



## A Study on Brand Strategies of Gold Winner Oil

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### Introduction

The study aims to analyze the brand strategies employed by Gold Winner Oil, a leading brand in The Indian edible oil market. It will examine the company's branding initiatives, marketing Campaigns, and other related activities that contribute to building a strong brand image and Customer loyalty. The study will also evaluate the effectiveness of these strategies in achieving Business goals and sustaining competitive advantage in the industry. The findings of the study can Provide insights for other companies in the food industry and help them improve their branding Efforts. The study will delve into the marketing and advertising tactics used by the brand, the pricing Strategy, and the consumer perceptions of the brand. We will also look at the competition that Gold Winner oil faces in the market and how it has managed to keep a competitive edge over Other brands. The aim of this study is to identify the key factors that have contributed to the Success of Gold Winner oil and derive insights that can be used in the development of effective Brand strategies for other consumer goods brands.

### Statement of problem

**The market's critical products One of the most vital and widely utilised goods is edible oils, which are consumed by all.** One of the fundamental and significant components is edible oil. It has been used historically by all people for all food products and is necessary for all cooking. Many types of edible oils, including mustard, gingili, coconut, sunflower, and groundnut oil, are abundant in the market. Unrefined oils including coconut, groundnut, and gingili oil have long been used by mankind. Refined oils have recently been more widely available as a result of consumers' increased knowledge of quality and health concerns. In the recent past, numerous branded refined oils that are sold in consumer packets and loose form have thus appealed to the food market. Refined oils are offered for several edible oil variations, such as groundnut oil and gingili oil. As a result, a number of brands have grown in these many variations, which has finally caused competition among the manufacturers. Among the significant sorts of refined oils that are widely accepted by everyone are groundnut, coconut, and sunflower oils. The facts and assertions made by the health-conscious public, who seek out nutritious foods, are mostly responsible for the oil's success. These people have shown a predilection for branded edible oils. Given the variety of brands of groundnut and sunflower oil available on the market, an effort is being made to determine which is more often used, favoured, and bought by customers. Consumer expectations and satisfaction levels are now crucial for a brand to endure. The variables impacting the buyers Considerations for buying branded oil include fat content, availability, taste, health, and quality. The researcher tries to find out which brand of groundnut oil and sunflower oil people use, as well as how devoted they are to that brand, for this purpose. For the current research project, the article titled "Brand preference towards edible oil" has been chosen.

### OBJECTIVES OF THE STUDY :

1. To study customer's awareness towards Gold winner oil.
2. To study the factors influencing the customers in buying Gold winner oil.
3. To find out the satisfaction level of customers regarding Gold winner oil.

### SCOPE OF THE STUDY:

A study on brand strategies of Gold Winner oil would typically focus on the specific tactics and Approaches that the brand employs to build and maintain its market position and customer loyalty. This could include aspects such as the brand's unique selling proposition, pricing strategy, Distribution channels, advertising and promotional efforts, and customer engagement and Feedback mechanisms. The study might also analyze the competitive landscape of the edible oil Market and evaluate how Gold Winner's brand strategies compare to those of its rivals. It is Found that majority of the respondent's states that they are not providing complements at the time Of purchase of edible oil & Minority of the respondents is receiving complement at the time of

Purchase as gift. It is found that most of the respondents are dissatisfied with present branded Edible oil due to higher price and rests are satisfied with edible oil due to healthy oil. It is found That majority of the respondents are recommend the branded Edible oil to others.

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## RESEARCH METHODOLOGY

Since the study is on retail sector first the detail study of the store is been conducted about its Management team its structure the number of departments which all brands does the store has, who are its suppliers about its warehouses. Based on the topic objectives were set and to arrive at the opinion on objectives a set of 100 questionnaire and response is collected from the customers who are visiting the store Sample size: 100 respondents , Sampling Method: Random Convenience sampling Method , Measuring Tools: Questionnaire.

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## STATISTICAL TOOLS

Data collected through Questionnaire was prepared in master table. In order to Analysis and Interpret the Data

- Percentage Analysis
- Chi square Test
- Rank Analysis

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## LIMITATION OF STUDY

The study was confirmed to only in Coimbatore district and hence the result s cannot be Generalized to other areas. <sup>3</sup>/<sub>4</sub> Due to some constraints the number of respondents taken for the study is limited to Hundred. Only gold winner oil have been studied

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## REVIEW OF LITERATURE

**Rajni Pandey, et al (2022)** The author provides information on consumer awareness of edible Oil through this research. Customers' satisfaction with edible oil is also examined by the researcher. The study concluded that a majority of respondents (70%) were unaware of the benefits of using Healthy cooking oil. As a result, there is an urgent need to raise awareness about the health risks Linked with edible oil.

**DR. E. Mubarak Ali et al (2019)** The Attempts have been made to comprehend many elements That are considered while purchasing edible oil. This study also focuses on customer understanding Of edible oil weight, expiry date, components, and so on. As a result, the author concluded the study By stating that producers must supply researcher has emphasized on brand references for edible oil By customers in this study superior products to consumers in order to remain in the market for an Extended length of time.

