

## CONSUMER AWARENESS AND PREFERENCE OF COLD PRESSED OILS

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**ABSTRACT:** Cold pressed oil is of great significance in agriculture, cosmetics, food industry and personal care. In food industry, it is used in cooking, in agriculture cold pressed oil is used as bio-pesticide, in cosmetics and personal care industry it is used in the preparation of lotions, creams, wash and gels. Market for cold pressed oils has increased considerably during a couple of years in Coimbatore particularly in food industry. The study is undertaken to identify the factors influencing the preference of cold pressed oil and the awareness about the benefits of these oils. Data has been collected by distributing questionnaire among 172 consumers of cold pressed oils in Coimbatore city. The study found that health benefits of cold pressed oils highly influence their preference, the respondents are highly aware about the pure and natural form of cold pressed oils; awareness about the benefits of cold pressed oil varies significantly based on education qualification, status and number of members in family.

**Key Words:**

### INTRODUCTION

Cold pressed oil is oil that retains its biological properties such as nutritive and medicinal values of seed. In antiquity, all oils were cold pressed and therefore it was always considered very valuable food and had medicinal uses. People used to visit oil stores with an empty container to purchase cold pressed oil in retail, some 50 years back. Cold pressed oil is originally manufactured in traditional way by extracting oil from seeds using wood crusher, made of East Indian walnut tree which is pressed with a very heavy stone that is wheeled by bullocks. This type of oil, pressed in room temperature will not be heated during the extraction process and thus retains the nutrition benefits & original taste/ flavour. There is no refining process required for these oils. Our ancestors lived a long and healthy life by using this oil which gave them stamina, strength and immunity.

### STATEMENT OF THE PROBLEM

Oil is the basic ingredient used in cooking by the Indian households. The cooking oil market is dominated by various brands of refined oils that are manufactured through intensive mechanical and chemical process. These oils are toxic resulting in blood inflammation, elevation of blood triglycerides and worsen insulin secretion. Consuming these oils is linked to diabetes, cancer and heart disease. The process involves hydrogenation which is further dangerous to human health. Of late the consumers in Tamil Nadu, particularly in Coimbatore are becoming aware about the worse effects of refined oil and are shifting towards the usage of cold pressed oil. In this scenario, the researcher has taken the topic to identify the awareness about the benefits of cold pressed oil.

### OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- ★ To examine the factors influencing the preference of cold pressed oil.
- ★ To identify the awareness on the benefits of cold pressed oil.

### SCOPE OF THE STUDY

The study covers the factors influencing the consumers to shift towards cold pressed oil and the source of awareness about the nature of cold pressed oil. This also covers awareness level about the benefits of cold pressed oil and the factors influencing preference of cold pressed oil.

### RESEARCH METHODOLOGY

**Period of the study:** The study is conducted during the period September 2017 to April 2018

**Sampling technique:** Systematic sampling method is used in this study.

**Area of the study:** The data has been collected in Coimbatore city.

**Sample size:** The size of the sample for this study is 172 respondents.

**Data source:** Both primary and secondary data has been collected for this study.

**Statistical tools used for the study:** The data collected for the study are analysed with suitable statistical tools. The following statistical tools are used for the analysis in this study.

- \* Percentage Analysis
- \* Descriptive analysis
- \* ANOVA
- \* T-test

**LIMITATIONS OF THE STUDY**

- ❖ Since the survey was done only in Coimbatore the result obtained may not be universally applicable.
- ❖ The results are based on the consumers’ biased attitude which is dependent on their mindset.
- ❖ The result is based on the primary data that has its own limitation.

**REVIEW OF LITERATURE**

**Kumar &Kaur (2016)** have done their study on “Consumer preferences and awareness towards ready to eat products of cooperatives” to determine the preferences and awareness of ready to eat products. The data has been collected according to the research design. The hypotheses were constructed to achieve the study. The tools were cross-tabulation, ANOVA due to the variables. The study has revealed that market had a customer base mainly consisted of young, highly educated and salaried class people.

**PrasadaRao (2016)** in his article entitled “A study on cooking oil consumption on various health marketers in rural population of Coimbatore, India” has analysed the health parameters between sunflower oil users and other traditional cooking users. The study has been used both primary and secondary data. This is cross-sectional observational study. The result revealed is that BMI and ALT levels of sunflower oil users were significantly higher when compared to other oil users.

**Sarwade (2011)** conducted study on “Brand preferences and consumption pattern of edible oils in Maharashtra state” to know the brand preferences. To complete this study primary as well as secondary data has been used. The analysis has been done through percentile, average, simple correlation, regression, and other tools. The study reveals that in majority of the families, health consciousness and quality had been the important factors for preference.

