number of Respondents	Percentage
a	Once in a month	89	27.6
b	2-3 times	198	61.3
c	4-5 times	1	.3
d	More than 5 times	35	10.8
	Total	323	100.0

The information presented in the table 5 reveals that maximum percentage (61.3%) of respondents purchase edible oil 2-3 times in a month. Buying oil is not a daily affair, hence the production and stocking needs to be aligned with this behaviour.

TABLE 6: DURATION OF USING SINGLE BRAND OF EDIBLE OIL

SI NO	Description	Number of Respondents	Percentage
a	Less than 3 months	90	27.9
b	Upto 6 months	57	17.6
c	Upto 1 year	42	13.0
d	Always using Single brand	134	41.5
	Total	323	100.0

Brand loyalty, in marketing, consists of consumer resistance to change the brand or a consumer's commitment to repurchase or other positive behaviors such as word of mouth advocacy in favour of brand . As seen in Table.6 almost 41.5% of the respondents always prefer single brand, that means consumers are satisfied with their existing brands, Fortune & they don't want to switch to another brand of edible oil.

TABLE 7: AMOUNT OF MONTHLY CONSUMPTION

SI NO	Description	Number of Respondents	Percentage
a	1 ltr	107	33.1
b	5 ltr	213	65.9
c	10 ltr	3	.9
	Total	323	100.0

As stated in the above table.7 maximum percentage of respondents that is 65.9% consumes almost 5 ltr of edible oil on monthly basis, 33.1% monthly consumes 1 ltr & 0.9% consumer 10 ltrs of edible oil on monthly basis.

TABLE 8: PREFERRED PLACE OF PURCHASE

SI NO	Description	Number of Respondents	Percentage
a	Shopping Mall	8	2.5
b	Local Store	230	71.2
c	Supermarket	85	26.3
	Total	323	100.0

As seen in table.8, 71.2% of respondents purchase edible oil from local stores, whereas 26.3% prefer supermarkets to make their purchases & only 2.5% make their purchases from shopping malls.

TABLE 9: DESCRIPTIVE STATISTICS

	N	Mean	Std. Deviation
I prefer general edible oil, as my family consumption of edible oil is very high	323	2.8545	1.33997
My health condition compel me to use branded edible oil	323	3.6935	1.06125
I prefer branded oil even if prices goes high	323	3.8947	.74854
I prefer branded oil only when there is any offers	323	2.4025	1.15247
Celebrity endorsement influence me most in favour of branded edible oil	323	2.8328	1.12146
Media influence me most in favour of particular brand of edible oil	323	2.5542	.84479
Packaging of the product attract me in favour of branded oil	323	2.8390	1.07430
Information of product ingrediant influence me in brand selection	323	4.1858	.51335
Nature of consumption affect me in particular brand of edible oil	323	3.4334	.83279
Price of the product influence me most in favour of particular brand of edible oil	323	3.2322	.90132
I give due consideration on quality of the product while selecting a particular brand of edible oil	323	4.5542	2.32713
I give due consideration to availability of the product while selecting a particular brand of edible oil	323	3.0000	1.20558
Taste of the brand of edible oil influence me most in selecting a particular brand of edible oil	323	3.5820	.77735
Effect of advertising influence me most in selecting a particular brand of edible oil	323	3.1146	1.01962
Salesman and shopkeeper suggestions is important for me in brand selection of edible oil	323	2.8545	1.11756
Valid N (list wise)	323		

Consumer purchase pattern of edible oil is affected by several factors. A structured questionnaire was developed covering the consumers attitude and perception towards different marketing activities, product quality and role of media in favour of edible oil. Mean and standard deviation was calculated by using

SPSS software. As seen in table.9, maximum percentage of respondents give due consideration on quality of the product while selecting a particular brand of edible oil. As it scored highest mean of 4.5542. highest score of SD (1.33997) of variable like I prefer general edible oil,as my family consumption of edible oil is very high indicates that consumer attitude toward this factor is heterogeneous.

