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Consumer behaviour and brand preference towards Anand brand edible oil in Tier 2 and Tier 3 City

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Abstract

Consumer behaviour changes as the time changes. These changes are due to advancement in technology and new innovations. Groundnut, mustard/rapeseed, sesame, safflower, linseed, niger seed, castor seed, soybean, and sunflower are the nine major oilseeds farmed in India. According to estimates, the top six participants in the branded oil market (Adani Wilmar, Ruchi Soya, Emami, Cargill, Bunge, and Marico) together account for 40% of the market in FY20. It is estimated that there would be around 2,000 such brands out of which ~top 100 brands would be contributing almost 50% (Adani Wilmar Limited, May 16, 2022). Choice of People regarding purchase of goods and services varies greatly, and more complicated decisions typically involve more participants and consideration on the part of the buyer. Marketers need to understand consumer purchasing behaviour based on the level of consumer involvement and the degree of brand differences in order to comprehend how consumers choose products. A smaller company like Anand Oil finds it challenging to compete with this market. where leaders given the greater variety of products in the market, yet the company nonetheless managed to gain market share from Ahmedabad to the southern region of Gujarat.

Keywords: Consumer behaviour, brand preference, edible oil market, Anand brand

1. Introduction

The edible oil and seeds market is being driven by the growing agricultural sector and the introduction of numerous efforts to increase the nation's production of oilseeds. The Indian government also makes constant efforts to increase domestic edible oil supply while reducing its dependency on imports. In order to satisfy the country's consumption demand for edible oils such as sesame oil, groundnut oil, safflower oil, palm oil, etc., the government has launched the National Mission on Edible Oil (NMEO).

India is fortunate in having a wide range of oilseeds crops grown in its different agro climatic zones. The major traditionally grown oilseeds in India are groundnut, mustard, castor, nigerseed, linseed, sesame and rapeseed. In recent years, soybean oil and sunflower oil have also grown in prominence. The most prominent plantation crop is coconut. In addition to the state of Kerala and the Union territories of Andaman & Nicobar Islands, the government is making efforts to cultivate oil palm in the states of Andhra Pradesh, Karnataka, Tamil Nadu and the North-Eastern region of the nation. The most significant 'non-conventional' oils include cottonseed oil and rice bran oil. Additionally, a large source of oils comes from oilseeds with tree and forest origins, which primarily grow in tribal areas. The following statistics relate to the output of the main cultivated oilseeds, the availability of edible oils from all domestic sources (from domestic and import sources), and total availability during the period of year 2010-11 to 2020-21.

Table 1: Production and availability of edible oils in India during the last ten years

Oil Year (Nov.-Oct.)	Production of Oilseeds*	Net availability of edible oils from all domestic sources	Imports**	Total availability of Edible Oils
2010-11	324.79	97.82	72.42	170.24
2011-12	297.98	89.57	99.43	189.00
2012-13	309.43	92.19	106.05	198.24
2013-14	328.79	100.80	109.76	210.56
2014-15	266.75	89.78	127.31	217.09
2015-16	252.50	86.30	148.50	234.80
2016-17	312.76	100.99	153.17	254.16
2017-18	314.59	103.80	145.92	249.72
2018-19	315.22	103.52	155.70	259.22
2019-20	332.19	106.55	134.16	240.71
2020-21#	365.65	113.09	74.40 (Nov-May 21)	-

(Quantity in lakh Tonnes)
* Ministry of Agriculture
** Directorate General of Commercial Intelligence & Statistics (Ministry of Commerce)
\# Based on 3rd Advance Estimates (declared by Ministry of Agriculture on 25.05.2021) [6].

In India, 22 MT of edible oil was reportedly consumed in FY20. The domestic production of principal sources (soybean, rapeseed & mustard, groundnut, sunflower, safflower, and Nigerian) and secondary sources (oil palm, coconut, rice bran, cotton seeds, and tree-borne oilseeds) sources is expected to account for around 10% of the overall requirement, with imports accounting for the remaining 60%. Almost 7 MT of the total 10 MT of edible oils are sold in Business to Business (B2B) and Business to Customer (B2C) markets

The Indian vegetable oil sector is characterized by many small-scale, low-technology plants with substantial excess capacity, utilizing only 30% of its edible oil refining capacity such that 35 years ago, ARCOGUL launched their own cottonseed oil with the brand name ANAND. After that, with time, they also launched other variants like KIRAN" double filtered groundnut oil and "ANAND" refined corn oil. They marketed their products in seven districts of Anand, Kheda, Panchmahal, Dahod, Vadodara, Narmada and Bharuch

2. Objectives of the study

- To study the brand preferences and brand loyalty of edible oil consumers in Anand and Vadodara cities
- Demographic Profile of customer
- To study the consumer awareness of Anand oil in Anand and Vadodara cities

3. Research Methodology

Selection of area	The study was conducted in Anand city & Vadodara city.
Sampling method	Simple random sampling
Sample size	Total n=178
	(Anand=103, Vadodara=75)
Data collection	Data was collected using questionnaire
Analysis	Data was analysed for interpretation and implication.