**FINDINGS OF THE STUDY**

**Table 1 - Demographic findings**

Factors	Classification	No. of Respondents	Percentage
<b>Age</b>	Below 25years	42	24.4
	26-35 years	39	22.7
	36-45 years	39	22.7
	Above 45 years	52	30.2
<b>Gender</b>	Male	47	27.3
	Female	125	72.7
<b>Education</b>	Student	7	4.1
	Under graduate	76	44.2
	Post graduate	46	26.7
	professional	13	7.6
	No formal education	30	17.4
<b>Status</b>	Student	40	23
	Business	43	25
	Professional	28	16.3
	Employee	23	13.4
	Housewife	38	22.1
<b>Monthly Family</b>	Less than Rs.25,000	3	1.7

<b>Income</b>	Between Rs.25,000-Rs.45,000	44	25.6
	Between Rs.45,000-Rs.65,000	81	47.1
	Above Rs.65,000	44	25.6
<b>Type of Family</b>	Nuclear	89	51.7
	Joint	83	48.3
<b>Number of Family Members</b>	Less than 3	54	31.4
	Between 3-5	72	41.9
	Above 5	46	26.7
<b>Marital Status</b>	Married	113	65.7
	Unmarried	59	34.3
<b>Total</b>		<b>172</b>	<b>100</b>

**Table 2 - Source of Awareness about Cold Pressed Oil**

Source	No of respondents	Percentage
Family	54	31.4
Friends & relatives	15	8.7
Shopkeeper	8	4.7
Social media	15	8.7
Customary practice	20	11.6
Television and newspaper	21	12.2
Health experts	36	20.9
Pass by visit	3	1.7
<b>Total</b>	<b>172</b>	<b>100</b>

Source: Primary Data

### Interpretation

From the above table it is clear that 31.4percent of the respondents are aware about cold pressed oil through family members, 20.9percent of the respondents are aware through health experts, 12.2percent of the respondents are aware through Television and newspaper, 11.6percent of the respondents are aware because of customary practice, 8.7percent of the respondents are aware through friends and relatives and 8.7percent of the respondents are aware through social media, 4.7percent of the respondents are aware through shopkeeper, 1.7percent of the respondents are aware through pass by visit.

**31.4percent of the respondents are aware about cold pressed oil through family members.**

### OBJECTIVE 1 - TO EXAMINE THE FACTORS INFLUENCING THE PREFERENCE OF COLD PRESSED OIL

**Table 3 - Descriptive Statistics for Factors Influencing the Preference of Cold Pressed Oil**

Particulars	N	Minimum	Maximum	Mean	Std Deviation
Price	172	1	3	1.77	.603
Quality	172	1	3	2.28	.806
Health benefits	172	1	3	2.41	.560
Availability	172	1	3	1.94	.758
Customary practice	172	1	3	2.01	.787
Rich in minerals	172	1	3	2.17	.679
Aroma	172	1	3	2.02	.671
Taste	172	1	3	2.24	.740

Source: primary Data

### Interpretation

The highest mean score (2.41) has been found for health benefits with a standard deviation of 0.560 and the lowest mean score (1.77) has been found for price with standard deviation of 0.603.

Descriptive statistics shows that respondents are highly influenced by health benefits of cold pressed oil.

**OBJECTIVE 2: TO IDENTIFY THE AWARENESS LEVEL ABOUT THE BENEFITS OF COLD PRESSED OIL**

**Table 4 - Descriptive Statistics – Awareness about the benefits of Cold Pressed Oil**

Particulars	N	Minimum	Maximum	Mean	Std Deviation
It is purest and natural form	172	1	3	2.26	.777
It reduces fat loss and enhances the metabolism	172	1	3	2.04	.901
It contains antimicrobial properties	172	1	3	2.06	.659
It protects the heart functioning	172	1	4	1.88	.756
It is very easy to digest	172	1	3	2.03	.787
It is nutritionally rich	172	1	3	2.10	.814
It gives delicious flavours to the cooked food	172	1	3	2.18	.609
It stimulates thyroid function	172	1	4	2.14	.900
Normalizes blood sugar levels	172	1	3	2.17	.744
Heals and prevents scarring	172	1	3	2.24	.672
Nourishes hair and rejuvenate skin	172	1	3	2.17	.679
Total	172	11	35	23.27	8.298

Source: primary Data

**Interpretation**

The highest mean score (2.26) has been found for pure and natural form of cold pressed oil with a standard deviation of 0.777 and the lowest mean score (1.88) has been found for protection of heart with a standard deviation of 0.756

Descriptive statistics shows that the respondents are highly aware about the pure and natural form of cold pressed oil.

