

**CONSUMER PREFERENCE AND SATISFACTION TOWARDS
ORGANIC OIL**

**D.MANJULLAVANI
(REG NO. 17PBA012)**

A Major Project Submitted to

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore – 641 043**

**In Partial Fulfillment of the Requirements for the Degree of
Masters in Business Administration.**

April 2019

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CERTIFIED AS BONA FIDE RESEARCH WORK

P. Anand Rajithan

[Signature]

**Signature of the
Supervisor**

**Signature of the
Head of the Department**

**Signature of the
External Examiner**

CERTIFICATE

SRI BAGAVATHI OIL TRADING COMPANY

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FSSAI: 22418009000510

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Cell: 9626476787

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Miss D.MANJULLAVANI**, REG NO: **17PBA012**, II Year MBA Student, Avinashilingam Department of Business Administration, Coimbatore, has done a project titled "consumer preference and satisfaction towards organic oil" in our organization from 24/12/2018 to 24/02/2019 as a part of their curriculum.


During the period, her performance & character are highly commendable.

Thanking you

Yours faithfully,

Sri Bagavathi Oil Trading Company

PROPRIETOR


(A.V.M. Vijeyandran)

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Quality is Our Symbol

ACKNOWLEDGEMENT

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The success of the project depended on many people who have helped the researcher in completing the project. The researcher thanks the Lord Almighty for giving the courage and wisdom to take up this project and complete it successfully.

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The researcher expresses her grateful acknowledgement to her family members and special thanks to all her friends who helped her to make this study a successful one.

SYNOPSIS

SYNOPSIS

The title of the study is consumer preference and satisfaction towards organic oil, Sri Bagavathi Oil Trading Company .the main objective of the study is to identify the consumer preference and overall satisfaction based on various factors on organic oil. Primary data have been used in this study .the research is primarily descriptive in nature and the information is primary. Sample sizes of 124 were used in the study. The analysis is been carried out from the consumers of Sri Bagavathi Oil Trading Company. The performance of Sri Bagavathi Oil Trading Company was analyzed based using percentage, mean score, correlation and regression. From the analysis, it found that the consumer demand on organic oil rather than non-organic oil which increases the healthy food habits of the consumers. The conclusion is that the consumer preference and satisfaction on organic oil is high. The Nutritional Value, Hygiene Production, Quality of the Organic Oil, Colour, Taste, Smell, and price in organic oil is better. The consumers prefer to purchase groundnut oil, sesame oil and coconut oil from organically grown Cold Pressed Oils. This will result in higher consumer preference and satisfaction towards organic oil.

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INTRODUCTION

CHAPTER – I

INTRODUCTION

1.1 ORGANIC PRODUCT INDUSTRY IN INDIA

The consumer can afford to choose organic products based on variety , quality, safety and convenience. Inspection of consumer goods through all these lenses places organic products in an advantageous position. The transition from a “production-driven supply chain” to a “demand-driven value chain” has been phenomenal, especially in the last five years with the organic market growing significantly. In the organic food and beverages segment alone, India has witnessed a market growth of INR 40,000 million in 2016-17 from INR 675 crore in 2009-10, with an annual growth rate of 25. While, the growth rate for conventional food processing industries is 10-15% , 97% o the companies surveyed by ICRIER in 2017 reported 10-40% higher profit margins on organic product. Therefore, of late many key players such as ITC and Cargill have ventured back into the organic food segment.

E-commerce retail chains like Big Basket and Godrej Nature Fresh are also attempting to capitalize on this growth spurt, whereas food companies like Elite Food have planned to launch their organic foods including sugar, spices and pulses. Established players in the organic market segment are optimistic about their growth trajectory. For instance, organic india aims at achieving a turnover o INR 500 crore by 2020.

1.1.1 Benefits of Organic Products

Organic food has become a viable alternative for an increasing number of consumers, who are worried about the presence of chemicals residue and the negative consequences on the environment caused by intensive production methods. Many farmers also now see organic farming as a way to stabilize or even increase their income due to public policy support and growing market demand.

Health: Organic agriculture regulates how food is grown and processed. The health and safety requirements of conventional food, organic food must also meet the additional safety standards of organic farming such as tougher regulations on manure use. The organic farming reduces health risk.

- **Toxin and GMO-Free**
- **Higher Nutritional**

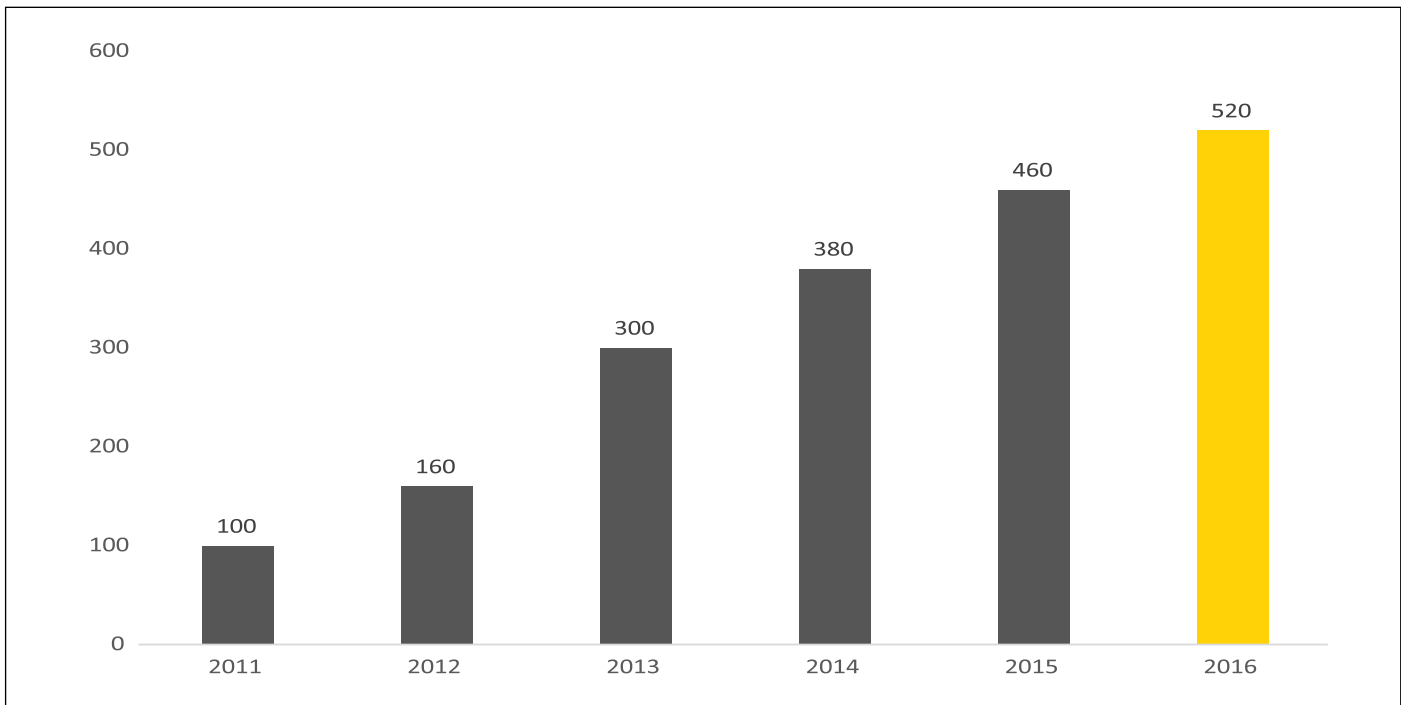
Environment Organic farming primarily focuses on eco- friendly agriculture practices. It might not eliminate the negative environmental impacts wholly, but it can help reduce water pollution and improve the soil quality. Organic cultivation promotes conservation of biodiversity, enhances ecological functions and ecosystem services. It is a self- reliance system that improves the economic productivity of crops and livestock improved organic soil carbon binding significantly reduces green gases helps in mitigating climate change.

Economics Certified organic foods fetch higher prices, in comparison to conventional foods as most of the organic produce is directly procured by companies thereby excluding the middlemen. The retail price of organic food is high and eventually, organic production reduces cost also. This provides farmers a good return on an organized supply chain system.

1.1.2 Organic Market in India

The organic markets in India are largely spread across the food and beverages, health and wellness, beauty and personal care and textile industries. The highest growth is observed in the organic food segment, followed by textile, beauty and personal care. The current Indian domestic market is estimated at INR 40,000 million which is likely to increase by INR 100,000 million – INR 120,000 million by 2020 with a similar increase in exports.

