



## CONSUMPTION PATTERN OF SELECTED VEGETABLE COOKING OILS IN COIMBATORE DISTRICT

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### **Abstract**

*Cooking oil is an essential commodity of every household. Consumption of cooking oil is having a long tradition in our country. In present days, increasing household income, increasing literacy and awareness, rapid urbanization and increasing health consciousness have changed the pattern of consumption of cooking oils. Also many types and brands of cooking oil have reached the market. In order to identify the potential segment of the cooking oil market, it is necessary to study the present consumption pattern of cooking oil. The present study has attempted to investigate the consumption pattern of various vegetable cooking oils among the rural and urban consumers in Coimbatore district.*

**Key Words:** *Vegetable Cooking Oil, Consumption, Consumers.*

### **Introduction**

Cooking oil is one of the important constituents of food items in India. In our country, majority of the dishes are prepared by using oil in their preparation process. The oils here are used for frying foods and as salad dressings. Though different cooking oils are consumed in different states according to their availability and custom-oriented food habits. There is a wide variety of cooking oils from plant sources such as groundnut oil, coconut oil, sunflower oil, gingelly oil, olive oil, palm oil, soybean oil, canola oil (rapeseed oil), corn oil, and other vegetable oils, as well as animal-based oils like butter and lard. However, in Tamil Nadu, major cooking oils consumed are groundnut oil, gingelly oil, coconut oil and sunflower oil. Common and daily Consumption of animal based oils like butter and lard are very negligible in Tamil Nadu compared to the major vegetable cooking oils. Hence the scope of the present study is restricted to only vegetable based cooking oils of major types used in Tamil Nadu, viz., groundnut oil, coconut oil, sunflower oil, gingelly oil only.

As per the Census of India 2011, the total population of Coimbatore district is 3458045 out of which 1729297 are males and 1728748 are females. When compared to the population of 2001 census, the present population has recorded an increase of 19%. Urbanization has taken place considerably in this district. Past studies reveal that the increasing urbanization has an impact on the consumption pattern of cooking oil. Economic growth and increase in household income, are the driving forces of the household demand for cooking oils increases due to change in the food consumption pattern. Household income and prices of cooking oils are the major economic factors that determine the consumption pattern of cooking oils. Rapid urbanization and high literacy level (73 per cent as against national level 64.6 per cent, census 2011) increased health awareness also have considerable effect on the shift in the consumption pattern of vegetable cooking oils both in terms of quantity and type of oil. Further, the consumption of sesame oil is very peculiar to the Tamil Nadu state which is generally not consumed as cooking oil in other states of India. Government of Tamil Nadu also supplies the cooking palm oil through the Public Distribution System (PDS), at subsidized price which has been a factor for the change in the consumption of cooking oils, especially, among the poor households in the district. All these factors are viewed as the determinants of the consumption pattern of cooking oils in the district of Coimbatore.

### **Period of Study**

Period of Study is 3 months, from January 2016 to March 2016.

### **Area of the Study**

The study has been conducted in Coimbatore District.

### **Objectives of the Study**

1. To study the socio economic factors of the selected consumers of cooking oils.
2. To identify the consumption pattern of cooking oils in Coimbatore District.
3. To offer suggestion on the basis of result of the study.

### **Hypothesis**

1. Choice of cooking oil by the consumers is influenced by many socio economic factors.
2. There may a difference in the pattern of consumption of cooking oils between urban and rural areas.
3. There may be a difference in the preference of the type of cooking oil among the consumers.

### Research Design

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. A descriptive research design has been used in this study. The survey method was used to collect the primary data from the consumers of cooking oil using the questionnaire as a research instrument.

### Sample Size and Sampling Method

A sample size of 200 has been taken up for this study. As this study was planned to cover both rural and urban areas, in the light of hypothesis 2, a stratified sampling method with equal allocation of 100 households each to the strata of Rural and urban areas were adopted. The households were selected on a convenient sampling method.

