



## **A Study on Customer Behavior towards MSR Coconut Oil Private Limited with Preference to Tiruppur**

**Suresh K**

Master of Business Administration

Department of Management Studies, SNS College of Technology

### **1. INTRODUCTION OF THE STUDY**

Consumer behavior is important in marketing because it explains how consumers make decisions about what products to buy when to buy them, and from whom to buy them. Marketers can develop effective marketing strategies that target the right consumers with the right message at the right time by understanding consumer behavior.

Understanding consumer behavior is a key element of a marketing strategy. In fact, before implementing a strategy, it is essential to fully understand the needs and expectations of the consumers you want to influence. To do this, you need to understand how the consumer will react and be influenced by your marketing strategies.

#### **Types of Consumer Behavior for effective marketing strategies**

Marketers must understand several types of consumer behavior to create effective marketing strategies and meet customer needs. This section will look at the four types of customer behavior and how they affect businesses.

#### **Complex buying behavior**

When customers are actively involved in the purchasing decision process and are aware of the significant differences between the various brands, this happens. Before making purchasing decisions, consumers conduct extensive research, gather information, and evaluate alternatives.

#### **Dissonance-reducing buying behavior**

This type of behavior happens when people make expensive or risky purchases and then feel uncomfortable or confused about their decision. Consumers may seek reassurance, information, or feedback from others to reduce confusion.

### **1.2 COMPANY PROFILE**

Kuppanna Oil Mills is a reputed company that has done pioneering work in the production of pure coconut oil that is not just genuine but is also healthy and savory. The Kuppanna Oil Mills was established in 1975 and has since manufactured pure coconut oil with the brand name M.S.R. Gold coconut Oil. For its relentless efforts it has been awarded the prestigious Gem of India Award (1997).

We started with a decent 3 tons of oil production and today after nearly 35 years of being into this business we have graduated to producing 20 tons of oil per day. Currently we are committed to producing 40 tons of coconut oil per month and for the present financial year our sales turnover is around 10 crores.



**Factsheet****Basic Information**

<b>Nature of Business</b>	Manufacturer
<b>Additional Business</b>	Supplier
<b>Industry</b>	Agro products
<b>Total Number of Employees</b>	51 to 100 People
<b>Year of Establishment</b>	1990

**2. REVIEW OF LITERATURE****2.1 LITERATURE SURVEY**

**Kotler & Keller (2017)** Consumer behaviour is the study of the process involved in selecting, purchasing, using or disposing of products, services, ideas or experiences by individuals, groups and organisations to meet their needs and desires. The importance of understanding consumer buying behaviour is essential. According to for both manufacturers and service providers, the ways in which customers choose their products and services can be extremely important as this gives them a competitive advantage over their competitors in various ways. Moreover, it is important to increase the understanding of consumer behaviour towards green products as there is an extreme growth in green products in all consumer sectors as a result of the ‘green shift’ and strategic marketing adopted by many organizations

**Durif, Roy (2017)** outline that consumer’s buying behaviour is influenced by four driven factors: cultural, social, personal and psychological factors. The deepest influence on consumer’s buying behaviour is caused by cultural factors among others. Consumer buying behaviour is strongly affected by personality and self-concept factors. By personality, distinguish human psychological characteristics that lead to behaviour buying responses that are relatively consistent and enduring. Each brand has a personality. Consumers tend to choose and use brands that correspond to their personality and are consistent with their actual self-concept that corresponds to how they view themselves. Marketers carefully examine brand experiences to express brand personalities.

**2.2 THEORETICAL FRAMEWORK**

Consumer Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past. The consumer buying process in retail and ecommerce comes down to a single decision to add an item to their cart—but that’s just the tip of the iceberg. Plenty of things are going on

**3. RESEARCH METHODOLOGY**

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

**DEFINITION**

According to fred N.Felinger scientific research is systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.

**3.1 RESEARCH DESIGN**

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The researcher had done a descriptive research for studying the Impact of Retailer satisfaction at MSR Coconut Oil.

