

A Study on the Brand Preference of Gingelly Oil – With Special Reference to Madurai City, Tamil Nadu

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Abstract

India is fortunate in having a wide range of oilseeds crops grown in its different agro climatic zones. Groundnut, coconut, mustard, sesame and sunflower are the major traditionally cultivated oilseeds. Soyabean and sunflower oils are also considered as important one in the recent years. Coconuts the most important amongst the plantation crops. Efforts are being made to grow palm oil in Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Andaman and Nicobar Island. In addition oil seeds of tree and forest origin which grow mostly in tribal inhabited areas are also a significant source of oils.

Gingelly oil is one of the important oils which is mainly used in cooking. It is also called sesame oil. It is of vegetable origin and is obtained from sesame seeds by pressing. Cold-pressed sesame oil is light yellow, has a mild flavour and is odourless. Hot-pressed sesame oil is darker and has a more pungent taste. India is the largest sesame – growing country. Sesame seeds are very commonly used in the religious rites of the Hindus indicating its domestication of the remote past.

Consumers are not able to understand which oil is good for their health. As a result, consumers prefers branded oils rather than unbranded oil. Even among the branded oils consumers prefers one brand to the other. Even though there are many edible oils, it is understood that a vast majority of the consumers in Tamil Nadu prefer only gingelly oil. Hence an attempt is made to study the brand preference of gingili oil.

Keywords: Retailing, Agro-Climatic Zones, Brand Strategy, National Brands

Introduction

Oil is used for the diverse purpose in the daily life of human beings. It has been in use during the past decades and served the humanity in various ways. Oil is usually in a liquid stage. Oil contain soleic acid. It is actually colourless and tasteless but the colour and taste may develop due to the presence of trances of essential oils of pigments.

Now-a-days edible oils are so much in demand that the governments of various countries are paying great attentions in finding out new sources of vegetable oils. The oil may be obtained from any part of the plant such as flowers, root, seed, fruit, leaf and bark. The oils vary in their properties and chemical composition. Most of the oils are extracted from the seeds which involves separation of kernels from the seed coats.

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Gingelly Oil

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Sesame seeds are mainly cultivated in Uttar Pradesh and Tamil Nadu. It grows well in well in warm climates of the tropics and subtropics. It requires plenty of water. Sandy soil is good for its cultivation. The seeds are sown broadcast or in rows.

The plants are harvested by hand or machine. The plants are cut and dried in heaps, the seeds are removed from the capsules by shaking the cut plants in beating or trampling upon them and oil is extracted from it. This oil is both used as cooking oil as well as massage oil.

Statement of the Problem

Edible oil industry is growing at an increasing speed over the past decades. There are many edible oils. As a result there exists a stiff competition among the manufactures of different varieties of edible oil. Even though all the manufactures are giving utmost importance to marketing, only a few of them are able to win the confidence of the consumers.

Further, consumers are not able to understand which oil is good for their health. As a result,

consumers prefer branded oils rather than unbranded oil. Even among the branded oils consumers prefers one brand to the other. Even though there are many edible oils, it is understood that a vast majority of the consumers in Tamil Nadu prefer only gingelly oil. Hence an attempt is made to study the brand preference of gingelly Oil.

Objectives of the Study

The present study has the following objectives:

- The study the socio-economic conditions of the respondents.
- To study the factors influencing preference of particular brand of gingelly oil.
- To know the satisfaction level of the gingelly oil consumers.
- To offer suitable suggestions based on the study.
- Scope of the study: The study is made from the point of view of the consumers of gingelly oil. The study does not cover the problems of manufactures of gingelly oil. The study is confined to gingelly oil consumers

Area of the Study

The area of the study is confined to Madurai city.

Methodology

The study is mainly based upon primary data. Primary data was collected from the consumer with the help of a structured interview schedule. The secondary data for the study was collected from books, journals and unpublished records of the oil manufactures. The information used in this study was gathered by the researcher with the help of a structured interview schedule. First the interview schedule was tested among fifteen respondents. In the light of their suggestions it was modified and the final draft was prepared for the final study.

