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Consumer perception and purchasing behaviour of cold pressed oils in Hyderabad

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Abstract

Oilseeds serve as valuable sources of nutrition and energy, offering essential fats and proteins for both human diets and animal feed. The growing demand for minimally processed, eco-friendly oils such as cold-pressed varieties highlights consumers' increasing focus on health and sustainability. Analyzing consumer purchasing behaviour is vital for developing effective marketing strategies that align with these changing dietary and environmental priorities. The study examined consumer perceptions of cold pressed oils, focusing on demographics, purchasing behaviour, and brand preferences. Middle-aged consumers (33.33%) were the largest group, motivated by health consciousness, followed by the 26-35 age group (29.16%). Women (66.66%) and homemakers made up the majority, with groundnut (41.66%) and sunflower oils (33.33%) being the most preferred. A high purchase frequency was observed, with 75 percent buying every 10-15 days, reflecting strong brand loyalty. Health benefits (mean score: 4.34) were the top purchase drivers, followed by quality (4.08) and taste (3.54), while price had the least influence.

Keywords: Environmental, benefits, followed

1. Introduction

Oilseeds are valuable sources of energy and nutrition. The fats and oils found in oilseeds serve both as essential industrial raw materials and as dietary fats. Certain oilseeds also provide edible proteins through their cakes, suitable for human consumption, while others are utilized as animal feed. Furthermore, oilseeds contain carbohydrates, vitamins, and minerals. Additionally, vegetable oils play crucial roles as lubricants in cosmetics and serve as fundamental ingredients in various industrial applications. (Srujana *et al*., 2021) [1].

In recent years, consumers have increasingly prioritised areas of their lives that improve overall quality. Nutrition along with lifestyle choices, the Indian food industry, and environmental factors, stands out as a major influence on human health and well-being. Consumers who are ecologically conscious and concerned about chemical residues in their meals tend to prefer oils that have not undergone extensive thermal processing.

There are numerous types of oils in the globe, including petroleum, animal, and vegetable oils. These oils fall into two categories: edible oils and non-edible oils. Non-edible oil is defined as oil that is good for industrial use but unfit for human consumption. All petroleum oils, animal fat, and a small number of vegetable oils are classified as non-edible oils, along with fuels, waxes, heating oils, and castor oil. Edible oil or cooking oil are defined as oils that are safe. Major edible oils and cold-pressed oils are widely utilised in business and constitute a regular part of our meals.

Cold-pressed oils are oils obtained by compressing nuts, seeds, fruits or vegetables at low temperature preserving their nutritional quality, flavour and aroma. This method not only maintain the integrity of the oils natural compounds but also results in a more sustainable and environmentally friendly product. Now a days wood pressed oils are making a comeback due to the adverse health effects caused by the usage of refined oil and covid-19 pandemic.

Purchasing behaviour refers to people's decisions and actions. Customers are worried about what they purchase and how they utilise goods. It is believed that consumer purchasing behaviour is an integral component of marketing. The study of consumer purchasing behaviour involves examining how people, companies, and other entities purchase and discard products, services, ideas, or reviews in order to satisfy the needs and desires of the customer. (Kotler and Keller, 2011) [2].

2. Materials and Methods

Systematic random sampling method was employed for the study. A cold pressed oil company has selected for the

study. Primary data for the study was collected from 120 customers of a selected company located in Greater Hyderabad Municipal Corporation (GHMC). The primary data was collected from customers through personal interview with pretested questionnaire. The primary data includes information pertaining to the consumer perception and purchase behaviour of consumers towards cold pressed oils of selected company. Tabular analysis, Likert scale was used for analysing the data to draw conclusions.

3. Perception of consumers with regard to cold pressed oils

3.1. Demographic characteristics of the respondents of selected cold pressed oil company

Table 1: Distribution of cold pressed oil users based on their age

S. No	Age group	Respondents	Percentage
1	18-25	05	4.16
2	26-35	35	29.16
s3	36-45	40	33.33
4	46-55	25	20.83
5	56 and above	15	12.50
6	Total	120	100

It is evident from the Table 1. that, the middle-aged consumers (33.33%) indicating a strong preference for cold pressed oils followed by 26-35 age group with 29.16 percentage, 36-45 age group with 20.83 percentage of consumers. Old age group (56 and above) accounts for 12.5 percent of respondents. Lastly, limited use of cold pressed oils among younger consumers (4.16%) was observed due to lower health awareness and food choices. The results indicated that, cold pressed oils are particularly popular among middle aged consumers with a strong emphasis on health and life style changes. The brand of the company may consider targeted marketing strategies to engage younger and older age groups more effectively.

Table 2: Distribution of cold pressed oil users based on their gender

S. No	Gender	Respondents	Percentage
1	Male	40	33.33
2	Female	80	66.66
3	Total	120	100

It is noted from the Table 2 that, 66.66 percent of respondents are female indicating a strong preference among women due to their increased involvement in health-oriented cooking and food choices. Around 33.33 percent of male respondents are preferred cold pressed oils due to their least involvement in cooking resulting in lean familiarity or preferences for specialized cooking oils. This leads to the brand, an opportunity for targeted marketing strategies focussing on male consumers.

The results of distribution of cold pressed oils users based on their family size is presented in the Table 3. 33.33 percent of respondents are with 3-4 family size may prioritize health and wellness followed by 4-5 family size with 29.16 percent, above 5 family size with 25 percent. It is clear from the result that large and medium sized families showed strong preference for cold pressed oils.