FACTOR ANALYSIS

Factor analysis is a very useful method for reducing data complexity by reducing the number of variables being studied. It is used to identify the factors that influence the perception and attitude of respondents towards edible oil. To determine the appropriateness of applying factor analysis, the KMO and Bartlett's test measures were computed and the results are presented in the below table. Higher values between (0.5 and 1.0) indicate the sample size taken for the study of factor analysis is adequate. As the result in above table indicate sampling adequacy value to be 0.539, the sample size in factor analysis is appropriate. The Kaiser-Meyer-Olkin (KMO)measure of sampling adequacy (KMO=0.54)

TABLE 10: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.539
Bartlett's Test of Sphericity	Approx. Chi-Square	3530.393
	Df	105
	Sig.	.000

TOTAL VARIANCE EXPLAINED

From the below table the loading of factors can be observed. The loading of factors can be positive or negative. The higher the loading the more important is the factor. Only factors with Eigen value greater than 1.0 are retained. Factors with variance less than 1.0 are no better than single variable. The exploratory factor analysis extracted 5 factors with Eigen value greater than 1, which accounted for 79.1 per cent of variance in the data. The result are presented in the below mentioned table. It provides an insight about how many variables can be clubbed together to make a single factor. Referring to the Table, Factor 1 having variance 24.325% represents the element Healthy oil , taste & satisfaction level of consumer towards the brand of edible oil is considered to be an important factor that influences the perception and attitude of consumers,even if the prices goes high consumer become loyal towards that brand. Factor 2 with a variance of 20.47% has the statement that Celebrity endorsement, media influence the consumers towards their brand of edible oils. Sometimes, consumers attitude and perception are developed towards brand if it is endorsed by their favourite celebrity. The statements that load into Factor 3, having variance 15.291% represents the pricing of the brand & the various offers that company provides having an influence on consumer. Nature of consumption ia also considered to be an important factor. Factor 4 having variance 12.00% consisted of product design, its packaging, labeling, their composition also the availability of the product to the consumer. Salesman's, shopkeepers suggestions are also considered by the consumer while making purchases. Factor 5 with a variance of 7.019 comprises that Quality is considered to be important while selecting brand of edible oil.

TABLE 11: TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.649	24.325	24.325	3.649	24.325	24.325	2.937	19.579	19.579
2	3.071	20.470	44.795	3.071	20.470	44.795	2.683	17.885	37.464
3	2.294	15.291	60.085	2.294	15.291	60.085	2.596	17.305	54.768
4	1.800	12.000	72.085	1.800	12.000	72.085	2.292	15.278	70.046
5	1.053	7.019	79.104	1.053	7.019	79.104	1.359	9.058	79.104
6	.781	5.210	84.314						
7	.619	4.124	88.438						
8	.537	3.578	92.015						
9	.376	2.508	94.524						
10	.227	1.510	96.034						
11	.182	1.211	97.245						
12	.157	1.044	98.289						
13	.121	.809	99.098						
14	.095	.636	99.734						
15	.040	.266	100.000						

Extraction Method: Principal Component Analysis.

TABLE 12: ROTATED COMPONENT MATRIX^a

	Component				
	Product attribute	Celebrity & media influence	Pricing, offers & nature of consumption	Product design, availability & shopkeepers influence	High consumption & product quality
Taste of the brand of edible oil influence me most in selecting a particular brand of edible oil	.833				
My health condition compel me to use branded edible oil	.820				
I prefer branded oil even if prices goes high	.780				
Celebrity endorsement influence me most in favour of branded edible oil		.879			
Media influence me most in favour of particular brand of edible oil		.878			
Price of the product influence me most in favour of particular brand of edible oil			.868		
I prefer branded oil only when there is any offers			.758		
Nature of consumption affect me in particular brand of edible oil			.727		
I give due consideration to availability of the product while selecting a particular brand of edible oil				.734	
Salesman and shopkeeper suggestions is important for me in brand selection of edible oil	-.382			.712	
Effect of advertising influence me most in selecting a particular brand of edible oil				.684	
Packaging of the product attract me in favour of branded oil				.671	
Information of product ingredient influence me in brand selection				.515	
I give due consideration on quality of the product while selecting a particular brand of edible oil					-.820
I prefer general edible oil,as my family consumption of edible oil is very high					.601