Sampling Design

A total of 150 respondents was selected for the study on the basis of convenience sampling method. Since the universe is very large the researcher has adopted convenience sampling technique.

Brand Strategy

The marketing manager has to take several important decisions regarding brand strategy. He must decide whether to use a family brand name or an individual one: whether to produce private brands, whether to institute regional brand or have one national name: and finally he must decide whether he should market the same product under multiple brand names.

Kinds of Brands

Brands can be broadly classified into two categories viz., manufacturer's brands and distributor's brands.

Manufacturer's Brands

- National Brands - The same brand used on a national level
- Regional Brands - Brands – brand for particular region
- Advertising Brands - Brands stressing symbols
- Blanket Brand or Single Brand or - One brand name for all the products of a Family Brands manufacturer
- Multiple Brands or Individual Brand - Brand name given for each variety of Product

Analysis of Brand Preference

Age-wise Classification of Sample Respondents

Age of the respondents is one of the important factors which may influence the purchase of gingelly oil. Hence, an attempt is made to classify the sample respondents based upon age.

Table 1 Age – Wise Classification of Sample Respondents

Age Group	Number of Respondents	Percentage to Total
Less than 20 Years	21	14
21 – 30 Years	42	28
31 – 40 Years	48	32
41 – 50 Years	33	22
Above 50 Years	6	4
Total	150	100

Source: Primary Data

From Table 1 it can be inferred that out of 150 respondents, 32 per cent are in the age group of 31 to 40 years, 28 per cent are 21 to 30 years of age and only 4 per cent are in the age of above 50 years.

Sex-wise Classification of Sample Respondents

The desire and satisfaction of an individual may depend upon gender of the sample respondents. Sex is one of the important factors which determine the purchase-decision of gingelly oil. Hence, an attempt is made here to classify the sample respondents based upon sex.

Table 2 Sex-Wise Classification of Sample Respondents

Sex	Number of Respondents	Percentage to Total
Male	57	38
Female	93	62
Total	150	100

Source: Primary Data.

From the above Table 2 it could be seen that out of 150 respondents, 62 per cent are female and the remaining respondents are male.

Marital Status of the Sample Respondents

Marital Status is one of the important factors which influence the purchase Brand of gingelly oil. In order to study the influence of marital status on the purchase decision, an attempt is made here to classify the sample respondents based upon marital status. Marital status is classified as under.

Table 3 Marital status of the Sample Respondents

Marital Status	Number of Respondents	Percentage to Total
Married	86	57
Unmarried	34	23
Widow	7	5
Separated	11	7
Divorced	12	8
Total	150	100

Source: Primary Data.

It is clear from Table 3 that out of 150 respondents, 57 per cent are married and 23 per cent are unmarried. Further the table shows that 5 per cent of the respondents are widows.

Literacy Level of the Sample Respondents

Education play a vital role in uplifting and maintaining the living standards of human beings. It is the level of education that imparts knowledge to the prospective buyer that enables him to make a wise purchase decision. Education has an important implication on the decision-making abilities.

Educated people are more aware of the various brands and their qualities, Price and standards, than the uneducated. As the level of education has linkage with the rational decision-making, an attempt has been made to classify the respondents on the basis of their educational background.

Table 4 Literacy-Wise Classification of Sample Respondents

Literacy Level	Number of Respondents	Percentage to Total
Elementary	11	7
Higher Elementary	17	11
Secondary	23	16
Higher Secondary	44	29
Under Graduate	31	21
Post Graduate	14	9
Others	10	7
Total	150	100

Source: Primary Data.

It could be seen from Table 4 that out of 150 respondents, 29 per cent have studied upto under graduation, 9 per cent have completed their post graduation and 11 per cent have studied upto higher elementary.