Table 3: Distribution of cold pressed oil users based on their family size

S. No	Family size	Respondents	Percentage
1	Above 5	30	25.00
2	4-5	35	29.16
3	3-4	40	33.33
4	2-3	15	12.50
5	Total	120	100

Table 4: Distribution of cold pressed oil users based on their annual income

S. No	Annual income	Respondents	Percentage
1	Above 6 lakhs	20	16.66
2	5-6 lakhs	30	25.00
3	4-5 lakhs	50	41.66
4	Below 4 lakhs	20	16.66
5	Total	120	100

It is identified from the Table 4. that, the majority of respondents fall under 4-5 lakhs income bracket constitutes 41.66 percent of the user base which understood that, middle income people are more health conscious in an effort to prevent potential medical expenses. 5-6 lakhs income group accounts for 25 percent of users, suggesting that, slightly higher earners also show significant interest due to quality and health conscious. Conversely, both the above 6 lakhs and below 4 lakhs income categories, each represents 16.66 percent of users. The higher income people might opt for olive oils, extra virgin oils and the lower income households may face budget constraints which could limit their consumption of speciality oils.

Table 5: Distribution of cold pressed oil users based on their occupation

S. No	Occupation	Respondents	Percentage
1	Business	20	16.66
2	Private employee	35	29.16
3	Govt employee	25	20.83
4	Home maker	40	33.33
5	Total	120	100

It is emphasized from the Table 5. that, the lion share of respondents comprising 33.33 percent are homemakers. This illustrates that, the cold pressed oils are particularly popular among those responsible for cooking, likely due to their focus on healthier cooking options for their family. Private employees making up 29.16 percent of the user base, reflected health conscious among working professionals who may seek convenient and nutritious cooking solutions. Government employees accounts for 20.83 percent of respondents, suggesting that, those in stable position also recognize the value of incorporating health-oriented products in their diets. Lastly business owners represent 16.66 percent of user base due to their more diverse range of dietary preferences. The findings suggest that cold pressed oils connect deeply with homemakers and private employees highlighting the importance of targeted marketing strategies that emphasize the key group.

The Table 6 clearly showed that, customers predominantly favour groundnut oil (41.66%) and sunflower oil (33.33%) revealing a strong demand for those types due to their culinary versatility, health benefits and as cultural traditions.

Table 6: Types of cold pressed oils used by customers

S. No	Type of oil	Respondents	Percentage
1	Groundnut	50	41.66
2	Sunflower	40	33.33
3	Sesame	20	16.66
4	Coconut	10	08.33
5	Total	120	100

Sesame oil (16.66%) and coconut oil (8.33%) take care of narrower market segments, suggesting that while they are valued, they do not have the same widespread appeal as groundnut and sunflower oils.

3.2. Consumer purchasing behaviour towards cold pressed oils

Table 7: Purchase frequency of cold pressed oils

S. No	Frequency of purchase	Respondents	Percentage
1	15 days once	50	41.66
2	10 days once	30	25.00
3	Once a month	40	33.33
4	Total	120	100

The data given in Table 7. revealed that, the cold pressed oils have strong consumer demand with significant majority of respondents buying the product every 10 to 15 days (75%) representing high brand loyalty and consistent usage of brand reflecting consumer perception of the oil as essential in their cooking. Additionally 25 percent of the respondents purchase the oils once in a month, suggesting an opportunity to convert these occasional buyers into hardcore loyal customers. This can be done by providing benefits such as subscriptions, discounts, and recipe promotions.

3.3. Brand perception of the consumers towards cold pressed oils

Table 8: Factors influencing the choice to purchase cold pressed oils

S. no	Factor	1(SD)		2(D)		3(N)		4(A)		5(SA)		Total score	Mean	Rank
		F	S	F	S	F	S	F	S	F	S			
1	Health	2	2	3	6	6	18	50	200	59	295	521	4.34	I
2	Quality	10	10	15	30	50	150	25	200	20	100	490	4.08	II
3	Taste	5	5	15	30	40	120	30	120	30	150	425	3.54	III
4	Availability	5	5	10	20	70	210	20	80	15	75	390	3.25	IV
5	Packaging	8	8	14	28	60	180	12	48	20	100	364	3.03	V
6	Price	15	15	20	40	65	195	15	60	5	25	335	2.79	VI

The findings in the Table 8. indicated that, the health benefits are the most significant element in customer decisions to purchase cold pressed oils, with a mean score of 4.34. Quality is ranked second with a mean score of 4.08, suggesting that buyers appreciate the product's premium aspect. Taste ranks third with a mean score of 3.54, indicating that customers prefer taste, while availability and packaging rank fourth and fifth with a mean score of 3.25 and 3.03 respectively implying that they are less significant but nonetheless regarded. Finally, price has the least effect with mean score of 2.79, indicating that, while cost is important, it is not the top priority for most health-conscious buyers.

4. Conclusion

Adaptability is key to thriving in today's business environment. Consumers generally view selected company cold pressed oil as a reputable brand that prioritizes quality and health benefits. Factors such as taste, adaptability and packaging are significantly influence purchasing decision, with consumers willing to pay premium for products that align with their health goals. Additionally, demographic characteristics such as age, education level and income reflect a trend where health-conscious individuals are more inclined to incorporate cold pressed oils into their life styles. Furthermore, effective marketing strategies and transparent communication about the benefits and sourcing of oils are essential in nurturing customer trust and loyalty. Confined focus on consumer education and adopting to evolving preferences will be vital for sustained growth and customer retention.

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