Fig:1.1 Market Size of Packed Organic Food and Beverages (In INR Million)



1.1.3 Organic Export Markets

The growing domestic market, India is the second largest exporter of organic products in Asia after China. The increasing export market coupled with the Government's support is making organic cultivation in India highly successful. Indian organic food exports were estimated at US \$299 million during 2015-16 with total volume of 263,688 MT. The major export destinations were the US, European Union, Canada and New Zealand. It is assumed that most of the remaining quantity is sold in local markets. In other words, the sale of the remainder is uncategorized. Oilseeds comprised half of India's overall organic food export, followed by processed food products at 25. The growth in the export of organic products is shown in the graph below

Fig 1.2 : Value of Organic Export (In INR Crore)

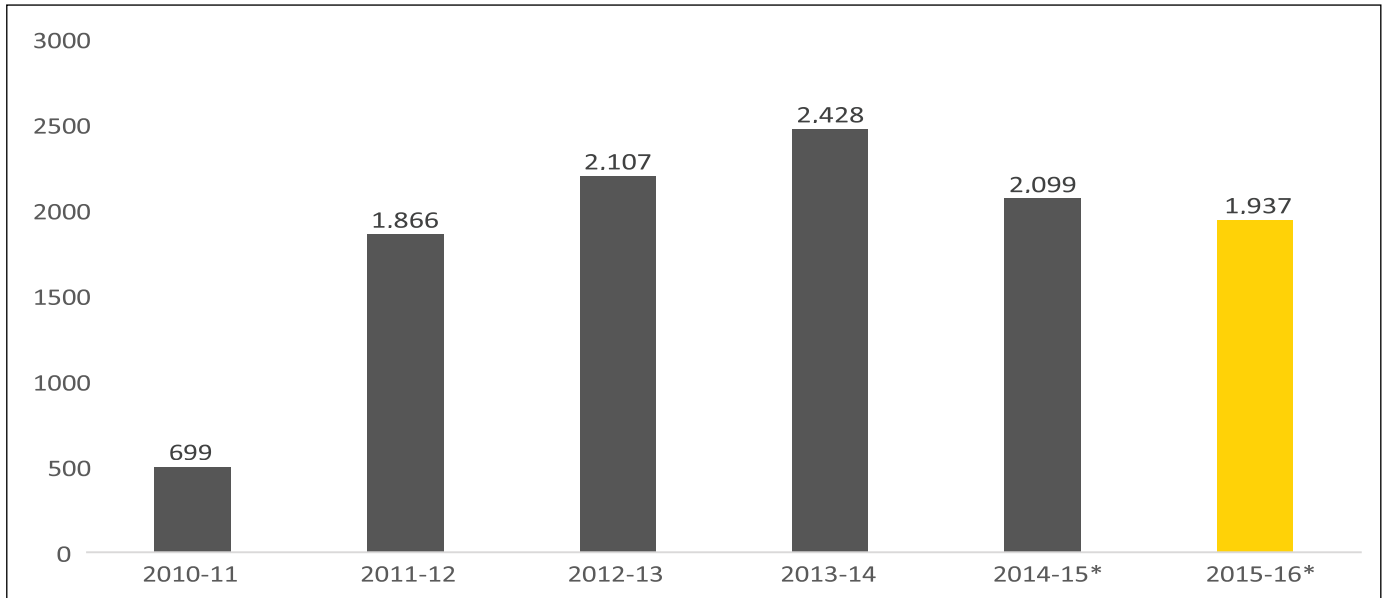
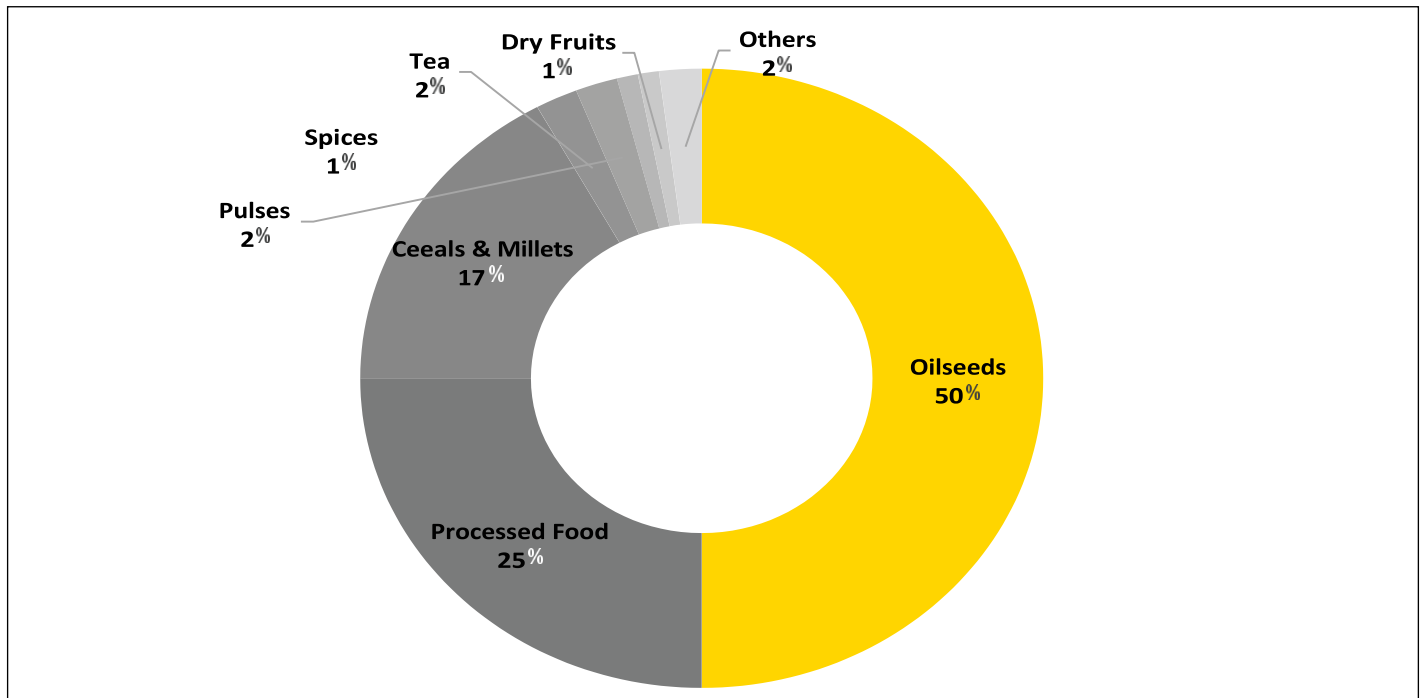


Fig 1.3 : Export of Organic Product in FY 16



1.1.4 Investment in Organic Food Companies

A large number of investors are investing in organic food companies as the Indian organic food market is growing exponentially. Many online organic food retailers such as Naturally Yours, Pavitra Retail, Organic Shop, Natural Mantra and Nature land Organics food have attracted investors aplenty. Mumbai- based online organic food brand Naturally Yours has recently raised funds from angel investor Sanjay Mehta. With this investment, Naturally Yours plans to expand into new product categories and increase the product range

1.1.5 Support from Government of India

The Government of India is promoting organic farming and the consumption of organic food in the country. Financial assistance is provided to farmers who are adopting organic farming under various central sector schemes such as National Mission for Sustainable Agriculture (NMSA), Mission for Integrated Development of Horticulture (MIDH), National Food Security Mission (NFSM) and Rashtriya Krishi Vikas Yojana (RKVY). In the Union Budget of 2016, the GoI proposed to allocate 500,000 ha in the country under organic farming and develop value chains in the Northeastern Region (NER).

1.1.6 Organic Edible Oil Market

Organic edible oil market to grow at a CAGR of 11.17% during the period 2017-2021. cooking oil includes edible oil that is produced using various raw materials, including oilseeds, plants, and fruits. The oil is produced by grinding, cold pressing, cleaning, non-bleaching and non-refining. Organic products are produced using raw materials that are grown without the use of any artificial and synthetic ingredients, such as pesticides and fertilizers. Edible oils produced from organic materials are called organic edible oils.

Groundnuts Oil

Groundnut oil is used for cooking food and as a shortening or as a base for confectioneries and they can be used to make peanut butter. Groundnut oil ranks at the top among edible oils exported from India. Nutritionally superior in quality. the global groundnut oil market is about 188,000 MT, during FY2013.

Sesame Oil

According to the report expected growth of sesame oil in the market from 2017 to 2022. The consumption of sesame oil has increased phenomenally with the use of other products rather than just food. It says that the oil usage in beauty products, different cuisines, various massage oils and Ayurveda, is one of the reason for its demand in the market. As it is one of the oldest edible oil known to humans, it is now used more than other oils.

Coconut oil

The coconut oil market in food industry can be further segmented as confectionary, sauces & spread, flavoring ingredient and others. The commercial segment can be further segmented as hotels, restaurants & cafes (Horeca), institutional Foods and households. On the basis of distribution channel, the coconut oil market can be segmented as direct and indirect sales. The indirect sales are further segmented as Modern trade, wholesalers, convenience stores, retailers and online retailers

1.2 Bagavathi Oil Trading Company

Bagavathi oil trading company is a leading oil trading company with operations in 14 cities across Tamilnadu. Bagavathi Oil Trading Company is operating for the past three generations. This company is a registered company and product offerings include groundnut oil, sesame oil, coconut oil and also some other food product. Bagavathi Oil Trading Company export oil to other countries like Malaysia, Myanmar, uscat, Singapore. There are some dealers in north India also .The food safety guidelines for Organic Food products including Licensing & Registration, Labeling, Contaminants, Toxins & Residues, as per Indian Regulations (FSS Act, Rules & Regulations) would imply same as have been defined for other normal food products.

Traditionally, south India was known for using cold pressed oil. Bullocks were led around the 'chekku', turning the wooden crusher to extract oil. Cold pressing is a technique in which the oil is mechanically pressed from the seeds at temperatures not exceeding 120F.

1.2.1 Price

Price of organic oil in Sri Bagavathi Oil Trading for the retail market is very low on compared to other organic oil and also non – organic oil. The price influence the consumer to make purchase decision on various products in the market .The consumer will compare the price of the particular product with the price of the competitors. This action off the consumer will determine which product is superior based on price.

1.2.2 Brand Image

Brand is a peculiar one to identify the product from a group of similar product in the market. Brand image is a asset for a organization. Brand image create a popularity among the consumer for a particular product. The project is done on organic oil in the brand image of Sri Bagavathi Oil Trading Company.

1.2.3 Discount and Offers

The company gives several discounts and offers to their retail consumers to promote more sales on the organic oil .There is a reduction on the price based on the demand and supply of raw material in the market. Sri Bagavathi Oil Trading Company gives maximum discount and offers to the consumers that no other company can give to their customers.