### Collection of Data

The study mainly depends on the primary data. Primary data has been collected through a well structured questionnaire duly validated by the subject experts and tested through a pilot study. The demographic data about the consumer of cooking oils such as area of residence such as rural or urban, age, Educational status, family type, family size, family income, preference of cooking oil, buying frequency, monthly consumption, package size preferred, decision maker on the choice of cooking oil etc constitute the primary data.

### Data Analysis

#### Profile of the Selected Respondents

An equal allocation of sample size 100 each was made to rural and urban areas. Though the reference unit is the household, the profile of the respondents from the household is analyzed to understand the consumption behaviour of the household on cooking oils used by the household. Analysis of the profile of the sample respondents reveal that about 57.5% of the respondents are males and 42.5% of them are females. The sample had the highest percentage (43.5%) of respondents from the age group of 30-40 years. About 76.5% of the respondent are from the nuclear families and 23.5% are from joint families. Maximum of 69% of the families have a family size of 3-4 members. Around 65% of the respondents are possessing the education qualification of a degree or above. More than 57.5% of the respondent households have a monthly income of above Rs 20000. Results of the analysis of the socio economic factors of the sample households are presented in Table: 1.

**Table 1: Profile of the Sample Respondents**

Socio Economic Factors	Categories	No. of Respondent	Percentage
Gender	Male	115	57.5
	Female	85	42.5
	Total	200	100
Age	Up to 30 Years	34	17
	30-40 Years	87	43.5
	40-50 Years	51	25.5
	Above 50	28	14.0
	Total	200	100
Type of family	Nuclear Family	153	76.5
	Joint Family	47	23.5
	Total	200	100
Family Size	1-2 members	32	16.0
	3-4 members	138	69.0
	5-6 Members	26	13.0
	Above 6 members	4	2.0
	Total	200	100
Educational status	Up to SSLC / Matric	28	14.0
	Higher Secondary	42	21.0
	Degree	89	44.5
	Post Graduate and above	41	20.5
	Total	200	100

Monthly household Income	Up to Rs 10000	32	16.0
	Rs 10000 – Rs 20000	53	26.5
	Rs 20000 – Rs 30000	49	24.5
	Rs 30000 – Rs 40000	29	14.5
	Rs 40000- Rs 50000	23	11.5
	Above Rs 50000	14	7.0
	Total	200	100

### Preference on the Type of Cooking Oil

Preference of cooking oil is an important aspect in deciding their consumption pattern in the households. Household may use more than one oil in their cooking. The enquiry was about the oil which they prefer most. The enquiry was restricted to only 5 cooking oils, viz., Ground Nut Oil, Gingelly Oil, Sunflower Oil, Palm Oil and Coconut Oil which are very common in Coimbatore district. Analysis reveals that sunflower oil is the highest preferred cooking oil preferred by 31% of the respondents, followed by palm oil by 29.5% of the respondents. High percentage of preference towards palm oil may be due to the fact that palm oil is being supplied through the public distribution system in Tamil Nadu. Distribution of the respondents by their preference on the type of cooking oil is presented in Table: 2.

**Table 2: Preference on the Type of Cooking Oil**

Type of Cooking Oil	No. of Respondent Households	Percentage
Ground Nut Oil	57	28.5
Gingelly Oil	17	8.5
Sunflower Oil	62	31.0
Palm Oil	59	29.5
Coconut Oil	5	2.5
Total	200	100

### Monthly Consumption of Cooking Oil

Enquiries were made on the monthly consumption of cooking oil. Three indicative levels were used in the questionnaire as 1-2 Liters, 2 - 3 Liters and 3- 5 Liters. Maximum of 43.5% of the respondent households have stated their monthly consumption of cooking oil as 2-3 liters. This indicates the impact of increased awareness of consumers on the health consciousness towards the avoidance of fatty oils. Distribution of respondents by their monthly consumption of cooking oil is presented in Table:3.