**DESCRIPTIVE RESEARCH DESIGN**

There are three reasons to conduct a descriptive study.

- ✓ To help in planning resource allocations.
- ✓ To identify areas for further research.
- ✓ To provide informal diagnostic information.

**SAMPLING DESIGN**

Sample is that by selecting some of the elements in a population we may draw the conclusion about the entire population.

**SAMPLING SIZE**

A part of the population selected for the study is called sample, Here the researcher took 110 as a sample size.

**SAMPLING AREA:-**

Sample area is MSR Coconut Oil and At Tiruppur.

**SAMPLING METHOD**

Here the researcher used the simple random sampling method.

**3.3 TOOLS AND TECHNIQUES**

The data has been mainly analysed by using the following methods and tests.

- ✓ Simple percentage Analysis
- ✓ Chi-square analysis
- ✓ Correlation analysis
- ✓ Anova analysis

**SIMPLE PERCENTAGE ANALYSIS**

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the respondent.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

**4. DATA ANALYSIS AND INTERPRETATION**

**TABLE NO-4.1**  
**GENDER OF THE RESPONDENTS**

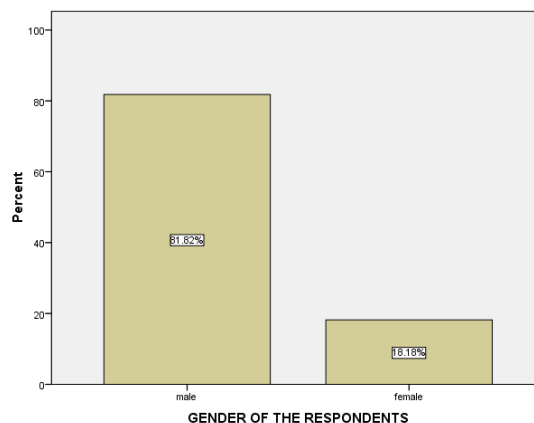
GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	90	81.8%
Female	20	18.2%
<b>Total</b>	<b>110</b>	<b>100.0%</b>

Source: primary data

**INTERPRETATION**

The above table shows that 81.8% of the respondents are Male, 18.2% of the respondents are Female. Majority 81.8% of the respondents are Male.

**CHART NO -4.1**  
**GENDER OF THE RESPONDENTS**



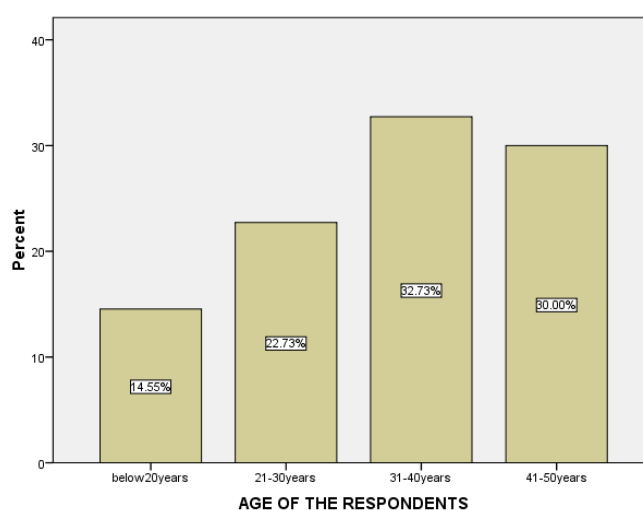
**TABLE NO -4.2**  
**AGE OF THE RESPONDENTS**

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below20years	16	14.5%
21-30years	25	22.7%
31-40years	36	32.7%
41-50years	33	30.0%
<b>Total</b>	<b>110</b>	<b>100.0%</b>

Source: primary data

#### INTERPRETATION

The above table shows that 14.5% of the respondents are at the age of Below20years, 22.7% of the respondents are at the age of 21-30, 32.7% of the respondents are at the age of 31-40 and 30.0% of the respondents are at the age of 41-50. Minimum 30.0% of the respondents are at the age of 41-50 years old.