1.2.4 Government Certification

Government certificate is the basic one to prove that their product is in good quality and standards which government have approved .sri bagavathi oil trading company has a fassi licenses which is a Indian government certificate for food safety licenses to assure that consumers can consume the product .

1.2.5 Attractive Package

Packaging is an important one to attract the consumers. The look of the product will creates attention from the consumer to buy the product. Brand Image, Labeling, Hygiene Product packaging, Maximum Shelf Life of the Product, etc .Should present in attractive package of a product.

1.2.6 Package Size

The package sizes may differ according to the customers' needs, some consumers will prefer a smaller pack for their use and some may prefer larger pack due to their needs. Sri Bagavathi Oil Trading Company has a different packing size. They are ½ liter bottles, 1 liter bottles, 2 liter bottles, and 5 liter bottles.

1.2.7 CONSUMER PREFERENCE

The traditional focus in the decision-making literature has been on understanding how consumers choose among a given set of alternatives. The notion that preference uncertainty may lead to choice deferral when no single alternative has a decisive advantage is tested in seven studies. The decision to defer choice is influenced by the absolute difference in attractiveness among the alternatives provided and is not consistent with trade-off difficulty or the theory of search. These choice deferrals can also be modified for the same alternatives by manipulations that make them appear more similar in attractiveness, or that decrease the need to differentiate among them. The results are consistent with the notion that preference uncertainty results in a hesitation to commit to any single action since small differences in attractiveness among the alternatives are potentially reversible. Consistent with this premise, the effect of attractiveness difference on choice deferral decreased significantly when subjects were first allowed to practice making monetary trade-offs among the available alternatives.

1.2.8 CONSUMER SATISFACTION

A customer satisfaction approach is followed to examine whether the quality of organic olive oil, the most important biological product that has recently entered the Greek food market, could affect consumers' purchasing behavior. A survey was conducted in the region of Thessaloniki, Greece. The implemented methodology is called MULTICRITERIA Satisfaction Analysis (MUSA) and takes into account that customers' global satisfaction for organic olive oil depends on five criteria. The analysis showed that the average global satisfaction index was almost 78 percent. Health was considered to be the competitive advantage of organic olive oil. On the contrary, promotion and disposition seemed to be its greatest weaknesses. The price, along with the package, was also found to be significant. Finally, some recommendations for the continuing improvement of information and advertising, label information and image of the package, which are the weak characteristics of organic olive oil.

1.3 OBJECTIVE OF THE STUDY

- To determine the factors that influences to prefer organic oil.
- The relationship between customer preference towards various factors on organic oil.
- To analyze the preference and important factors towards groundnut oil, sesame oil, and coconut oil.

1.4 SCOPE OF THE STUDY

A big boom has been witnessed in the organic products in recent years. A large number of new players entered the market and is gaining a market position in this rapidly improving market. This study deals with the “customer preference and satisfaction of organic oil by Sri Bagavathi Oil Trading Company. The research can gain practical knowledge about the buying decision. The researcher had an opportunity to interact with customer of various fields and knows their ideas, opinions and requirement. This study will help the organization to improve in the services to the customer. The study will help the respondents to give suggestions to the company for the improvement of the promotional activities for the product.

1.5 LIMITATION

- Some respondents were hesitating to give true responses.
- The data was collected within 1 month time period. So in-depth analysis is not possible.
- The inference apply only to the respondents of Sri Bagavathi Oil Trading Company and are not applicable to any other organization.

REVIEW OF LITERATURE

CHAPTER – II

REVIEW OF LITERATURE

Raffaele Zanoli and Simona Naspetti (2002) Discusses the interesting implications for the marketing of organic products. Lower prices and better distribution, of course, would help to increase demand for organic products. At the same time, potential organic consumers want good tasting products as well as easy-to-use products which are not perishable. In terms of product development, better packaging and organoleptic quality standards should be a target for organic farmers and processors. Consumers ask for more information. They want to chose with more freedom and knowledge, but they are also interested in more ``natural'' products: certification and labeling is a starting point, food safety is a desirable target, but most of all they desire to understand and to be aware about how organic production and processing is indeed different from the conventional one, and how organic products can be distinguished.

Susanne Padel (2005) Analyzed that Qualitative studies of this kind can provide important insight into the way consumers are willing to enter into trade-off between values when they make an actual purchasing decision. Fruit and vegetables, generally associated with a more healthy diet, are the first and in many cases the only experience of consumers with organic food. This stands in contrast to the low level of UK-grown organic fruit and vegetables. Price remains a barrier for many consumers, but it is possible that its significance could be diminished, were consumers to be made more aware of the reasons for the higher price and convinced that organic food is a value for money choice despite the premium. The importance of motives and barriers appears to vary between different product categories and future research should focus on product segmentation

Athanasios Krystallis and George Chryssohoidis (2005) Constructs the present work, which used a sample of consumers who were aware of the term “organic” food, offers proof that Greek consumers’ stated WTP differs according to the organic product category. On the other hand, the higher WTP for more frequently purchased organic product categories and the variation in the magnitude of factors that affect WTP for organics in Greece is proved for specific organic foods only. Moreover, among the factors that affect WTP for organic foods in Greece are specific

factors described in the international literature, such as food quality and safety, trust in certification, and, for some products, brand name. Organoleptic characteristics, prices and consumers' socio-demographic profiles are not found to constitute powerful determinants of organic purchase.

Anssi Tarkiainen and Sanna Sundqvist (2005) State that the study attempted to apply a modification of TPB into organic food buying context. The TPB modifications have dealt mainly with moral decision-making, where the subjective norms affected the behavioral intentions indirectly via attitude formation. Applying modified TPB to organic food buying context was based on the assumption that buying organic food is a moral decision reflecting collective utility of environmental well-being and to some form individual well-being. The results of the present study showed that this modification can be used to predict organic food buying intentions and self-reported buying behaviour. Perhaps the most important finding of Buying organic food 817 this study is that it is possible to predict consumers' buying behaviour of organic food with intentions to buy organic food, which can further be predicted with attitudes, and subjective norms, and that subjective norms affect buying intentions of organic food through attitudes.

Iris Vermeir And Wim Verbeke (2006) Constructs a consumers value the ethical aspects in a product, that attitudes are quite favorable, but also that behavioral patterns are not fully consistent with attitudes. In this study, we explored the attitude – behavioral intention gap by analyzing consumer attitudes and purchase intention for sustainable dairy products, which have several attributes to which a consumer pays attention: price, brand, convenience, package, ingredients, taste, and, maybe, also the presence of a credence attribute like sustainability. We investigated the impact of individual and situational characteristics, more specifically involvement, perceived availability, perceived certainty, PCE, values, and social norms, on consumers' attitudes, and intentions towards sustainable products.

Rene´e Shaw Hughner (2007) Discusses the need for further research to better understand the organic consumer, whilst also recognizing that current consumers, both regular and occasional, are confused on many fronts. As the global production of organic food is expected to grow substantially, what appears clear from our research is that marketing academics have an

important role to play in generating further insights into understanding the organic consumer and the marketing system in which they must make purchase decisions and consume organic products.

Gracia and T. de Magistris (2007) Discusses that the factors that influence organic food purchases of urban consumers in the South of Italy. To achieve this goal, a multivariate limited dependent variable model has been specified to simultaneously analyse consumers' organic food purchases, the intention to purchase organic food products and the level of organic knowledge. This study uses survey data gathered from 200 consumers in Naples in 2003. Results indicate that consumers who are more willing to buy organic food products are more likely to buy a larger amount of those products. The intention to purchase depends on attitudes and organic product knowledge. Moreover, consumers' attitudes towards health and environmental benefits provided by organic foods are the most important factors explaining, both, the intention to purchase and the final decision. Finally, income and organic knowledge positively influences the final decision to buy organic food products.

Marvin T. Batte (2007) In his study represents the first research of its kind following the implementation of the National Organic Program in October 2002 and explores consumer choice for a multi-ingredient processed food with varying organic content as provided for by NOP label guidelines. It includes data for both traditional grocery shoppers, with consumers from city-center, suburban, and rural stores, and shoppers of a specialty natural foods grocery store. Estimates suggest that consumers are willing to pay premium prices for organic foods, even those with less than 100 percent organic ingredients. The magnitudes of the WTP premia varied significantly among consumer groups. Generally, specialty grocery consumers were willing to pay substantially more than traditional grocery shoppers

Nihan Mutlu (2007) Discusses the Organic food market is very challenging in Europe and developing rapidly with different rates between western and eastern part. Consumers have raised great interest to healthy and tasty diet with high nutritional compounds, confidence in food safety, environmental and animal welfare concern and also sustainability. This paper presents cross-cultural results for organic food consumers in Turkey and Germany. Quantitative data is

collected by survey method consisting of structured questions which are only targeted to organic consumers in both countries and analysed with SPSS 13 for Windows statistical data package.

A.Gracia and T.de Magistris (2007) State that the aim of this paper is to explain factors that influence organic food purchases of urban consumers in the South of Italy. To achieve this goal, a multivariate limited dependent variable model has been specified to simultaneously analyses consumers' organic food purchases, the intention to purchase organic food products and the level of organic knowledge. This study uses survey data gathered from 200 consumers in Naples in 2003. Results indicate that consumers who are more willing to buy organic food products are more likely to buy a larger amount of those products. The intention to purchase depends on attitudes and organic product knowledge. Moreover, consumers' attitudes towards health and environmental benefits provided by organic foods are the most important factors explaining, both, the intention to purchase and the final decision. Finally, income and organic knowledge positively influences the final decision to buy organic food products..