**Table 3: Distribution of Respondents by their Monthly Consumption of Cooking Oil**

Quantity	No. of Respondent Households	Percentage
1-2 Liters	75	37.5
2 – 3 Liters	87	43.5
3- 5 Liters	38	19.0
TOTAL	200	100

### Frequency of Buying Cooking Oil

Frequency of buying cooking oil by the households would indicate the pattern and volume of consumption of the cooking oil by the households. Buying cooking oil is not of a daily routine. Analysis revealed that the maximum of 53.5% of the respondents have stated their frequency of buying cooking oil as 'Monthly'. Another 18.5% of respondents have stated their buying frequency as 'Fortnight' and 11.5% have stated it as 'Week'. Distribution of respondents by their frequency of buying cooking oil in Table; 4 .

**Table 4: Distribution of Respondents by their Frequency of Buying Cooking Oil**

Frequency of Buying	Number of Households	Percentage
Once in a Week	23	11.5
Once in a Fortnight	37	18.5
Once in a Month	107	53.5

Once in Two Months	18	9.0
Any time when the previously purchased oil is exhausted.	15	7.5
Total	200	100

### Package Size Preferred

Cooking oil is mostly available in packages. The survey questionnaire had a question on the preference of the convenient package size. About 41.5% of the respondents have stated their preference as 1 Liter package. Another 27% of respondents have indicated their preference for half a Kilo package. Distribution of respondents by their preference of packaging is presented in Table:5 .

**Table 5: Distribution of Respondents by their Preference of Packaging**

Pack Size	No. of Respondents	Percentage
0.5 Liter	54	27.0
1 Liter	83	41.5
5 Liter	52	26.0
15 Liter	11	5.5
Total	200	100

### Decision Maker on the Preference of Cooking Oil

Cooking oil is an important constituent of the food items prepared in a household. Women are more informative and experienced in usage of cooking oils, their merits and demerits. In most of the occasions, choice of a cooking oil is decided by the woman either by herself or in consultation with her husband. The survey questionnaire had a question whether the choice of cooking oil is decided by the wife or husband or both. Maximum of 48.5% of the respondents have stated that the decision maker is the 'Wife'. In 32% of the sample households, the decision maker is 'Husband'. In the rest of 19.5% of the households, both the husband and wife jointly take the decision. Distribution of respondent households by their decision maker on cooking oil is presented in Table:6.

**Table 6: Distribution of Respondent Households by their Decision Maker on Cooking Oil**

Decision Maker	No. of Households	Percentage
Husband	64	32.0
Wife	97	48.5
Both	39	19.5
Total	200	100

### Findings of the Study

1. About 57.5% of the respondents are males and 42.5% of them are females.
2. The highest percentage (43.5%) of respondents are from the age group of 30-40 years.
3. About 76.5% of the respondent are from the nuclear families and 23,5% are from joint families.
4. Maximum of 69% of the families have a family size of 3-4 members.
5. Around 65% of the respondents are possessing the education qualification of a degree or above.
6. More than 57.5% of the respondent households have a monthly income of above Rs 20000.
7. Sunflower oil is the highest preferred cooking oil preferred by 31% of the respondents, followed by palm oil by 29.5% of the respondents.
8. Maximum of 43.5% of the respondent households have stated their monthly consumption of cooking oil as 2-3 liters.
9. Maximum of 53.5% of the respondents have stated their frequency of buying cooking oil as 'Monthly'. Another 18.5% of respondents have stated their buying frequency as 'Fortnight' and 11.5% have stated it as 'Week'.
10. About 41.5% of the respondents have stated their preference as 1 Liter package.
11. Maximum of 48.5% of the respondents have stated that the decision maker is the 'Wife'. In 32% of the sample households, the decision maker is 'Husband'. In the rest of 19.5% of the households, both the husband and wife jointly take the decision.



### Conclusion

Cooking Oil is an essential item for every household. They serve as a better source of energy compared with carbohydrates and proteins. Cooking oils have great importance in the preparation of tasty food, in improving the texture of food items, and increasing the palatability of food. Due to various socio economic factors and policy interventions of the government, the consumption pattern of cooking oils change over a period time. It is necessary for the producers and marketers of cooking oils to understand the current consumption trend to devise their marketing strategies. This study is an attempt in this direction to study the consumption pattern of cooking oils in Coimbatore District.

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