4. Results and Discussion

4.1 Demographic profile of consumer

It was commonly accepted that a consumer's socioeconomic background will inevitably affect his or her opinions of the products, as well as their living conditions, purchasing decisions, purchasing power, product awareness, and use of edible oils. Due to urbanisation, higher levels of education, and developments in medical facilities, consumers are becoming more aware and knowledgeable about edible oil. India's persistent demand for edible oil reveals a remarkable rise over six decades from a per capita consumption perspective. Between 1960-61 and 1980-81, consumption increased 1.2 times (from 3.2 kg/year in 1960-61 to 3.8 kg/ year in 1980-81). This growth accelerated further, reaching 2.2 times between 1980-81 and 2000-01 (from 3.8 kg/ year in 1980-81 to 8.2 kg/ year annum in 2000-01), and a staggering 2.4 times from 2000-01 to recent times (8.2 kg/ year in 2000-01 to 19.7 kg/ year in 2020-21). This rising demand can be attributed to many factors, including changes in income, lifestyle and evolving dietary patterns (NITI Ayog). In light of this, it is essential to gather consumer feedback on edible oil. It might be highly beneficial for wholesalers, retailers, and producers of edible oils during the marketing, planning, and execution of sales promotional activities. Also, it's crucial to comprehend how consumers feel about the various edible oil brands on the market and what brands they favour (Ali *et al*, 2019) [1].

Table 2: Demographic profile of Respondent

Parameter		Total (178)	
		No	%
Gender	Male	118	66
	Female	60	34
Age	≤ 30 year	54	31
	31-40 year	52	29
	41-50 year	44	25
	>50 year	27	15
Education qualification	Below 10th	28	16
	10th Pass	29	16
	12th Pass	50	28
	Graduate	71	40
Family size	Joint family	105	59
	Nuclear family	73	41
Annual income	Less than 2 L	72	41
	2 to 5 L	47	27
	5 to 10 L	28	16
	More than 10 L	28	16

4.2 Consumer behaviour with respect to different types of edible oil used by respondents

The ICAR-Indian Institute of Oilseeds Research survey revealed distinct regional preferences in edible oil consumption across India. Mustard oil reigned supreme in India's north (61%) and east (35%) zones, followed by sunflower oil. In the west zone, soybean oil held a slight edge (28%) over mustard (25%) and sunflower (25%) oils. The south zone presented a different picture, with sunflower oil (44%) dominating, followed by groundnut oil (29%). These variations likely reflect traditional culinary practices and locally available oilseeds. Additionally, the survey emphasizes the influence of dietary choices (ICAR-IIOR Annual Report 2022) [12].

The types of edible oil preferred by the respondents were classified as sunflower oil, sesame oil, groundnut oil, cottonseed oil, olive oil, mustard oil, rice bran oil, corn oil, and palm oil. An attempt has been made to find out the types of edible oil used by the customers and the data have been collected from the customers.

Table 3: Type of edible oil used in Anand and Vadodara cities (n = 180)

Sr No.	Type of edible oil	No. of response				Total	%
		Anand (n=100)	%	Vadodara (n=80)	%		
1	Cottonseed oil	48	48	36	45	84	46.6
2	Groundnut oil	48	48	28	35	76	42.2
3	Sunflower oil	33	33	16	20	49	27.2
4	Corn oil	18	18	8	10	26	14.4
5	Mustard oil	3	3	3	3.7	6	3.3
6	Rice bran oil	4	4	1	1.2	5	2.7
7	Olive oil	2	2	0	0	2	1.1
8	Soya oil	1	1	1	1.2	2	1.1
9	Palmolein oil	0	0	1	1.2	1	0.5
10	Sesame oil	1	1	0	0	1	0.5
11	Not known	2	2	0	0	2	1.1

Source: Primary data

It is clear from figure 1 that there were consumers who buy more than one type of oil so that the response for type of oil was received in which 46.6 percent of respondents consumed cottonseed oil.

4.3 Consumer behaviour with respect to factors affecting the selection of type of edible oil

The survey indicates that half of the respondents selected a particular oil type because they were habituated to a particular oil because of its taste. The majority of respondents selected the type of oil according to their health impact.