Kamal P. Aryal & Pashupati Chaudhary (2009) States that the consumers' willingness to pay a price premium for organic products in Kathmandu Valley. The Nepal Permaculture Group surveyed 180 consumers using semi-structured questionnaires to examine peoples' perception about organic products and assess their willingness to pay for such products. The study revealed that all respondents are willing to pay price premium, but the level of acceptability varied considerably. A total of 58% of the consumers are willing to pay 6- 20% price premium, whereas 13% are willing to pay up to 50% premium. The average premium was estimated about 30%. About 39% of the respondents feel the extra cost for organic products is reasonable, while 27% considered it too high. The survey also suggested that the consumption of organic products is increasing; however, product development and innovations in certification, processing, labeling and packaging are needed to further stimulate demand.

Joris Aertsens (2009) State that, we structured the main literature findings related to personal determinants of organic food consumption within an integrated framework. We believe this structuring of literature gives a better insight in the interactions between the different relevant factors that influence organic food consumption. Although we are not in a position to quantify all

relations in the integrated framework (this would require a large scale survey in different countries), the structured analysis of literature findings contributes to a better understanding of the discrepancy between attitudes measures in surveys and the real behavior of people with respect to purchasing organic food

Joris Aertsens, Wim Verbeke, Koen Mondelaers and Guido Van Huylenbroeck (2009) Constructs a main literature findings related to personal determinants of organic food consumption within an integrated framework. We believe this structuring of literature gives a better insight in the interactions between the different relevant factors that influence organic food consumption. Although we are not in a position to quantify all relations in the integrated framework (this would require a large scale survey in different countries), the structured analysis of literature findings contributes to a better understanding of the discrepancy between attitudes measures in surveys and the real behaviour of people with respect to purchasing organic food.

Yussefi, Minou (2010) States that Organic research in New Zealand is carried out mainly by crown research institutes, universities, and the private sector. There are also some producer groups such as in the organic kiwifruit, pip fruit, dairy, viticulture, and avocado sectors, which have significant input into coordinating research and extension. In general the view is that research funding for organics is inadequate, particularly as developments in organics typically benefit conventional production also. It is well recognized that much of the knowledge base in organics is with the experienced producers, and some of the “research” happens on farm as successful farmers develop their production systems. Organics Aotearoa New Zealand (OANZ) has a coordinating role for organic research. Several universities and other tertiary institutions, as well as some private organizations, offer courses and training in organics. There are a significant number of advisers who offer consultancy services for organic producers.

Parichard Sangkumchaliang and Wen-Chi Huang (2012) Studied that Organic food consumption is increasing because of concerns over environmental and health issues associated with food production. The increase in consumers’ interest in organic food products has been attributed among other issues to the growing demand for food free from pesticides and chemical residues. With the present study an attempt is made to describe the existing situation regarding

Northern Thai consumers' perceptions about organic foods. The main motives to purchase organic food products are health and environmental benefits, plus support for local or small farmers. age, household size, children in household, and education level seemed to have an effect on the perceptions of consumers. The main barrier of organic foods market share is the information available and consumer awareness. Results from this paper are of great importance because they provide valuable information on consumers in Chiang Mai province that can be used by policy makers in organic farming at the national and regional level.

Pearson, David (2013) The findings show that, from a demographic perspective, consumers who are young, highly educated, and students are most likely to be regular purchasers of organic foods. Conversely there is a reduction in the frequency of organic food purchases amongst older consumers and those with lower levels of education. Recognition and pro-active management of these findings could contribute to more effectively targeted research into consumer food purchasing motivations, and subsequently the development of more sophisticated marketing strategies for the organic food industry. However with its diverse constituency, ranging from global corporate through to local production and consumption, it is going to be a challenge for the organic sector to achieve the coordination required to develop these. Hence activities are likely to continue to be led by larger commercial organisations and government bodies

M.Banu Rekha and K.Gokila (2015) Analysed that Cosmetics and toiletries are not just the domain of women more body sprays, perfumes and other cosmetics and toiletries with rising demand from men, the Indian market is getting enlarged and many players are coming out with cosmetic products especially skin care products for women and men Globalization will certainly increase cosmetic products penetration and all professional shall equip themselves to exploit opportunities offered by this sector. This gives me an opportunity to work on with endeavor focusing on the consumer perception and satisfaction of women towards cosmetics with special reference to Herbal Products. The primary objective of this study is to understand the consumer perception and satisfaction studying the awareness of the products within the consumers and the number of consumers who consumes the Herbal Cosmetics

David Barros Rodrigues (2016) States that the organic certification label for the consumer is a cluster analysis. The main objective of this research was to study the meaning that the organic certification labels has to the consumer. The initial descriptive analysis pointed out the “pesticide free” aspect as the main meaning of the labels. However, when studying the different consumer segments through cluster analysis, it was found the need for deeper investigation in order to understand the different segments, given that the research pointed to a meaning that can vary depending on the consumer profile.

Manika Rödiger, Enrique Garcia Moreno-Esteva (2016) Analysed the importance in food marketing to know which pieces of information available during shopping are most relevant to consumers. The visual search behavior of consumers allows inference on the relevance of information based on what information is acquired and when. It is assumed that price is a major barrier to the purchase of organic food. However, little is known about consumers’ actual acquisition of information on organic food prices. To examine the information acquisition behavior of consumers of organic and consumers of conventional food, a shopping simulation study was run in which participants were invited to choose between different unfamiliar organic and conventional product alternatives while wearing eye-tracking glasses. The data were divided into three visual attention phases: orientation phase, comparison phase, and evaluation phase. The information intake in the phases was investigated comparing organic and conventional consumers. Organic consumers acquired less information on conventional prices in the orientation and evaluation phases. It is concluded that for organic consumers, price information is less relevant to making a purchase decision compared to consumers of conventional food

Manika Rödiger (2018) States that several research questions concerning the visual attention paid to organic prices and packages compared to conventional prices and packages. Regarding previous studies raising questions about consumers’ acquisition and processing of organic prices (e.g., Aschemann-Witzel and Niebuhr Aagaard, 2014; Bunte *et al.*, 2010), the particular aim of this study was to provide quantitative insight on consumers’ information search for organic food prices while shopping.

RESEARCH METHODOLOGY

CHAPTER – III

RESEARCH METHODOLOGY

Research methodology is a scientific and structured search to investigate a specific problem encountered and that needs a solution. It is a systematic process, in depth study of any particular subject area of investigation and used to collect information and data for the purpose of making prudent business decision. Research methodology includes concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. It is termed as organized, systematic, data based, critical, objective, and scientific investigation into a specific problem, undertaken with the purpose of finding solutions to the problem.

3.1 RESEARCH DESIGN

Research design is the plan structure and strategy of investigation conceived so as to obtain answer to research question and to control variance .it is the blue print for the collection, measurement of data. The research design used in the study is descriptive in nature.

3.2 DESCRIPTIVE RESEARCH DESIGN

Descriptive research studies are those studies, which are concerned with descriptive the characteristic of a particular individual, or of a group. In order to analyze it, the descriptive study has been undertaken.

3.3 SAMPLING DESIGN

A Sample Design is a definite plan for obtaining a sample from a given population. It refers the technique are the procedure adopted in selecting items for the sample.

3.4 SAMPLING UNIT

A sampling framework i.e. developed for the target population that will be sampled i.e. who is to be surveyed customers, working people, employed and housewives i.e. males and females irrespective of their education level in Coimbatore.

3.5 SAMPLING SIZE

It is the substantial portion of the target population that is sample to achieve reliable result. The sample size for the study includes 124 respondents.

3.6 SAMPLE TECHNIQUE

Probability sampling technique is used or the study. The researcher has used a structured questionnaire as a research instrument tool which consists of multiple choice questions in order to get data .thus questionnaires is the data collection instrument used in the study.

3.7 TOOLS USED FOR ANALYSIS

S.NO	PARTICULARS	ANALYTICAL TOOLS
1	Demographical Profile	Frequency Test
2	Product Usage, Important Factors, Consumer Preference, Consumer Satisfaction .	Mean Score
3	Features Make the Purchase Decision	Ranking
4	Important Factors, Consumer Satisfaction	Correlation
5	Important Factors, Consumer Satisfaction	Regression

ANALYSIS AND
INTERPRETATION

CHAPTER-4

ANALYSIS AND INTERPRETATION

PERSONAL INFORMATION

Age indicates the level of maturity in each customer, the age of respondents play a vital role in their participate and beneficial contribution to the organization.