**Dr. V. Maheswari(2019)** , the study entitled "A STUDY ON CONSUMER PERCEPTION AND SATISFACTION OF ORGANIC EDIBLE OIL IN KUMBAKONAM TOWN". The study examined purified drinking water is essential to every citizen. To know the level of satisfaction On organic edible oil and problem faced by the respondents in using the organic edible oil. She Found that majority 69% of the respondent were satisfied overall performance of the brand. She Suggested most of the respondents have pin painted to reduce wastage of water in the purification Process. She concluded that large section of public are spending a lot of installation of purifier or Buy purified water for their survival.

**Ghosh et al. (2019)[5]** have studied about identifying customer involvement during an organic Food purchase through the FCB grid in India and the result was customer involvement during Organic food purchase were high involvement and more thinking while purchasing organic food.

**Sharma (2018)** Conducted a study on mustard oil comparison to refined oil. The author stated that Mustard oil is healthier than refined oils since it contains Omega 3 and 6 fatty acids and lowers Cholesterol levels. Mustard oil has an antibacterial component that protects against infections, and it Is low in saturated fats when compared to refined oils. However, researchers emphasised that Mustard oil use should be limited since it includes erucic acid, which may be damaging to human Health.

**Dr. A. Gunasundari et al (2018)** , the study entitled "a comparative study of factors affecting Consumer preference between local and branded organic edible oils with special reference to Thiruvapur". The study examined on the perception of consumer and consumer awareness towards Organic edile oils. To analyze the impact of brand preference and find out factors affects consumer Purchase decision.

Particular	No of respondents	Percentage
Age		
15-20	54	54%
21-30	35	35%
31-40	8	8%

50	1	1%
41	1	1%
80	1	1%
Gender		
Male	54	54%
Female	46	46%
Qualification		
UG	66	66%
PG	15	15%
Professional	10	10%
Higher secondary	9	9%
MARITALSTATUS		
Married	77	77%
Unmarried	23	23%
Monthly income		
15000-20000	40	40%
20000-30000	21	21%
30000-40000	29	29%
Above 40000	10	10%

#### Interpretation

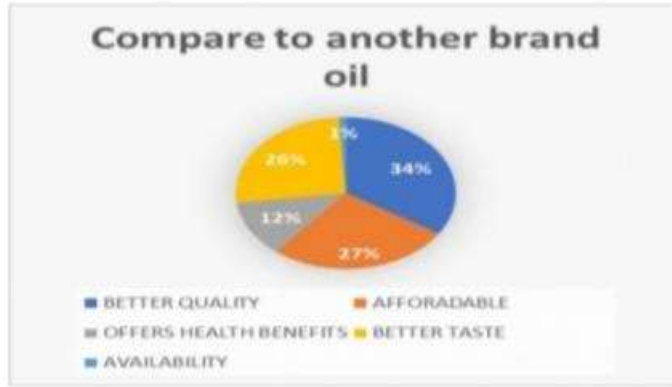
From the above table 54% of the respondents are from the male and 46% of the respondents From the female. 66% of the respondents are UG students,15% of the respondents are PG Students, 10% of the respondents are professionals, 9% of the respondents are higher secondary Students. Indicates that 77% of Respondents are Married. 23% of Respondents are not Married The above table indicates that 40 % of Respondents are Earning 15000-20000. 10 % of Respondents are Earning above 40000.

#### SHOWING HOW DOES GOLD WINNER OIL COMPARED TO OTHER OIL BRANDS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	BETTER QUALITY	34	34%
2	AFFORDABLE	27	27%
3	OFFERS HEALTH BENEFITS	12	12%
4	BETTER TASTE	26	26%
5	AVAILABILITY	1	1%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

#### INTERPRETATION:

The above table indicates that 34% of Respondents are Better quality. 27% of Respondents Are More affordable. 26% of the Respondents are Better taste. 12% of the Respondents are Offer more health benefits. 1% of the Respondents are Availability.



S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	QUALITY	29	29%
2	PRICE	11	11%
3	BRAND REPUTATION	17	17%
4	AVAILABILITY	17	17%
5	PROMOTIONS	7	7%
6	HEALTH BENEFITS	12	12%
7	TASTE	6	6%
8	PACKAGING	1	1%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**INTERPRERTATION**

The above table indicates that 29% of Respondents are Quality. 17% of Respondents are Brand reputation. 17% of the Respondents are Availability. 11% of the Respondents are Price. 12% of Respondents are Health benefits. 6% of Respondents are Taste. 1% of the Respondents are Packaging



**CHI SQUARE METHOD**

**THE RELATIONSHIP OF EDUCATIONAL QUALIFICATION & ACTIVE LOOK FOR GOLD WINNER OIL**

EDUCATION QUALIFICATION  &24/7 AVAILABILITY	LEVELS				TOTAL
	ALWAYS	SOMETIMES	RARE	NEVER	
Higher Education	2	5	2	0	9
Under Education	20	37	8	1	66
Post Graduate	7	6	1	1	15
Professional	6	3	0	1	1
<b>TOTAL</b>	<b>35</b>	<b>51</b>	<b>11</b>	<b>3</b>	<b>100</b>