Size of the Family of the Sample Respondents

The family is not just a social group. It is also an earning, consuming and decision making unit. It is of importance to the marketers because of the influence that family members have on purchase

and consumption decisions. In purchase decisions, purchase role or tasks are assigned and carried out by one or more family members.

So size of the family plays a major role in the purchase of a particular brand of gingelly oil. Quantity of purchase of gingelly oil is also based upon the numbers of members in the family. Table 5 shows the classification of sample respondents based upon the size of the family.

Table 5 Size of the Family of the Sample Respondents

Size of the Family	Number of Respondents	Percentage of Total
Upto 3 Members	33	22
4 to 6 Members	89	59
Above 6 Members	28	19
Total	150	100

Source: Primary Data.

Table 5 shows that out of 150 respondents 32 (22%) of them under the category of family size consisting of upto 3 members whereas 89 (59%) of them belongs to the family consisting of 4-6 members. It is noted that only 28 (19%) of the respondents belongs to consisting of more than six members.

Occupational Status of the Sample Respondents

Occupational status generates multiple human needs. Occupation of the sample respondents plays a vital role in the preference of a particular brand of gingelly oi. Hence, an attempt is made here to classify the sample respondents on the basis of their occupational status.

Table 6 Occupational Status of the Sample Respondents

Occupation	Numbers of Respondents	Percentage to Total
Managerial	16	11
Clerical	15	10
Professional	21	14
Agriculturist	7	5
Business	39	26

Retired	6	4
Unemployed	15	10
House Wife	31	20
Total	150	100

Source: Primary Data

Table 6 shows that out of 150 respondents, 26 per cent are doing business, 20 per cent are house wives, 14 per cent are in professional category and 4 per cent are retired.

Table 7 Family Income of the Sample Respondents

Income	Number of Respondents	Percentage to Total
Less than Rs.5,000	38	25
Rs.5,000 to 10,000	47	32
Rs.10,000 to 15,000	41	27
Above Rs.15,000	24	16
Total	150	100

Source: Primary Data.

It can inferred from Table 7 that 32 per cent of the total respondents come under the family income of Rs.5,000 to Rs.10,000, @7 per cent of them are under the family income of Rs.10,000 to Rs.15,000 and 25 per cent of them are having less than Rs.5,000 family income.

Brand Preference of Sample Respondents

Of late different brands of gingelly oils are available in the market. Consumers buy a particular brand of gingelly oil according to their taste and needs. In this regard respondents were asked to revel their preference towards Anjali, Anandham, Idhayam, Sastha, Goldwinner, Sakra and Balamurugan brands.

Table 8 Brand Preference of Sample Respondents

Brand Name	Number of Respondents	Percentage to Total
Anjali	26	17

Anandham	11	7
Idhayam	48	32
Sastha	31	21
Gold Winner	16	11
Sakra	5	3
Balamurugan	13	9
Total	150	100

Source: Primary Data

From Table 4.8 it could be seen the out of 150 respondents, 32 per cent are preferring the Idhayam brand, 21 per cent of them are preferring Sastha brand, 17 per cent are preferring Anjali brand and 9 per cent of them are preferring Balalmuguran brand of gingelly oil.

Factors Influencing Brand Preference

Recently there are number of products available in the market. Every product, to stand in the market, should satisfy the consumers’ needs. The various factors influencing brand preference of gingelly oil is analysed by adopting Garret’s Ranking technique.

The respondents were asked to sign the rank for the various factors namely price, quality, availability, advertisement, measurement and attractive package.

Garret’s Formula

$$100 (R_{ij}-0.5)$$

$$\text{Percent Position} = \frac{\quad}{N I_j}$$

R_{ij} = Rank given for the item by the jth individual
 N_{ij} = Total ranks given by the individual
 By using this formula, the result obtained was compared with Garret’s Ranking table and scores are given. The total scores of each item were added and ranks are given according to tis total value.