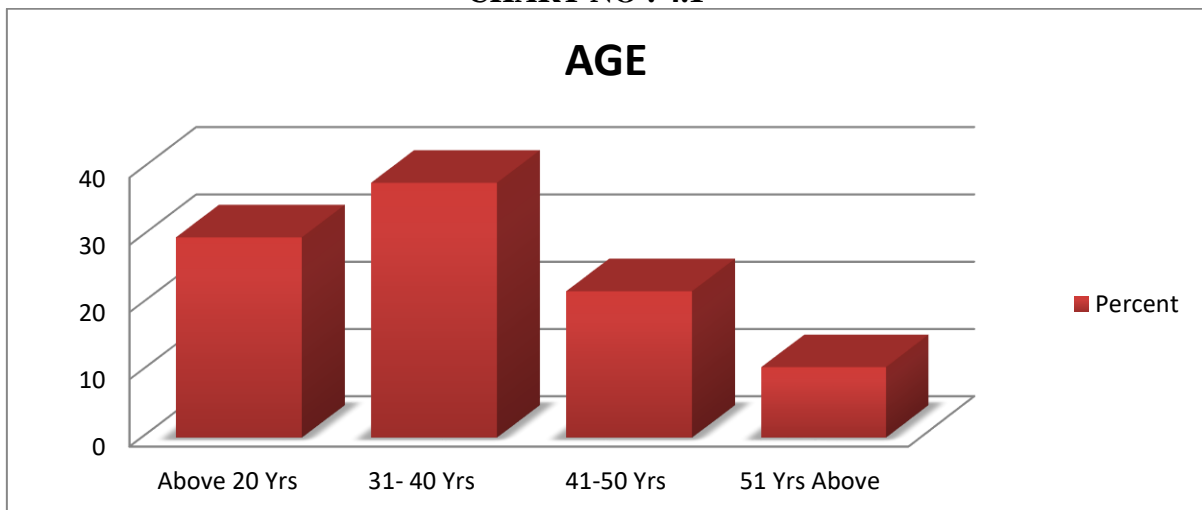
TABLE NO : 4.1

AGE

Age (in years)	Frequency	Percent
Above 20 Yrs	37	29.8
31- 40 Yrs	47	37.9
41-50 Yrs	27	21.8
51 Yrs Above	13	10.5
Total	124	100.0

From the above table 4.1 it is inferred that customers who falls under the age group 31 – 40 years are mostly using organic oil.

CHART NO : 4.1



GENDER

Gender is a major factor that influences the perception and expectancy of the individuals.

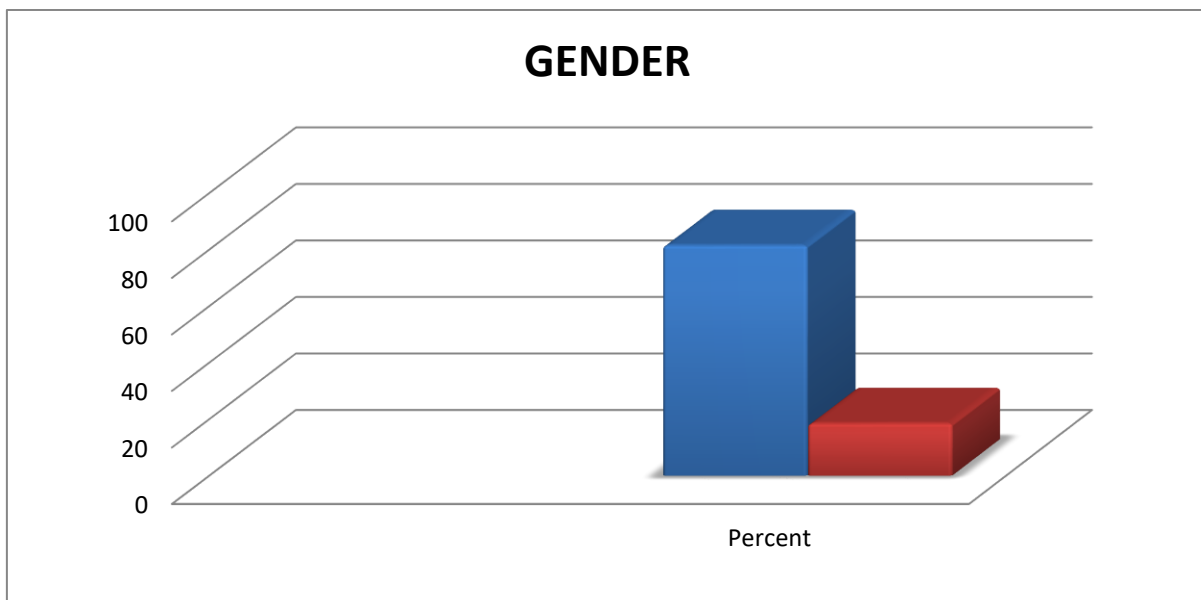
TABLE NO : 4.2
GENDER

Gender	Frequency	Percent
FEMALE	101	81.5
MALE	23	18.5
Total	124	100

It is inferred that 81.5 % of the respondent are female and 18.5 % are male. Hence it is evident that majority of the respondents are female.

From the above table 4.2 it is inferred that most of the female respondents prefer organic oil.

CHART NO : 4.2



MARITAL STATUS

Marital status plays a major role in selecting the model , which is the major factor that influence ,the attitude of the customer.

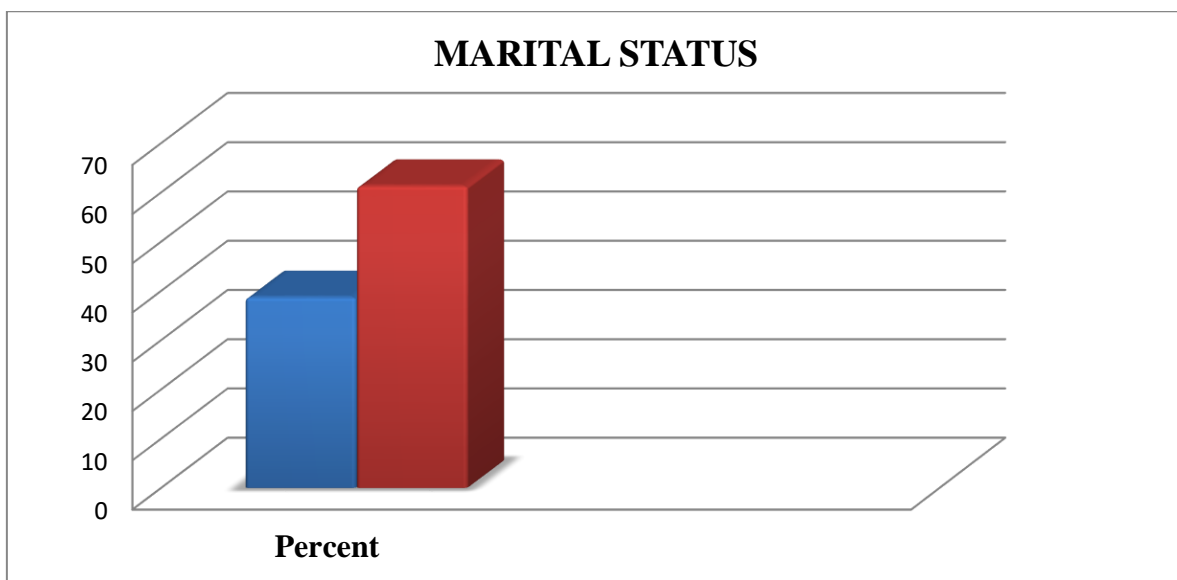
TABLE NO : 4.3
MARITAL STATUS

Marital Status	Frequency	Percent
SINGLE	48	38.7
MARRIED	76	61.3
Total	124	100

It is inferred that 38.7 % of the respondent are single and 61.3 % are married. Hence it is evident that majority of the respondents are married.

From the above table 4.3 it is inferred that most of the married respondent prefer organic oil.

CHART : 4.3



EDUCATION

Education plays a major role in selecting the model which is the major factor that influence, the purchase decision.

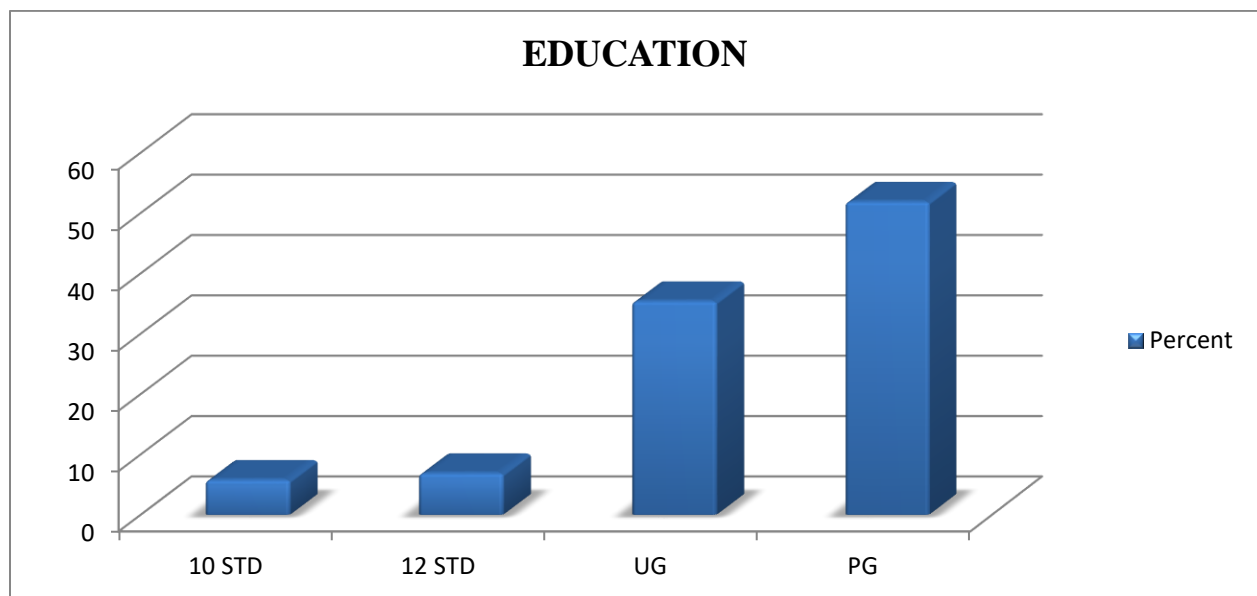
TABLE NO : 4.4
EDUCATION

Education	Frequency	Percent
10 STD	7	5.8
12 STD	8	6.9
UG	44	35.4
PG	65	51.9
Total	124	100

It is evident from table 4.4 that the respondent on the basis of educational and qualification 5.8 % of the respondents are 10 Std , 6.9% of the respondents are 12 std, 35.4 % of the respondents are under graduates, 51.9 % of the respondents are post graduates .