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

ANALYSIS OF ROTATED COMPONENT MATRIX

From the above table five factors are identified as key determinant that influence the consumer perception and attitude towards edible oil. The rotated component matrix, sometimes referred to as the loadings, is the key output of principal components analysis. It contains estimates of the correlations between each of the variables and the estimated components. In the above rotated component matrix there are five (5) components.

TABLE 13: MEAN OF ALL FIVE FACTOR ACROSS THE LEVEL OF INCOME OF THE RESPONDENTS

Income	Product attribute	Celebrity & media influence	Pricing, offers & nature of consumption	Product design, availability & shopkeepers influence	High consumption & product quality
Below 15000	4.0769	2.2363	2.5092	3.4945	3.8462
15,000 to 30,000	3.5889	2.9126	3.2422	3.0807	3.6682
30,000 to 50,000	3.4167	1.9375	2.7500	3.2000	3.1875
80,000 and above	4.0000	1.5000	3.0000	2.6000	3.0000
Total	3.7234	2.6935	3.0227	3.1988	3.7043

ANALYSIS

As is the evident from the mean rating of various factors of consumer perception and attitude From the above table it indicates that the mean of all five factors varies among different income group. F1 (Product attribute & satisfaction level) scored highest mean among all income group of respondents. Analysis of variance (ANOVA) is a collection of statistical models used to analyze the differences between group means and their associated procedures (such as "variation" among and between groups. In the ANOVA setting, the observed variance in a particular variable is partitioned into components attributable to different sources of variation.

TABLE 14: ONE WAY ANOVA WITH THE LEVEL OF INCOME

		Sum of Squares	df	Mean Square	F	Sig.
F1 (Product attribute & satisfaction level)	Between Groups	16.234	3	5.411	11.427	.000
	Within Groups	151.059	319	474		
	Total	167.293	322			
F2 (Celebrity & media influence)	Between Groups	35.722	3	11.907	16.665	.000
	Within Groups	227.934	319	715		
	Total	263.656	322			
F3 (Pricing, offers & nature of consumption)	Between Groups	35.334	3	11.778	23.474	.000
	Within Groups	160.055	319	502		
	Total	195.389	322			
F4(Product design,availability & shopkeepers influence)	Between Groups	11.425	3	3.808	8.172	.000
	Within Groups	148.654	319	466		
	Total	160.080	322			
F5 (High consumption & product quality)	Between Groups	4.755	3	1.585	1.094	.352
	Within Groups	462.259	319	1.449		
	Total	467.014	322			

ANALYSIS

The value F is a ratio of two means squares. The numerator is the treatment square; the denominator is the experiment error means. Where F= variance of the groups/mean of the within a group. According to the ANOVA test, factors f1 has a ratio of mean 11.43, factors f2 has 16.67, factor f3 has 23.47, factors f4 has 8.17 and factor f5 have 1.094 respectively. On the basis of ANOVA data analysis factor f3 that is pricing,offers & nature of consumption have a huge ratio of mean between groups and within groups so there is the maximum gap between them. And factor f5 that is product quality & high consumption has less ratio of mean (1.094) between groups and within groups so there are little difference and gap between them

- According to ANOVA test, factors F1,F2,F3,F4 calculated value is more than the table value ,hence null hypothesis is rejected.
- In factor F5(Product Quality & high consumption) calculated value is less than the table value. Here, in this factor null hypothesis is accepted.