Table 9 Factors Influencing Brand Preference of Gingelly oil by Sample Respondents: Garret’s Ranking

Factors	Score	Average Rank	Rank
Reasonable Price	7561	50.41	III
Good Quality	7672	51.15	I
Availability	7164	48.43	VI
Advertisement	7606	50.71	II

Correct Measurement	7491	49.94	IV
Attractive Package	7406	49.37	V
Total	7406	49.37	V

Source: Primary Data.

It could be inferred from the above Table 9 good quality is the most important factor influencing the brand preference followed by advertisement, price, correct, measurement and the like.

Reasons for the Purchase of Gingelly Oil

It is decided to analyse the reasons for purchasing gingelly oil by the sample respondents. For that purpose the various factors are considered. Hence, the respondents were asked to assign the rank for the various factors namely taste, health aspects, aroma, less fat content and easily digestible.

Table 10 Reasons for the Purchas of Gingelly Oil by the Sample Respondents: Garret’s Ranking

Factors	Score	Average Rank	Rank
Taste	7704	51.36	I
Health Aspects	7457	49.71	III
Aroma	7644	50.96	II
Less Fat Content	7374	49.16	IV
Easily Digestible	7321	48.81	V

Source: Primary Data.

Table 10 reveals that taste is the most important reason for purchasing gingelly oil followed by aroma, health aspects, less fat content and easily digestible.

Findings

The study reveals that out of 150 sample respondents 32 are in the age group of 31 to 40 years, 28 per cent are 21 to 30 years of age and only 4 per cent in the age of above 50 years.

- It is found that out of 150 respondents 62 per cent are female and the 38 respondents and widow.
- Among 150 sample respondents 57 per cent of the respondents 57 per cent of the respondents

are married, 23 per cent are unmarried, 8 per cent of the respondents are divorced and 5 per cent of the respondents acid widow.

- The survey reveals that out of 150 respondents 29 per cent have completed their higher secondary, 21 per cent have competed their under graduation, 9 per cent have completed their post graduation and 11 per cent have studied upto higher elementary level. The survey reveals that there is no illiterate respondents.
- It is found that out 150 respondents 22 per cent of them fall under the category of upto 3 members, whereas 59 per cent of the respondent belong to 4-6 members, it is noted that only 19 per cent of the respondent belong to more than six members.
- Out of 150 respondents, 26 per cent are doing business and 4 per cent are retired.
- The study reveals that out of the 150 sample respondents 32 per cent of the respondents come under the family income of Rs.5,000 to Rs.10,000, 27 per cent fall under the family income of Rs.10,000to Rs.15,000 and 25 per cent of them are having less than Rs.5,000 family income.
- It is found that out of the 150 sample respondents, 32 per cent of them prefer the Idhayam Brand,21 per cent of them Prefer Sastha brand, 17 per cent Anjali brand and 9 per cent Balamurugan brand of gingili oil.
- It is found from the analysis that good quality is one of the important factors which influence the brand preference of gingelly oil followed by advertisement, price, correct weight and availability
- The survey reveals that taste is the most important reason for purchasing gingelly oil followed by aroma, health aspects, less fat content and easily digestible.

Suggestions

The following suggestions are offered:

- Television is the most popular mode for advertisement so the advertisers can still make use of television to popularize their brand of gingelly oil among customers.
- Attempt must be taken in the promotional efforts to position the housewife.

- The sales promotion campaign should have a lengthy duration to make the customer more aware about particular brand.
- The advertisers can target the children by giving gifts to their brand which may escalate the sales.
- The marketers should keep in their mind it is obvious that the quality, price and advertisement, decide the purchase.

Conclusion

Modern marketing is consumer oriented and consumer satisfaction is the ultimate goal of marketing. In general, branded products will ensure more consumers satisfaction than the non-branded products. Brand owners competitive market branding identify the firm behind the product and it also protects the firm against cut-throat competition.

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