Thus the above table interprets that majority (51.6%) of the respondents are post graduates.

CHART : 4.4



MONTHLY FAMILY INCOME

Income is the benefit that the customer receives in terms of monetary, which determines the standard of living. each income group have different attitude towards their purchasing power, so the respondents were classified according to their income received.

TABLE NO: 4.5

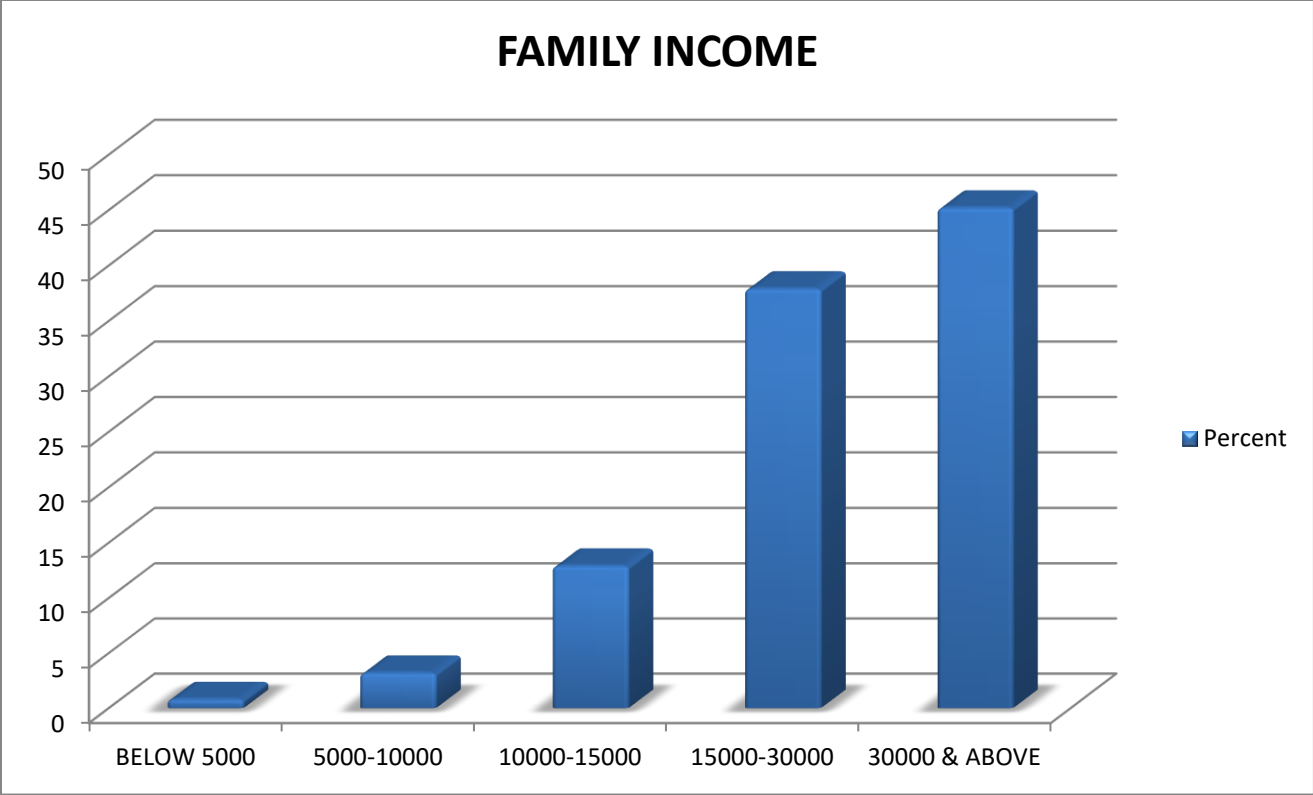
MONTHLY FAMILY INCOME

Monthly Family Income	Frequency	Percent
BELOW 5000	1	.8
5000-10000	4	3.2
10000-15000	16	12.9
15000-30000	47	37.9
30000 & ABOVE	56	45.2
Total	124	100

The above table 4.5 depicts that the respondents on the basis of monthly income. 8% of the respondents earn under Rs.5000 per month, 3.2% of the respondents earn Rs.5000 -10000 per month, 12.9% of the respondents earn Rs.10000-15000 per month. 37.9% of the respondents earn Rs.15000-30000 per month. 45.2% of the respondents earns Rs.30000 & above per month.

Thus it is interpreted from the above table that 45.2% of the respondents receive income between the range Rs.30000 & above per month.

CHART NO : 4.5



OCCUPATION

Occupation plays a major role in marketing the people to optimum for quality products accounting to their respective professional portfolio. Analysis of the occupation status of the customer helps in understanding the buying preference. The occupation profile is as follows.

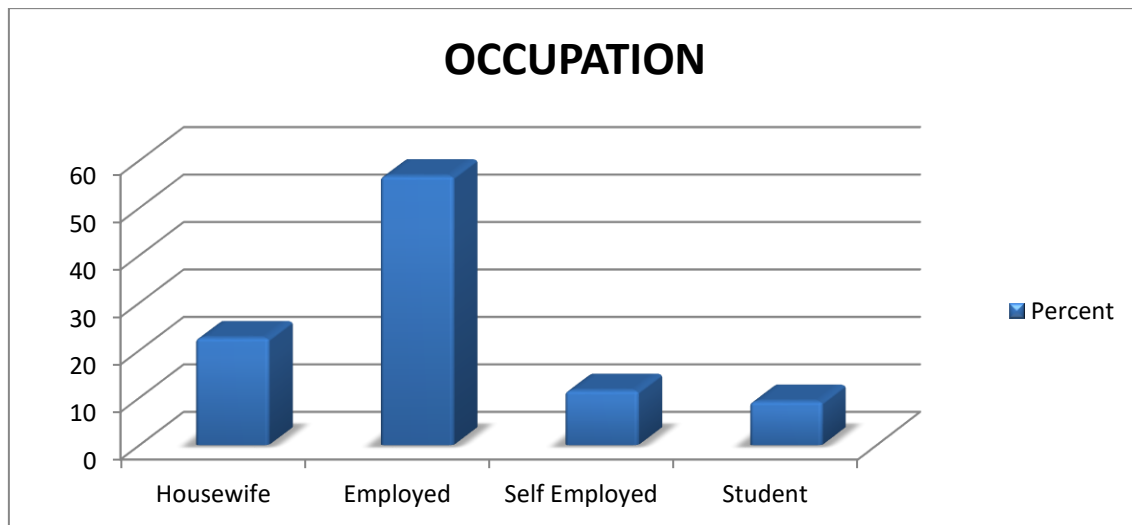
TABLE NO : 4.6

OCCUPATION

Occupation	Frequency	Percent
Housewife	28	22.6
Employed	71	56.7
Self Employed	14	11.5
Student	11	9.2
Total	124	100

It is interpreted from the table 4.6 that the respondents on the basis of occupation 22.6% of the respondents are housewife, 56.7% of the respondents are employed, 11.5% of the respondents are self employed , 9.2% of the respondents are student. The majority 56.7 % of the respondents are employed.

CHART NO : 4.6



RESIDENTIAL STATUS

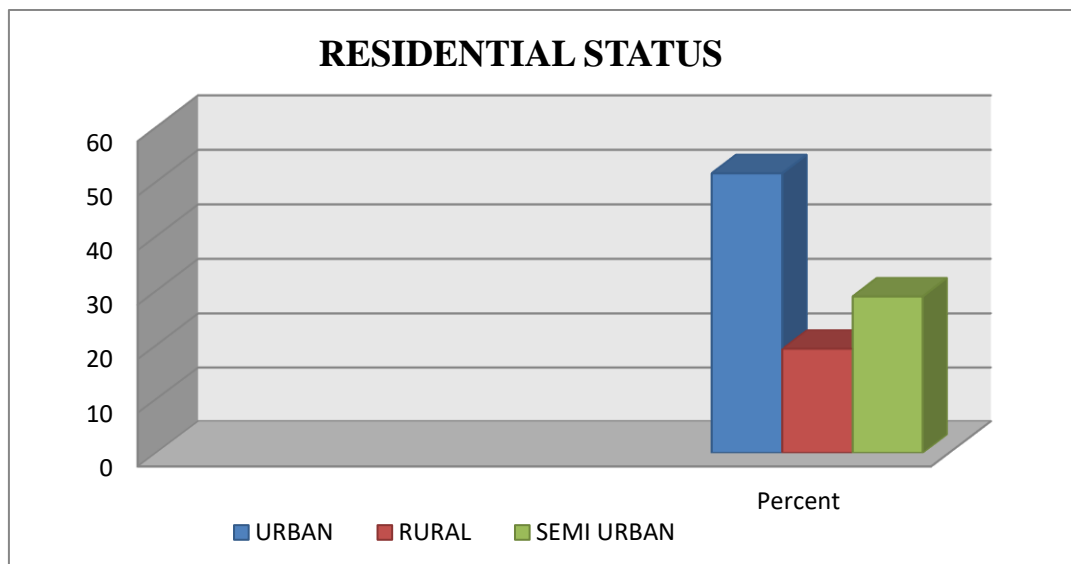
Each individual consumer has settled in different location those customer purchases organic oil from different locations.

TABLE NO: 4.7
RESIDENTIAL STATUS

Residential Status	Frequency	Percent
URBAN	64	51.6
RURAL	24	19.4
SEMI URBAN	36	29.0
Total	124	100

It is interpreted from the table 4.7 the respondents on the basis of residential status ,51.6 % of the respondents are urban, 19.4 % of the respondents are rural , 29.0 % of the respondents are semi urban. Thus it is interpreted from the above table that 51.6 % of the respondents are urban.