**TABLE NO- 4.3**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

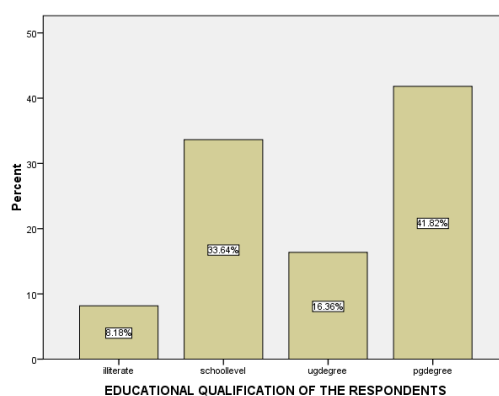
EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
Illiterate	9	8.2%
School level	37	33.6%
UG degree	18	16.4%
PG degree	46	41.8%
<b>Total</b>	<b>110</b>	<b>100.0%</b>

Source: primary data

#### INTERPRETATION

The above table shows that 8.2% of the respondents are Illiterate people, 33.6% of the respondents are School level, 16.4% of the respondents are UG degree, and 41.8% of the respondents are PG degree. Most 41.8% of the respondents are PG degree qualification

**CHART NO -4.3**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**



**TABLE NO -4.4**  
**MONTHLY INCOME OF THE RESPONDENTS**

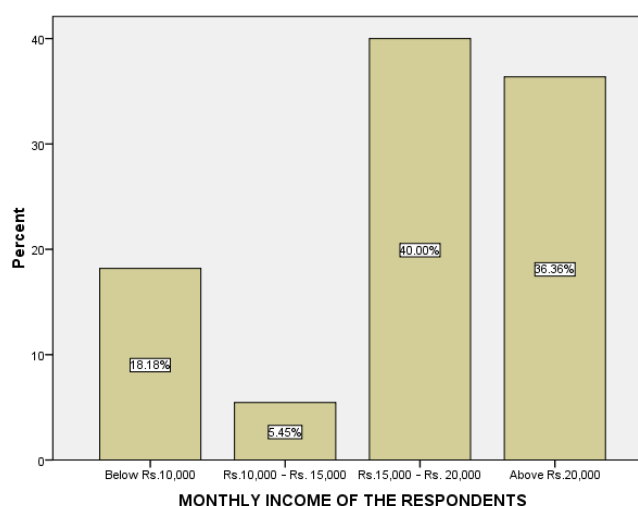
MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
Below Rs.10,000	20	18.2
Rs.10,000 – Rs. 15,000	6	5.5
Rs.15,000 – Rs. 20,000	44	40.0
Above Rs.20,000	40	36.4
<b>Total</b>	<b>110</b>	<b>100.0</b>

Source: primary data

#### INTERPRETATION

The above table shows that 18.2% of the respondents are earned annually Below Rs.10,000, 5.5% of the respondents are earned annually Rs.10,000 – Rs. 15,000, 40.0% of the respondents are earned Rs.15,000 – Rs. 20,000, and 36.4% of the respondents are earned annually Above Rs.20,000 . Most 40.0% of the respondents are earned Rs.15,000 – Rs. 20,000