**ANOVA FOR THE PERSONAL FACTORS AND AWARENESS ABOUT THE BENEFITS OF COLD PRESSED OIL**

H<sub>0</sub>: There is no significant difference in the awareness about the benefits of cold pressed oil based on demographic factors.

**Table 5 - Anovafor the Personal Factors and Awareness about the Benefits of Cold Pressed Oil**

Personal Factors	Particulars	N	Mean	Std. Dev	T-Value	F-Value	Sig	S/ N.Sig
Age	Below25yrs	42	2.1956	.23509	-	1.388	.248	NS
	26-35yrs	39	2.1850	.19645				
	36-45yrs	39	2.1374	.15579				
	Above45yrs	52	2.2214	.18779				
Gender	Male	47	2.2249	.19188	0.94	-	.760	NS
	female	125	2.1737	.19736				
Educational qualification	Upto school level	7	2.0510	.05399	-	5.405	.000	S
	Under graduate	76	2.1748	.20517				
	Post graduate	46	2.1320	.17623				
	professional	13	2.2857	.25254				
	No formal education	30	2.2952	.13361				
Status	Student	40	2.2429	.18988	-	4.364	.002	S
	business	43	2.1279	.16972				
	Professional	28	2.2577	.17533				
	Employee	23	2.2298	.25112				
	housewife	38	2.1203	.17661				
Monthly income	Less than Rs.25000	3	2.1956	.23509	-	1.388	.248	NS
	Rs.25000-Rs.45000	44	2.1850	.19645				
	Rs.45000-Rs.65000	81	2.1374	.15579				
	Above Rs.65000	44	2.2212	.18779				
Type of family	Nuclear	89	2.1709	.20449	1.539	-	.217	NS
	Joint	83	2.2057	.18746				
Number	Less than 3	54	2.1111	.18127				

of members in family	Between 3-5	72	2.1935	.16544		8.749	.000	S
	Above 5	46	2.2686	.22647				
Marital status	Married	113	2.1473	.18193	2.156	-	.144	NS
	Unmarried	59	2.2251	.20205				

Source: Primary Data

### Interpretation

ANOVA results indicate that the calculated value is less than the significant value .05, there is significant difference in the awareness on the benefits of cold pressed oil in respect of education qualification, status, number of members in family. **Hence null hypothesis rejected.**

Further ANOVA results show that the calculated value is more than the significant value .05. There is a no significant difference in the mean score of respondents towards the awareness on the benefits of cold pressed oil based on other demographic factors expect education qualification, status and number of members in family. **Hence null hypothesis is accepted.**

The paired t-test result shows that there is no significant difference in awareness level on benefits of cold pressed oil based on demographic factors. **Hence null hypothesis accepted.**

### SUGGESTIONS

- There is minimum awareness among the respondents about the heart healthy benefits of cold pressed oil. The marketers of such oils and the print media shall educate the people about this benefit, so that more people affected by heart ailments can be benefited.
- Health benefit is the main influencing factor in preferring cold pressed oil. It is because of the awareness among the public about the benefits. Hence, marketers are recommended to focus on supplying quality oils rather than just increasing their turnover. Marketers need to follow business ethics in producing such products.
- Most of the respondents are not satisfied with the price of cold pressed oil since it is usually priced higher to meet the raw material cost of the producer. Hence, the producers are suggested to offer the cold pressed oils at affordable rates so that more people would start using these oils for deriving health benefits.

### CONCLUSION

The study throws a light on the awareness and preference of the consumers of cold pressed oil in Coimbatore city. The respondents are aware of cold pressed oil through their family members and use the oil mainly for the culinary benefits. Health benefit is the main factor influencing the purchase rather than availability and price which are the least influencing factors. It can be seen that a lot of unbranded cold pressed oil is available in the market and respondents prefer only them and brand does not play a role in preference. The people should take interest in self-awareness and education. Due to the health benefits and other benefits majority of them recommend cold pressed oil to others also. Today there are varieties of cold pressed oils available in the market. In recent years, there is rise in the number of ailments, so consumers prefer cold pressed oil over refined oil. The demand for cold pressed oil is expected to increase multiple times over the next 5 years as more and more people are getting awareness about its benefits. This market is expected to pose a serious threat for most of the branded oils which are packed with chemical properties and branded fashionably. The marketers would be left with no choice rather than supplying quality oil with nil chemical ingredients. This future will be possible only by the intelligent buyer of the present.