CHART NO : 4.7



CONSUMER PREFERNECE

MEAN SCORE FOR CONSUMER PREFERENCE ON USAGE OF GROUNDNUT ORGANIC OIL

Workers Performance can be the job related activities expected of a worker and how well those activities are executed. Performance is a function of both ability and motivation. To training process , managers must align their jobs to the organization’s goals, values and objectives.

TABLE NO: 4.8
USAGE OF ORGANIC OIL EVERY MONTH

Groundnut Oil	N	Minimum	Maximum	Mean	Std. Deviation
Marital status	124	1	2	1.61	.489
Usage of groundnut oil every month	124	1	5	3.31	.756
Valid N	124				

The above table 4.8a shows overall average mean value is 3.31. The above table interpreted the consumer preference on usage of groundnut oil every month .Maximum groundnut usage for every month has mean score 3.31 influence the consumer preference . Minimum mean score is on marital status of the consumer least mean score of 1.61.

CONSUMER PREFERNECE

MEAN SCORE FOR CONSUMER PREFERENCE ON USAGE OF SESAME ORGANIC OIL

TABLE NO: 4.9

USAGE OF ORGANIC OIL EVERY MONTH

Sesame Oil	N	Minimum	Maximum	Mean	Std. Deviation
Marital status	124	1	2	1.61	.489
litters of oil used sesame oil every month	124	1	4	2.71	.752
Valid N	124				

The above table 4.8b shows overall average mean value is 2.71. The above table interpreted the consumer preference on usage of groundnut oil every month .Maximum sesame oil usage for every month has mean score 2.71 influence the consumer preference . Minimum mean score is on marital status o the consumer least mean score of 1.61.

CONSUMER PREFERNECE

MEAN SCORE FOR CONSUMER PREFERENCE ON USAGE OF COCONUT ORGANIC OIL

TABLE NO: 4.10

USAGE OF ORGANIC OIL EVERY MONTH

Coconut Oil	N	Minimum	Maximum	Mean	Std. Deviation
Marital status	124	1	2	1.61	.489
litters of oil used coconut oil every month	124	1	5	2.07	.818
Valid N	124				

The above table 4.8c shows overall average mean value is 2.07. The above table interpreted the consumer preference on usage of coconut oil every month .Maximum coconut oil usage for every month has mean score 2.07 influence the consumer preference . Minimum mean score is on marital status o the consumer least mean score of 1.61.

FACTORS INFLUENCE TO PREFER ORGANIC OIL

TABLE NO: 4.11

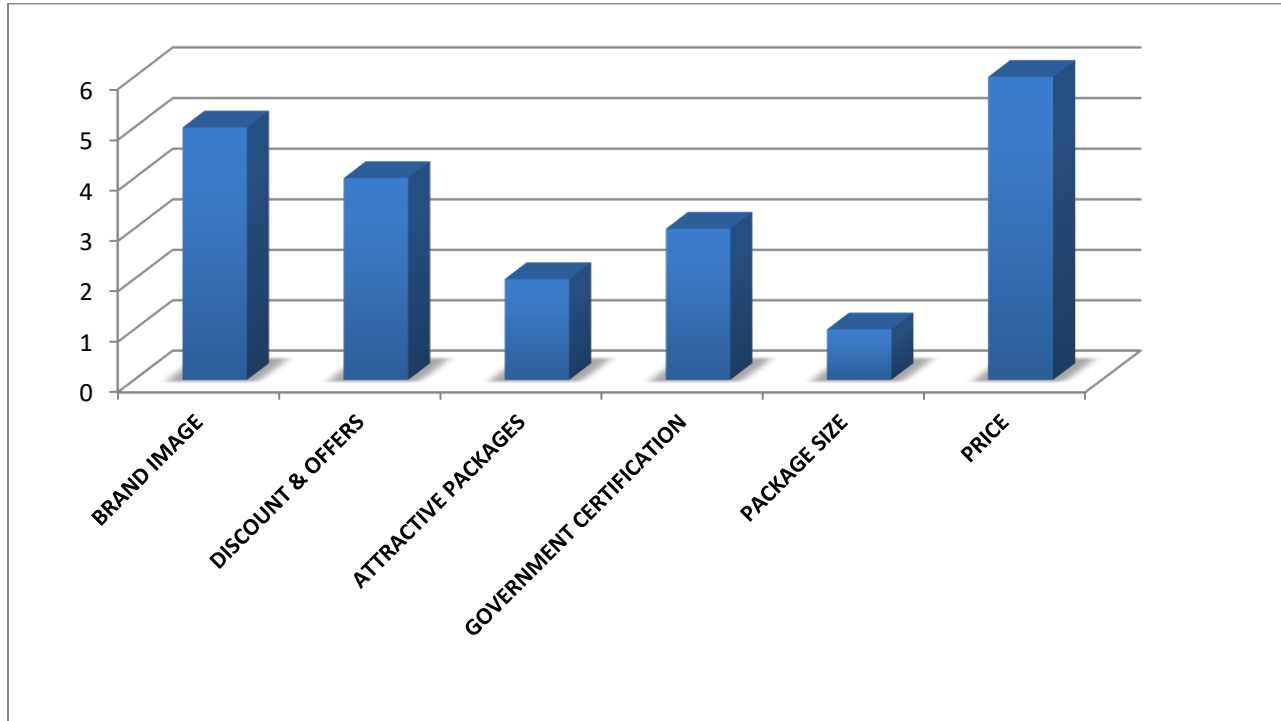
	TOTAL	RANK
BRAND IMAGE	348	2
DISCOUNT & OFFERS	361	3
ATTRACTIVE PACKAGES	598	5
GOVERNMENT CERTIFICATION	433	4
PACKAGE SIZE	611	6
PRICE	257	1

It is clear from the table price in the 1st major factor that influence the consumer to prefer the organic oil, brand image is the 2nd factor that influence to prefer the organic oil, discount & offers is the 3th factor that influence to prefer the organic oil, government certification is the 4th factor that influence to prefer the organic oil, Attractive packages is the 5th factor that influence to prefer the organic oil. Package size is the 6th factor that influences to prefer the organic oil.

From the above table 4.9 it is inferred that most of the respondents are influenced by the factors which helps to prefer organic oil by the consumers.

CHART NO: 4.8

FACTORS INFLUENCE TO PREFER ORGANIC OIL



IMPORTANT FACTORS TO PREFER ORGANIC OIL

TABLE NO: 4.12

Mean Score for Important Factors to Prefer Organic Oil

Important Factors	Mean	Std. Deviation
Satisfaction in groundnut oil	4.6139	.20498
Satisfaction in sesame oil	4.6274	.25161
Satisfaction in coconut oil	4.6565	.23452
Preference in organic oil	4.6509	.44184
Valid N	124	

The above table 4.10 shows overall average mean value is more than 3.0. Maximum factors which is important to prefer organic oil is 4.65 influence consumer preference . Minimum factors which is important to prefer organic oil has the least mean score of 4.61.

**CORRELATION ON IMPORTANT FACTORS AND CONSUMER
PREFERENCE ON ORGANIC OIL**

TABLE NO: 4.13

Consumer Importance		Groundnut Oil	Sesame Oil	Coconut Oil
Preference In Organic Oil	Pearson Correlation	.562**	.507**	.077
	Sig. (2-tailed)	.000	.000	.393
	N	124	124	124
**. Correlation is significant at the 0.01 level (2-tailed).				

Ho – There is significant relationship between important factors and consumer preference towards organic oil. Hence the hypothesis Ho is accepted.

The result is that the important factors have the influence on the consumer preference towards organic oil where the significance value in coconut oil is .393 . consumers prefer groundnut oil, sesame oil rather than coconut oil. Hence the hypothesis Ho is accepted.

**REGRESSION ON IMPORTANT FACTORS AND CONSUMER
PREFERENCE ON ORGANIC OIL**

TABLE NO : 4.14

Model	T	Sig.
Constant	2.287	.024
Satisfaction in groundnut oil	.841	.402
Satisfaction in sesame oil	6.119	.000
Satisfaction in coconut oil	-5.877	.000
R	.698 ^a	
R Square	.487	
Adjusted R Square	.474	
F	37.924	
Sig.	.000 ^a	

Ho – There is a relationship between important factors and consumer preference.

The result shows that at 5% level of significance with the significant values of .000 there is significant relationship between important factors and consumer preference and the guideline provided to the satisfaction level. Hence the hypothesis Ho is accepted.

CONSUMER PREFERENCE TOWARDS ORGANIC OIL

MEAN SCORE FOR CONSUMER PREFERENCE ON ORGANIC OIL

TABLE NO: 4.15

Consumer Preference	Mean	Std. Deviation
Preference In Organic Oil	4.6509	.44184
Valid N	124	

The above table 4.13 shows overall average mean Score value is more than 3.0. the mean score for consumer preference towards organic oil is 4.65 . the level of Consumer preference is high.

CONSUMER SATISFACTION TOWARDS ORGANIC OIL

MEAN SCORE FOR CONSUMER SATISFACTION TOWARDS ORGANIC OIL

TABLE NO: 4.16

Consumer Satisfaction	Mean	Std. Deviation
Satisfaction in groundnut oil	4.6421	.12483
Satisfaction in sesame oil	4.5897	.13004
Satisfaction in coconut oil	4.5534	.27754
Preference in organic oil	4.6509	.44184
Valid N	124	

The above table shows overall average mean value is 4.64. Maximum level of satisfaction on organic oil has mean score 4.65 influence the consumer satisfaction. Minimum level of satisfaction on organic oil has the least mean score of 4.55.