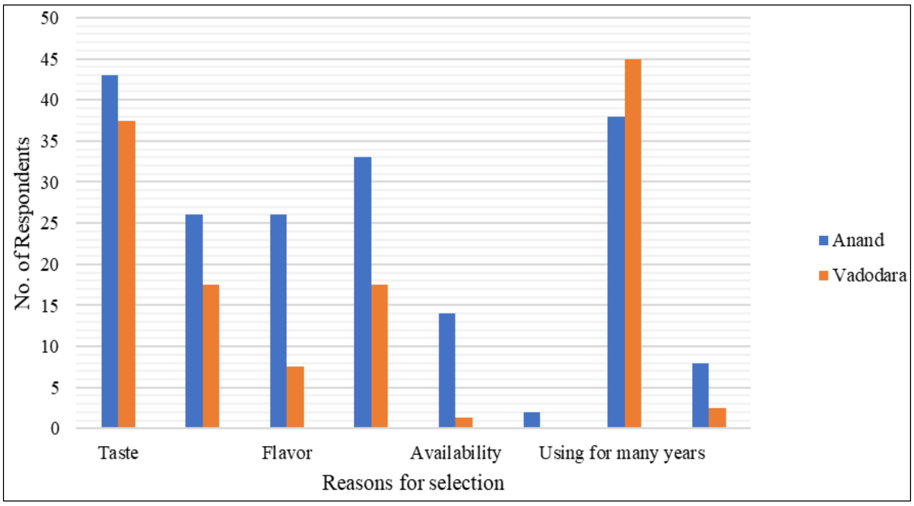

Fig 1: Respondents reasons for selection of type of edible oil

4.4 Consumer behaviour with respect to their perception about adverse health effect of edible oil

People were paying more attention to their health as a result of rising levels of literacy, awareness and digitalization. So the majority of respondents considered health considerations before buying edible oil.

Table 4: Customers perception regarding adverse health effect (n = 180)

Sr No.	Customers perception	No. of respondents				Total	%
		Anand (n = 100)	%	Vadodara (n = 80)	%		
1	Strongly agree	34	34	17	21.2	51	28.3
2	Agree	41	41	43	53.7	84	46.6
3	No effect	19	19	8	10	27	15
4	Disagree	5	5	7	8.7	12	6.6
5	Strongly disagree	1	1	5	6.25	6	3.3
		100	100	80	100	180	100

The Table 2 shows that around 75 percent of respondents believe that cooking oil has a direct impact on health. Healthy edible oils were prioritised over any other attribute when choosing a brand of edible oil (Prasad. K, 2016) [2].

4.5 Consumer behaviour with respect to point of purchase of edible oil

Customers can buy edible oil in a variety of locations, including retail stores, malls, neighbourhood kirana shops, online vendors and D-marts. The location of buying edible oil is shown in the following table.

Table 5: Point of purchase of edible oil (n = 180)

Sr No.	Place of purchasing	No. of respondents				Total	%
		Anand (n = 100)	%	Vadodara (n = 80)	%		
1	Retailers	16	16	5	6.25	21	11.6
2	Super Store	15	15	10	12.5	25	13.8
3	Wholesale kirana store	58	58	37	46.25	95	52.7
4	Neighbourhood kirana store	11	11	28	35	39	21.6
5	Online	1	1	2	2.5	3	1.6
6	D-mart	26	26	30	37.5	56	31.1

Source: Primary data

According to Table 5, around 52.7 per cent of respondents bought edible oil from the wholesale Kirana store because they buy other kitchen items from that Kirana store only, and their family has been buying edible oil from that Kirana store for many years. Around 49.9 per cent of respondents preferred to shop at a mall, such as a D-Mart superstore, because they offer special discounts for bulk purchases. The other 21.6 per cent of respondents purchased from the neighbourhood Kirana store at their convenience. The remaining 11.6 per cent of respondents made purchases from retailers (Ganj Market) because they trusted them and were loyal to them.

4.6 Brand preference with respect to different types of edible oil

In the previous ten years, India's marketing landscape has seen shown significant shift. Some of the crucial factors that have compelled Indian marketers to adopt branding strategies include globalisation in terms of multinational corporation (MNC) brands entering Indian markets, the rise of young professionals in urban areas, the opening up of luxury and leisure markets, the impact of mass media, and the influence of Westernisation. In the edible oil market, day by day competition is increasing, which creates intense competition between organisations. The choice and preference of edible oil is completely up to the consumer, so in the table below, brands like Saffola, Fortune, Tirupati, Anand, Rani, Vimal, and Ankur, along with their variations of cottonseed oil, groundnut oil, and sunflower oil, are compared to determine which brand of edible oil was most popular and which variation of that particular brand was most favoured by consumers.