TABLE 15: MEAN OF ALL THE FACTORS ACROSS THE LEVEL OF EDUCATION

Educational Qualification	Product attribute	Celebrity & media influence	Pricing, offers & nature of consumption	Product design, availability & shopkeepers influence	High consumption & product quality
Matric & below	3.3333	2.5000	3.3333	3.4000	3.5000
Under Graduate	3.5541	2.6757	2.4865	3.9459	3.2770
Graduate	3.9200	2.6000	3.4533	3.2160	4.5800
Post Graduate	3.7298	3.0784	3.2244	3.2065	3.9575
Professional qualification if any	3.8238	1.9071	2.9905	2.3829	3.2929
Total	3.7234	2.6935	3.0227	3.1988	3.7043

ANALYSIS

As is the evident from the mean rating of various factors of consumer perception and attitude From the above table it indicates that the mean of all five factors varies among different educational qualification of respondents.F1 (Product attribute & satisfaction level) scored highest mean among all different educational level of respondents.

TABLE 16: ONE WAY ANOVA WITH THE LEVEL OF EDUCATION

		Sum of Squares	df	Mean Square	F	Sig.
f1 * Educational Qualification	Between Groups(Combined)	3.953	4	.988	1.924	.106
	Within Groups	163.340	318	.514		
	Total	167.293	322			
f2 * Educational Qualification	Between Groups(Combined)	66.235	4	16.559	26.672	.000
	Within Groups	197.421	318	.621		
	Total	263.656	322			
f3 * Educational Qualification	Between Groups(Combined)	32.307	4	8.077	15.749	.000
	Within Groups	163.082	318	.513		
	Total	195.389	322			
f4 * Educational Qualification	Between Groups(Combined)	87.969	4	21.992	96.984	.000
	Within Groups	72.110	318	.227		
	Total	160.080	322			
f5 * Educational Qualification	Between Groups(Combined)	54.383	4	13.596	10.478	.000
	Within Groups	412.631	318	1.298		
	Total	467.014	322			

ANALYSIS

The above table shows the ANOVA results, which indicates that the 5% level of significance, with the significance value of .000, it is clear that there is a significant relationship between educational qualification & the factors that consumer consider while making purchases of edible oil. All the factors in the above mentioned table having value greater than 1.0.

TABLE 17: INTENTION TO CHANGE YOUR PRESENT BRAND OF EDIBLE OIL

SI NO	Description	Number of Respondents	Percentage
a	Yes	90	27.9
b	No	233	72.1
	Total	323	100

Brand loyalty occurs when a customer chooses to repeatedly purchase a product produced by the same company instead of a substitute product produced by a competitor. Brand loyalty shows the satisfaction level of customers toward a particular brand. Here, maximum percentage of people are satisfied with their existing brands of Fortune & only 28% of the respondents want to change their brand. It is seen that little more than one fourth (28%) of respondents want to change their brands due to health factor.

TABLE 18: MAIN REASON OF CHANGE OF PRESENT BRAND

SI NO	Description	Number of Respondents	Percentage
a	Health Factor	168	52.01
b	Price Factor	83	25.69
c	For Change of Taste	65	20.12
d	Quality Consciousness	7	2.18
	Total	323	100

An attempt was made to know the reasons from those respondents who are willing to change their present brand of edible brand. Various reasons were identified like health related issues, price factor, taste factor and quality consciousness. Analysis indicated that health related issues are the main factor for changing of brand as it was indicated by 52.01% respondents. It was followed by price factor. Taste factor was indicated by 20.12% respondents.

CONCLUSION

In the present scenario, consumers do not accept any product which doesn't give them complete satisfaction, that is the reason why so many brands are successful & failure in the consumer market. Quality is considered to be an important factor in case of edible oil, because it is more related with health. Nowadays people are very much health conscious on the basis of various observations made in the study, the consumers feel that edible oil is necessary for day-to-day life. Hence the manufacturers of edible oil follow the concept of being hygienic and healthy oil to attract the consumers. If the consumer is satisfied with the brand it leads to positive perception, loyalty towards brand, positive word of mouth & leads to long term relationship with the brand of edible oil. Consumers have specific preferences towards brands like pricing, taste, packaging, offers, product design, advertisements etc.

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