**CHART NO -4.4**  
**MONTHLY INCOME OF THE RESPONDENTS**



**TABLE NO -4.5**  
**YEARS OF USING**

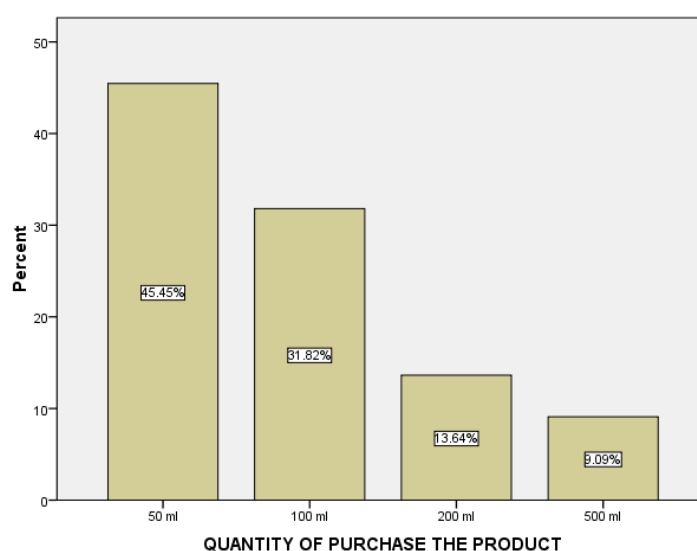
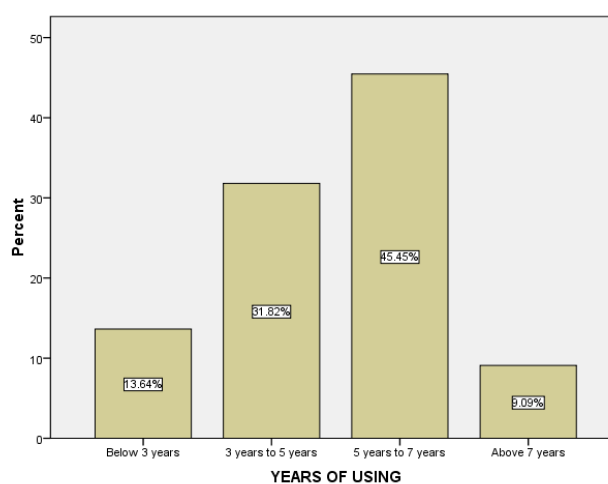
YEARS	NO. OF RESPONDENTS	PERCENTAGE
Below 3 years	15	13.6%
3 years to 5 years	35	31.8%
5 years to 7 years	50	45.5%
Above 7 years	10	9.1%
<b>Total</b>	<b>110</b>	<b>100.0%</b>

Source: primary data

#### INTERPRETATION

The above table shows that 13.6% of the respondents are using Below 3 years, 31.8% of the respondents are using 3 years to 5 years, 45.5% of the respondents are using 5 years to 7 years, and 9.1% of the respondents are using Above 7 years. Maximum 45.5% of the respondents are using 5 years to 7 years.

**CHART NO -4.5**  
**YEARS OF USING**



**TABLE NO -4.7**  
**KIND OF PRODUCT DO YOU BUY**

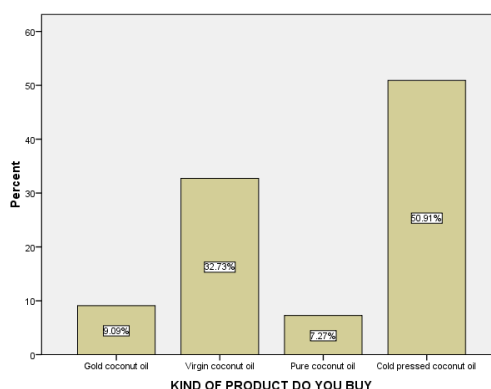
KINDS	NO. OF RESPONDENTS	PERCENTAGE
Gold coconut oil	10	9.1%
Virgin coconut oil	36	32.7%
Pure coconut oil	8	7.3%
Cold pressed coconut oil	56	50.9%
<b>Total</b>	<b>110</b>	<b>100.0%</b>

Source: primary data

#### INTERPRETATION

The above table shows that 9.1% of the respondents are buying Gold coconut oil, 32.7% of the respondents are buying Virgin coconut oil, 7.3% of the respondents are buying Pure coconut oil, and 50.9% of the respondents are buying Cold pressed coconut oil. Most 50.9% of the respondents are buying the Cold pressed coconut