CORRELATION ON CONSUMER SATISFACTION TOWARDS ORGANIC OIL

TABLE NO : 4.17

Satisfaction Towards Consumer Preference		Groundnut Oil	Sesame Oil	Coconut Oil
Preference In Organic Oil	Pearson Correlation	.307**	.421**	.690**
	Sig. (2-tailed)	.001	.000	.000
	N	124	124	
** . Correlation is significant at the 0.01 level (2-tailed).				

Ho – There is a relationship between preference and satisfaction on organic oil.
Hence the hypothesis Ho is accepted.

The result is that the consumer preference have the influence on the consumer satisfaction towards organic oil where the significance value is less than 0.05. Hence the hypothesis Ho is accepted.

REGRESSION ON CONSUMER SATISFACTION TOWARDS ORGANIC OIL

TABLE NO : 4.18

Model	T	Sig.
Constant	3.191	.002
Consumer Satisfaction in groundnut oil	-4.975	.000
Consumer Satisfaction in sesame oil	-.825	.411
Consumer Satisfaction in coconut oil	9.244	.000
R	.769 ^a	
R Square	.592	
Adjusted R Square	.581	
F	57.964	
Sig.	.000 ^a	

H₀ : There is a relationship between consumer preference and satisfaction on sesame oil.. Hence the hypothesis is accepted.

The result shows that at 5% level of significance with the significant values of .000 .There is significant relationship between consumer preference and the consumer satisfaction towards organic oil. Hence the hypothesis is accepted.

SUMMARY

CHAPTER –V

SUMMARY

5.1 Findings

The chapter shows the findings, suggestion and conclusion of the study. Based on the analysis and interpretation of the study the findings were made and the study is concluded.

- ❖ Majority of the respondents are between the age group 31 – 40 years using organic oil.
- ❖ Majority of the respondents are female using organic oil.
- ❖ Most of the respondents are married using organic oil.
- ❖ Most of the respondents are post graduates using organic oil.
- ❖ Most of the respondents receive income between the range Rs.30000 & above per month.
- ❖ Majority of the respondents are employed using organic oil.
- ❖ Majority of the respondents are urban using organic oil.
- ❖ Maximum groundnut oil usage for every month has mean score 3.31 influence the consumer preference. Minimum mean score is on marital status of the consumer least mean score of 1.61.
- ❖ Maximum sesame oil usage for every month has mean score 2.71 influence the consumer preference. Minimum mean score is on marital status o the consumer least mean score of 1.61.
- ❖ Maximum coconut oil usage for every month has mean score 2.07 influence the consumer preference. Minimum mean score is on marital status o the consumer least mean score of 1.61.
- ❖ Factor that influence the consumer to prefer the organic oil are Price, Brand Image, Discount & Offers, Government Certificate, Attractive Package, and than Package Size.
- ❖ A maximum factor which is important to prefer organic oil is 4.65 influence consumer preference. A minimum factor which is important to prefer organic oil has the least mean score of 4.61.
- ❖ The level of Consumer preference has a Mean Score value of 4.65.

S.NO	HYPOTHESIS	RESULT
1	There is a significant relationship between The important factors have the influence on the consumer preference towards organic oil.	The hypothesis Ho is accepted.
2	There is a significant relationship between important factors and consumer preference and the guideline provided to the satisfaction level.	The hypothesis Ho is accepted.
3	There is a relationship between consumer preference have the influence on the consumer satisfaction towards organic oil.	The hypothesis Ho is accepted.
4	There is a significant relationship between consumer preference and the consumer satisfaction towards organic oil.	The hypothesis Ho is accepted.

5.2 SUGGESTIONS

- ❖ The company can focus more on consumers who are women's between the age of 31-40 years and married, majority of the consumers are above the family income of 30,000 their education qualification are post graduated from urban .
- ❖ The consumer prefer groundnut the most and sesame oil will be there second preference of the consumer and coconut oil is the next preference of the consumer in organic oil.
- ❖ Some factors which influence the consumer to purchase organic oil are ranked first is Price, Brand Image, Discount & Offers, Government Certificate, Attractive Package, and than finally Package Size.
- ❖ The important factors which helps the consumers to prefer organic oil those important factors are Taste, Smell, Quality, Price, and Services
- ❖ The consumer prefer organic oil than non organic based on various factors.
- ❖ The maximum satisfaction on organic oil is in groundnut oil ,sesame oil and finally in coconut oil.

5.3 CONCLUSION

On the whole, the study sought to investigate the consumer preference and satisfaction on organic oil and helps to strengthen the sales promotion and marketing of the organic oil. Create awareness about organic oil which is produced in cold press method in market among the consumers. It is found that satisfying the existing customer base and serving them better would provide a much further scope for Sri Bagavathi Oil Trading Company.

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ANNEXURE

CONSUMER PREFERENCE AND SATISFACTION TOWARDS ORGANIC OIL .

Dear respondent I am pursuing II MBA in Avinashilingam Institute for Home Science and Higher Education for Women, are conducting a survey on “CONSUMER PREFERENCE AND SATISFACTION TOWARDS ORGANIC OIL”, as part of our curriculum research work. Please be kind enough to answer the questions honestly. This survey would be kept confidential and used for academic purpose only.

Personal Information

1. Name:

2. Age Group: (a) above 20 Yrs ; (b) 31- 40 Yrs ; (c) 41-50 Yrs ; (d) 51 Yrs Above

3. Gender:

(a) Male; (b) Female

4. Marital Status:

(a) Single; (b) Married.

5. Residential Area:

(a)Rural (b) Urban (c) Semi urban

6. Education: _____

7. Occupation: _____

8. Monthly Family Income:

(a) Below 5000; (b) 5000 -10000; (c) 10000 – 15000; (d) 15000 -30000; (e) 30000 & above.

9. From when you started using “**Organic oil**”?

(a) 1 month (b) 6 month (c)1 year (d)More than 1 year

10. Which brand of oil do you use in organic oil?

(a) Sri Bhagavathi Organic Oil (b)Other

TABLE 1

11. How many liters of oil you will use every month?

Please tick your answers in the below provided box

PARTICULARS	½ Ltrs	1 Ltrs	2-3 Ltrs	5 Ltrs	Above 5 Ltrs
Groundnut Oil					
Sesame Oil					
Coconut Oil					

TABLE 2.

12. Rank the features according to your importance level while making the purchase decision on organic oil ?

S.No	Please Rank in 1 to 6	Rank
1	Brand Image	
2	Discount & Offers	
3	Attractive Packages	
4	Government Certification	
5	Package Size	
6	Price	

TABLE 3.

13. State Your important factors With **Groundnut Oil** ?

(1) Highly Dissatisfied; (2) Dissatisfied; (3) Neutral; (4) Satisfied; (5) Highly Satisfied

Particulars	1	2	3	4	5
Taste					
Smell					
Quality					
Price					
Services					

TABLE 4.

14. State Your important factors With **Sesame Oil** ?

(1)Highly Dissatisfied; (2)Dissatisfied; (3)Neutral; (4)satisfied; (5)Highly satisfied

Particulars	1	2	3	4	5
Taste					
Smell					
Quality					
Price					
Services					

TABLE 5.

15. State Your important factors With **Coconut Oil** ?

(1)Highly Dissatisfied; (2)Dissatisfied; (3)Neutral; (4)satisfied; (5)Highly satisfied

Particulars	1	2	3	4	5
Taste					
Smell					
Quality					
Price					
Services					

TABLE 6.

16. Views On Organic Oil As Compared To Other Non Organic Oil

(1)Strongly Disagree ; (2) Disagree ; (3) Neutral ; (4) Agree ; (5) Strongly Agree

S.NO	PARTICULARS	1	2	3	4	5
1	I like organic oil than inorganic oil					
2	I prefer organic oil over any other brand of inorganic oil					
3	I would use organic oil more than any other brand of inorganic oil					
4	Organic oil meets my requirements better than inorganic oil					
5	I am not interested in using inorganic oil from over organic oil.					
6	When it comes to making a purchase of oil , organic oil is my first preference					
7	In future organic oil will be my first choice of purchase					

17.Consumer Satisfaction Towards Organic Oil on groundnut oil

(1)Highly Dissatisfied; (2)Dissatisfied; (3)Neutral; (4)Satisfied; (5)Highly Satisfied

S.NO	Particulars	Groundnut Oil				
		1	2	3	4	5
1	Colour and Smell looks natural in organic oil					
2	Cooking Comfort in the organic					
3	Taste and price of the organic oil is better compared with other oil					
4	The maximum Shelf Life of organic oil					
5	Quality of the organic oil is good					
6	Packing of the organic oil is good					
7	Hygiene production & packing process is perfect					
8	Nutritional value of the organic oil is satisfactory					

S.No	Particulars	Sesame Oil				
		1	2	3	4	5
1	Colour and Smell looks natural in organic oil					
2	Cooking Comfort in the organic					
3	Taste and price of the organic oil is better compared with other oil					
4	The maximum Shelf Life of organic oil					
5	Quality of the organic oil is good					
6	Packing of the organic oil is good					
7	Hygiene production & packing process is perfect					
8	Nutritional value of the organic oil is satisfactory					

S.No	Particulars	Coconut Oil				
		1	2	3	4	5
1	Colour and Smell looks natural in organic oil					
2	Cooking Comfort in the organic					
3	Taste and price of the organic oil is better compared with other oil					
4	The maximum Shelf Life of organic oil					
5	Quality of the organic oil is good					
6	Packing of the organic oil is good					
7	Hygiene production & packing process is perfect					
8	Nutritional value of the organic oil is satisfactory					