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
2	3.15	-1.15	1.322	0.419
20	23.1	-3.1	9.61	0.416
7	5.25	1.75	3.062	0.583
6	3.5	2.5	6.25	1.785
5	4.59	0.41	0.168	0.036
37	33.66	3.34	11.155	0.331
6	7.65	-1.65	2.722	0.355
3	5.1	-2.1	4.41	0.864
2	0.99	1.01	1.020	1.030
8	7.86	0.74	0.547	0.075
1	-1.65	-0.65	0.422	3.909
0	1.1	-1.1	1.21	1.1
0	-0.27	-0.27	0.072	0.266
1	1.98	-0.98	0.960	0.484
1	0.45	0.55	0.302	0.671
1	0.3	0.7	0.49	1.633
<b>TOTAL</b>	<b>100</b>			<b>13.957</b>

Chi-Square Value  $\chi^2 = \sum (O-E)^2 / E$

= 0.013957

Degree of freedom

= (row-1) (column-1)

= (4-1) (4-1)

= (3) (3)

= 9

Significance Level = 0.05

TABLE NO Value= 16.919

X 2 Calculated Value < X2 Tabular Value

#### HYPOTHESIS

H0 There is no significant relationship between Educational Qualification and actively Look for Gold winner oil when the respondent when grocery shopping.

#### INTREPRETATION

In the above analysis the calculated value (0.013957) is lower than the table value (16.919) at the level of 0.05 significance. Hence there is no significant relationship Between monthly income and understand the mission and goals of the company.

#### RANKING ANALYSIS

##### RANKING FOR OVERALLSATISFICATION USING GOLD WINNER OIL

##### OFFER

RANKING	5	4	3	2	1	TOTAL	RANK
Highly satisfied	67	7	11	11	4	178	5
Satisfied	20	52	13	12	3	226	4
Neutral	21	16	47	11	5	263	3
Dissatisfied	17	8	54	16	5	284	1
Highly dissatisfied	18	8	54	16	4	280	2

#### Interpretation

Above table despites that the level of the customers using the gold winner oil that the Highest rank towards the dissatisfied customers, secured rank towards the highly dissatisfied Customers, third rank towards the neutral customers, fourth rank towards the satisfied Customers, fifth rank towards the highly satisfied customers.

#### Finding

##### PERCENTAGE ANALYSIS:

- Majority of (54%) of the respondent's age between 15-20.
- Majority of (54%) of the respondents are Male.
- Majority of (66%) of the respondents are Under Graduate.
- Majority of (77%) of the respondents are married.
- Most of the respondents of (47%) of the respondents are earn monthly income between (15,000 -20,000).

- Most of the respondents of (44%) of the respondents are in rural area.
- Majority of (90%) of the respondents are known about the awareness of gold winner oil.
- Most of the respondents of (38%) of the respondents are came across Gold winner oil Usage.
- Most of the respondents of (44%) of the respondents are seen the advertisement of Gold Winner oil.
- Most of the respondents of (36%) of the respondents are Actively look for Gold Winner oil when shopping grocery items.
- Most of the respondents of (38%) of the respondents are using Gold winner oil.
- Most of the respondents of (23%) of the respondents are buying Gold winner oil for Because for the is Good taste.
- Majority of (60%) of the respondents are preferred for buying 1Litre of gold winner oil .
- Most of the respondents of (34%) of the respondents are saying that the Gold Winner oil is better than other oil brands, while comparing in the basis of quality.
- Most of the respondents of (29)% of the Respondents are buying the gold winner oil And the major factor influencing among the respondents is quality.

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### **SUGGESTIONS:**

Z DIGITAL MARKETING: Through Digital marketing the Gold winner oil's company Can show a better improvement in their sales.

Z OFFER: The company can improve their offer to saw an improvement in their sales.

Z PACKAGING: The company can improve their role of packaging design . Z PACKAGING METHOD: The company can improve their quality of packaging by Using Bio-degradable materials. Z FUTURE EXPANSION: The company can evaluate the effectiveness of Gold winner Oil's brand strategy in international market and indentify opportunities for their future Expansion.

Z NUTRITIONAL QUALITIES: The Company can provide more nutritional qualities in Their product while comparing to other brands.

Z PRICE: The company can keep an moderate price while comparing to others brand.

Z QUALITY: The Company can provide the most better quality of oil to the customers to Fulfill their needs and it can also improve sales among their competitive brands.

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### **CONCLUSION:**

After conducting a comprehensive study on the brand strategies of Gold Winner oil, it can Be concluded that the brand has been successful in establishing itself as a trustworthy and High-quality brand in the edible oil market. The brand has leveraged various marketing Strategies such as advertising, product packaging, and innovative product offerings to create A strong brand image. The study found that Gold Winner oil has adopted a differentiation Strategy by focusing on product quality and offering unique features such as the low Absorption rate of oil in food. Additionally, the brand has utilized digital marketing Channels to reach out to its target audience and build a strong online presence. Furthermore, Gold Winner oil has invested in various CSR initiatives, which have helped to enhance its Brand reputation and create a positive image among consumers.