**CHART NO -4.7**  
**KIND OF PRODUCT DO YOU BUY**



**TABLE NO -4.8**  
**THINK ABOUT PRICE OF THE PRODUCT**

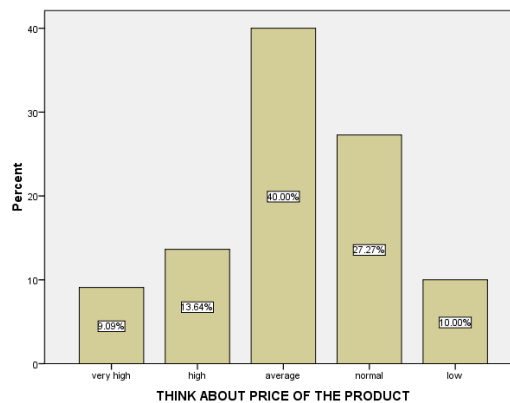
PRICE	NO. OF RESPONDENTS	PERCENTAGE
Very high	10	9.1%
High	15	13.6%
Average	44	40.0%
Normal	30	27.3%
Low	11	10.0%
<b>Total</b>	<b>110</b>	<b>100.0%</b>

Source: primary data

#### INTERPRETATION

The above table shows that 9.1% of the respondents said the price is Very high, 13.6% of the respondents said the price is high, 40.0% of the respondents said the price is average, 27.3% of the respondents said the price is normal and 10.0% of the respondents said the price is low. Most 40.0% of the respondents said the product price is Average

**CHART NO -4.8**  
**THINK ABOUT PRICE OF THE PRODUCT**



**TABLE NO -4.9**  
**OPINION ABOUT PACKING OF THE PRODUCTS**

PACKING	NO. OF RESPONDENTS	PERCENTAGE
Well packed	39	35.5%
Good	45	40.9%
Moderate	16	14.5%
Poor	6	5.5%
Very poor	4	3.6%
<b>Total</b>	<b>110</b>	<b>100.0%</b>

Source: primary data

#### INTERPRETATION

The above table shows that 35.5% of the respondent's opinion is well packed, 40.9% of the respondent's opinion is Good, 14.5% of the respondents says Moderate for packaging, 5.5% of the respondents are says Poor for packaging and 3.6% respondents are says Very poor for packaging. Maximum 40.9% of the respondent's opinion is good for packaging of the products.

## 5. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

### 5.1 FINDINGS

1. Majority 81.8% of the respondents are Male.
2. Minimum 30.0% of the respondents are at the age of 41-50 years old
3. Most 41.8% of the respondents are PG degree qualification
4. Most 40.0% of the respondents are earned Rs.15,000 – Rs. 20,000
5. Maximum 45.5% of the respondents are using 5 years to 7 years
6. Most 45.5% of the respondents are buying 50 ml
7. Most 50.9% of the respondents are buying the Cold pressed coconut oil
8. Most 40.0% of the respondents said the product price is Average
9. Maximum 40.9% of the respondent's opinion is good for packaging of the products

### 5.2 SUGGESTIONS

- The distribution channel must be revised and have to take steps to avail the goods at all places
- The company may give more advertisements in several media to attract customers
- The front office and reception service must ensure the customers satisfaction
- The company may give credit facilities to its customers to retain them based on their ability
- Annual target incentives should be introduced, so that the retailer will be motivated.
- It can introduce new promotional activity to the retailers.



### 5.3 CONCLUSION

Customers are in very prominent role in distribution channel. They reach the products to the ultimate consumers. So the company must satisfy the retailers. It must provide good margin to its consumers and it wants to retain the retailers. The company must ensure the products avail at all the places. It must give mass advertisement to create company's image among retailers and retailer's image among consumers. A special care should be taken to replace damaged products to reduce dissatisfaction among the retailers promptly.

### ACKNOWLEDGEMENT

I would like to acknowledge the immense help of all those who contributed with their valuable suggestion and timely assistance to complete this work. I thank the almighty God for the blessings that have been showered upon me to complete the Industry Project successfully.

I would like to express my deepest respect and heartfelt gratitude to our Founder Chairman, Deiva Thiru Dr. S.N. Subbramanian, M.Tech., Ph.D, whose visionary leadership and unwavering dedication laid the foundation for this institution's excellence. Though no longer with us, his values, foresight, and enduring contributions continue to inspire every step of our journey.

I extend my heart-felt gratitude to Dr. S. Rajalakshmi, B.Sc., M.B.B.S, D.G.O., Chairman/Correspondent, SNS Institutions for providing us with all sorts of supports in completion of this Industry Project.

