



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Study On Consumer Awareness And Buying Behaviour Towards Cold Pressed Oil With Special Reference To Coimbatore City

Dr. S. Suguna, Professor, Department of Commerce with Professional Accounting, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.

Ms. Deepika. S – III B. Com (Professional Accounting), Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.

ABSTRACT

This study explores consumer awareness and preferences regarding cold pressed oils in Coimbatore. With rising health consciousness, many individuals are shifting from refined oils to traditional cold pressed options due to their natural and nutritional benefits. Findings reveal that most consumers learn about cold pressed oils through family and use them mainly for cooking. Health benefits are the main purchase driver, while price and availability play a smaller role. As awareness grows, this sector is expected to thrive and challenge chemically refined oils, pushing brands toward healthier, more natural alternatives.

KEYWORDS

Cold Pressed Oil, Consumer Awareness, Health Benefits, Traditional Methods, Edible Oil Market.

1. INTRODUCTION

India imports 70% of its edible oil, with demand expected to reach 34 million tonnes by 2030. Cold pressed oil, rooted in ancient Indian traditions like 'chekku' and 'ghani', is regaining popularity due to health awareness. Though it currently serves only 3–4% of a niche 10% market, it holds vast growth potential, especially in South India. Historically, locally grown oils like mustard, sesame, and coconut were staples. Today, consumers are shifting back from refined oils to healthier, traditional options.

2. REVIEW OF LITERATURE

Studies indicate that consumer awareness and buying behaviour towards cold pressed oil.

- Kumar & Kaur (2016): The research on "Consumer Preferences and Awareness Towards Cooperative Ready-to-Eat Goods" utilized cross-tabulation and ANOVA to analyse data, revealing that the primary consumer base comprises young, well-educated, salaried individuals.
- Dr.Hema Gulati (2017): This study examines customer perceptions of organic products in rural Haryana, India, based on a survey of 110 individuals, aiming to understand how consumers respond to organic goods in real-life scenarios.
- Rajamohan.A & Elayaraja.T (2018): This study explores consumer preferences and buying habits for branded edible oils in Chennai, revealing that housewives are key decision-makers influenced by health and brand reputation, with sunflower oil being the most preferred and Dhara the most recognized brand among higher-income households.
- Kumari & Gowthamy (2019): This study on cold pressed oil consumers in Coimbatore found that health benefits are the primary factor influencing purchases, with price and availability having minimal impact, and revealed a strong preference for unbranded oils, indicating that brand plays little role in selection amidst growing demand for chemical-free, high-quality options in response to rising health concerns.
- Srujana et al. (2021): A study conducted in Hyderabad, Telangana, evaluated consumer awareness, preferences, and purchasing behaviour regarding cold pressed oils, revealing limited awareness but strong health-driven motivation among users, with price, education, income, product qualities, presentation, service, and nutrition emerging as key factors, while a related study in rural Coimbatore examined the impact of cooking oil consumption on various health markers.

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The current study used a descriptive study approach. It was assumed that the bulk of studies on consumer purchasing behaviour used a descriptive convenient study design.

3.2 SAMPLING TECHNIQUE

Sample Size: 127 respondents

Sampling Method: Convenient sampling

Population: Consumer population familiar with the cold pressed oil

3.3 SOURCES OF DATA

Primary Data: Collected using structured online questionnaires.

Secondary Data: Derived from journals, research articles, and online databases.

3.4 TOOLS USED

Percentage Analysis

CHI-SQUARE Analysis

4. DATA ANALYSIS & INTERPRETATION

4.1 DEMOGRAPHIC INSIGHTS:

- Age group 20-40 and the least is below 20.
- Gender: 66.1% male, 33.9% female
- Monthly income: 37%
- Most purchased category: coconut oil 90.6%

4.2 AWARENESS AND BEHAVIOR

- Awareness of quality of cold- pressed oil (54.33%)
- Health benefits of cold- pressed oil (83.46%)
- Price of the product:48.03%
- Highly satisfied with the purest and natural form (70.87%)

4.3 CHI SQUARE ANALYSIS

- Gender and where the cold- pressed oil are purchased (11.05604)
- Place of residence & where the cold- pressed oil are purchased (8.460564)
- Marital status and why are you purchased cold- pressed oil (20.7373)
- Family and quantity purchased (47.7581943)

5. FINDINGS & SUGGESTIONS

5.1 FINDINGS:

- **Consumer Awareness & Preferences:** The majority of respondents are highly aware of the health benefits, quality, and nutritional aspects of cold-pressed oils, with health benefits being the most influential factor in purchase decisions.

- **Purchasing Behaviour:** Respondents primarily buy cold-pressed oils for cooking purposes, with most purchasing from departmental stores in quantities over 1000 ml on a monthly basis.
- **Product Importance:** Nutritional facts, price, and packaging are highly important to consumers, with a strong preference for products with certifications like Agmark and ISO standards.
- **Satisfaction & Recommendations:** Consumers are generally highly satisfied with the health benefits of cold-pressed oils, particularly with regard to metabolism, heart protection, and nutrition quality, and they are likely to recommend the product to others.

5.2 SUGGESTIONS:

- Middle-aged individuals and nuclear families lack awareness of cold-pressed oil.
- Manufacturers should improve cold-pressed oil's quality, packaging, and sustainability.
- Marketers must educate consumers about antioxidant benefits of cold-pressed oil.
- Affordable pricing and quality should be prioritized over profit generation.

6. CONCLUSION

The study reveals that in Coimbatore, consumers prefer cold-pressed oil mainly for its health benefits, with family influence playing a key role. Health benefits drive purchasing, while price and availability are less important. As awareness grows, demand for cold-pressed oils is expected to rise, challenging chemically refined brands, pushing marketers to offer high-quality, additive-free oils.

REFERENCES

- Srujana et al. (2021) "A study on cooking oil consumption on various health markers in rural population of Coimbatore, India". Semantic scholar.
- Kumari and Gowthamy (2019) "A study on the knowledge and preferences of cold pressed oil consumers in Coimbatore". Research gate.
- Macario Rodriguez-Entrena and Melania Salazar-Ordofiez (2019) "Hybridizing Consumer behavior approaches on agrifood markets: attitudes, judgements and choices". Spanish journal of agricultural research.
- Rajamohan.A and Elayaraja.T (2018) "Factors influencing consumer decision- making stages and customer brand faithfulness toward branded edible oil in Chennai". My food research.
- Nayana Sharma and Dr. RituSinghvi (2018) "A study on consumer's perception and behavior towards organic food". ResearchGate
- Dr.Hema Gulati (2017) "Customer perceptions of organic goods in rural Haryana, India". International journal of multidisciplinary research and development.
- Anca Gaberiala Petrescu, IonicaOncioiu and Marius Petrescu (2017) "A study on sustainable organic food production from the perspective of consumer behaviour". Science Direct.

- Uma and Selvam (2017) “Consumer's Attitude towards Organic Food Products buying Decision in Vellore City: Structural Equation Modelling – Using Partial Least Square (SEM-PLS) approach”. Research Gate.
- Kumar and Kaur (2016) “Consumer preferences and awareness towards cooperative ready-to-eat goods”. Semantic scholar.
- Prasad.A.Rao (2016) “A study on cooking oil consumption on various health markers in rural population of Coimbatore, India”. Semantic scholar.