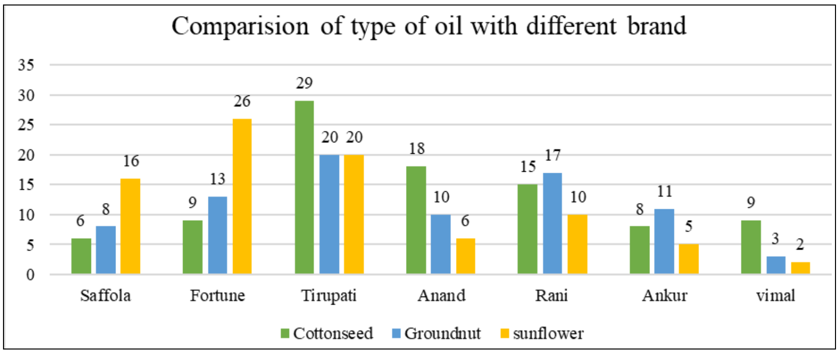

Fig 2: Comparison of type of oil with different brands

4.7 Parameters affecting the selection of brand

Depending on the customer's level of satisfaction, several brands of edible oil were preferred. Each consumer has a unique preference for flavour and taste, and they all have varied buying power. Customers value an edible oil's own health above everything else, and the topic of health impact is currently popular.

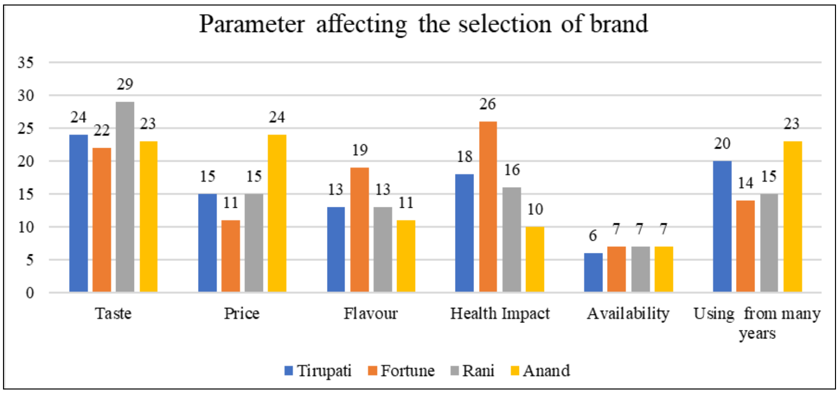

Fig 3: The parameter affecting the selection of brand

4.8 Brand factors affecting the selection of brand

Cooking oils represent a substantial portion of a person's food budget and their main source of energy. Because of changing consumer behaviour, corporate company entry, and regulatory regulations, branded cooking oil has recently gained in popularity.

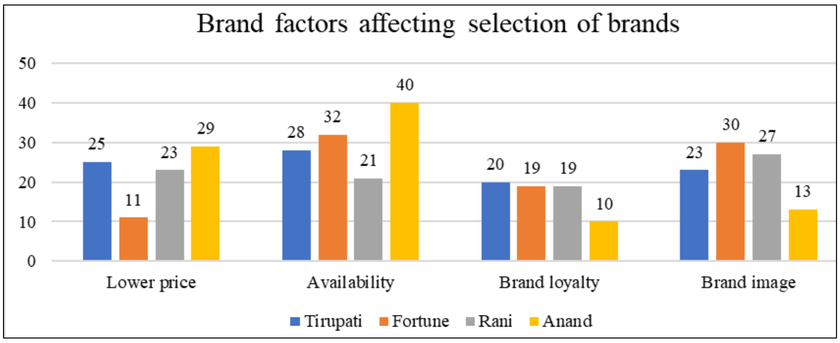

Fig 4: Brand factors affecting selection of brands

5. Conclusion

Today, the organized sector in Indian edible oil business has emerged as one of the fastest growing sectors in recent times creating branded oil sales, though branded oils marked currently low in India, both in terms of volumes and share, they were expected to grow due to improved thrust by major players like Marico Limited, Cargill India Private Limited, Adani Wilmar Limited, Ruchi Soya Industries Limited, Con Agro Foods, ITC AgroTech, Godrej Foods, Vippy Industries, Prestige Foods, S M Dyechem, Vijaya Oils and a few mid-sized, regional edible oil companies such as Mantora Oil Products Ltd, Modi Naturals, Amrit Banaspati, Tara Health Foods, Priya Foods, Healthy Heart Foods, Gemini Oils, KS Oils etc. A smaller company like Anand Oil finds it challenging to compete with this market leader given the greater variety of products available, yet the company nonetheless managed to gain market share from Ahmedabad to the southern region of Gujarat. They also have a market presence in states like Maharashtra and Madhya Pradesh. Therefore, it was important to comprehend their presence and the elements that contribute to their ability to create a powerful brand image.

The consumption of vegetable oils for food purposes is expected to account for 57% of the total globally, driven by a growing population and rising per capita consumption in lower and middle-income countries due to higher incomes and in emerging markets, the consumption of vegetable oil for food is set to reach levels comparable to those of wealthier economies (NITI Aayog).

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