I'm deeply grateful to our beloved Native Design Thinker Dr. S. Nalin Vimal Kumar, B.E., M.S (USA), Ph.D (USA) Technical Director of SNS Institutions, for his unwavering mentorship and insightful guidance throughout my journey. His visionary leadership and thoughtful support for preparing and nurturing DT Playbook have been instrumental in shaping my professional growth and mindset.

I am highly grateful to Dr. V.P. Arunachalam, B.E., M.E., Ph.D., Director, SNS Technical Institutions for his valuable suggestions and guidance throughout the Industry Project period.

I sincerely thank Dr. S. Chenthur Pandian, M.E., Ph.D., LL.B., MISTE., FIE., MIEEE (USA)., Principal, SNS College of Technology for constant encouragement and support to undergo the Industry Project.

I express my gratitude to Dr. P. Krishnaveni, MBA, M.Phil, Ph.D HoD, Department of Management Studies, SNS College of Technology for constant encouragement and support to undergo the Industry Project.

I take immense pleasure in expressing my humble note of gratitude to my project guide Dr.S.Senthil Kumar, MBA, Ph.D Assistant Professor, Department of Management Studies, SNS College of Technology for his remarkable guidance in the course of completion of this Industry Project. I am greatly to express my deep sense of gratitude to **Mr.N.Senthil kumar , MSR Coconut oil Private Limited, Tiruppur** the staff of the company for their guidance and support given to complete this Industry Project work successfully.

### QUESTIONNAIRE

#### A STUDY ON CUSTOMER BEHAVIOUR TOWARDS MSR COCONUT OILS PRIVATE LIMITED WITH REFERENCE TO TIRUPPUR

1. Name: \_\_\_\_\_
2. Gender
  - a) Male ☐
  - b) Female ☐
3. Age
  - a) Below 20 years ☐
  - b) 21-30years ☐
  - c) 31-40 years ☐
  - d) 41-50years ☐
4. Educational qualification
  - a) Illiterate ☐
  - b) School level ☐
  - c) UG Degree ☐
  - d) PG Degree ☐
5. Monthly Income
  - a) Below Rs.10,000 ☐
  - b) Rs.10,000 – Rs. 15,000 ☐
  - c) Rs.15,000 – Rs. 20,000 ☐
  - d) Above Rs.20,000 ☐
6. Year of using
  - a) Below 3 years ☐
  - b) 3 year to 5 years ☐
  - c) 5 years to 7 years ☐
  - d) Above 7 year ☐
7. In which quantity do you purchase the product?
  - a) 50 ml ☐
  - b) 100 ml ☐
  - c) 200 ml ☐
  - d) 500 ml ☐
8. Which kind of oil product do you buy?
  - a) Gold coconut oil ☐
  - b) Virgin coconut oil ☐
  - c) Pure coconut oil ☐
  - d) Cold pressed coconut oil ☐
9. What do you think about Price of the oil?
  - a) Very high ☐
  - b) High ☐
  - c) Average ☐
  - d) Normal ☐
  - e) Low ☐

---

**BIBLIOGRAPHY:**

---

- **Cindy Lombart (2018)** - Journal of Customising and Consumer Services, Volume 19, Issue 6, November, Pages 644–652
- **Joseph Pancras (2019)** - Journal of Customising, Volume 89, Issue 2, June 2019, Pages 140–157
- **Zhou Heed al (2020)** - International Journal of Production Economics, Volume 146, Issue 1, November 2020, Pages 325–336
- **RajiSrinivasan al (2021)** - Journal of Customising, Volume 89, Issue 2, June 2021, Pages 126–139
- **Renato E. de Matta al (2022)** - Omega, “Customer and supplier preferences and incentives for compromise”, Volume, December 2022, Pages 93–106
- **YugowatiPraharsied al (2023)** - Journal of Customising and Consumer Services, Volume 21, Issue 2, March 2023, Pages 108–117

**WEBSITE**

<https://www.indiamart.com/msrcoconutoil/profile.html>