



Consumer Awareness and Satisfaction Level Towards Edible oil With Special Reference of Coimbatore District

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INTRODUCTION :

As a crucial food item, edible oils have rightfully gained a lot of attention in recent years. Its significance as a staple food for the general public can be determined by the fact that it is utilised globally as a significant source of nutrition for the people. Oils are used in various forms, including refined, raw, and Vanaspati, and account for 15–20% of monthly consumer spending. In light of this, edible oil productivity has become crucial to both the global economy and the economies of nations like India. Additionally, the oil industry has grown into a significant organised sector with more than 100 facilities operating nationwide, offering direct or indirect. Different kinds of oilseeds have been identified and rendered suitable for human consumption over time as a result of scientific research and technological advancements. Ground nuts, sunflower, soybean, cotton, sesame, rapeseed, and mustard seeds are examples of oil seeds that are valuable bringing up. The production of edible oil has grown significantly over time, both globally and in developing nations like India. The needs of consumers form the cornerstone of any nation's economic activity. The consumer, who is the foundation of all industrial and agricultural activity, determines the production and distribution process. It has been established that businesses only turn a profit when customers use their products or services. This assumes that there is a consumer.

SCOPE OF THE STUDY:

The current study is limited to coimbatore and has chosen to take into account edible oils that are sold by different producers. Sunflower, coconut, gingelly, groundnut, palm, mustard, vanaspati, castor, soybean, and rice oils are examples of edible oils. the study is limited to coimbatore city's edible oil consumers' satisfaction. This study aims to investigate consumer awareness of the different kinds of edible oils and the factors that influence the choice of edible oil.

OBJECTIVES OF THE STUDY:

1. To investigate consumer knowledge of the different kinds of edible oils in the marketplace.
2. To examine the elements affecting consumers' decisions to buy particular edible oils.
3. To determine how satisfied customers are with edible oils.
4. To investigate the issues that edible oil consumers face.
5. To make recommendations based on the study's conclusions.

NATURE OF THE FAMILY OF RESPONDENTS

The respondents are in nature of the family and they are classified into two

Distribution of respondents based on Nature of the family

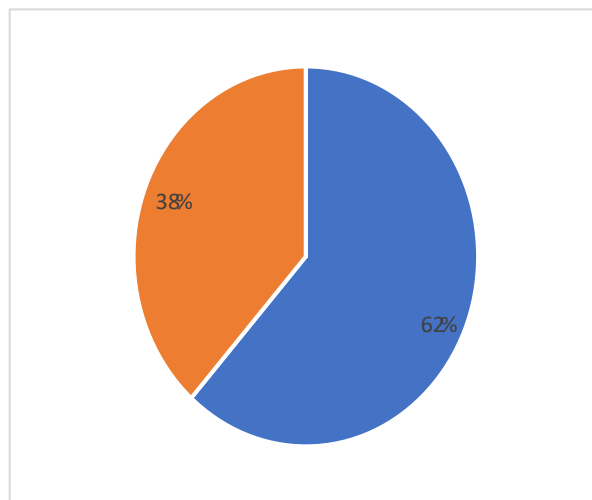
S No	NATURE OF THE FAMILY	NO. OF RESPONDENTS	% OF RESPONDENTS
1.	Nuclear	77	61.6%

2.	Joint	48	38.4
	Total	125	100

Source: Primary data

INTERPRETATION

Table 4.1.2 reveals that 61.6% of the respondents are nuclear, 38.4% respondents are joint family. Chart 4.1.4



NUMBER OF FAMILY MEMBERS OF RESPONDENTS

The respondents are in number of family respondents and they are classified into three in 4.1.5

Table 4.1.5
Distribution of respondents based on numbers of family members

S No	NUMBER OF FAMILY MEMBERS	NO. OF RESPONDENTS	% OF RESPONDENTS
1.	Up to 2	23	18.4
2.	3 to 5	28	22.4
3.	Above 5	74	59.2

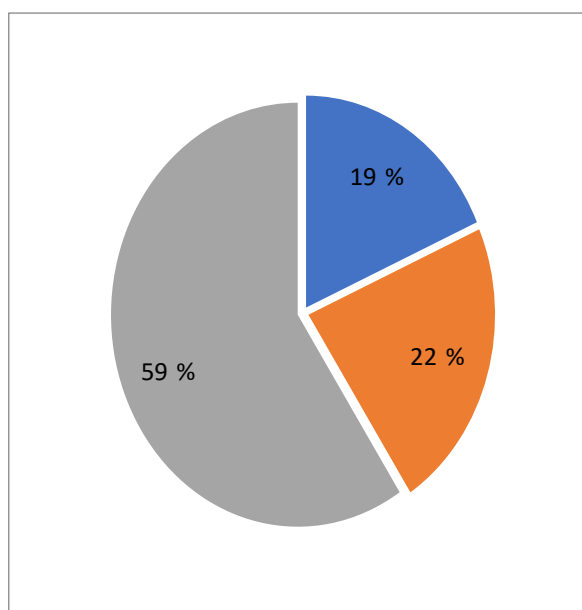
	Total	125	100
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Source: Primary data

INTERPRETATION:

Table 4.1.3 reveals that 18.4% of the respondents are up to 2, 22.4% of the respondents are 3 to 5 and 59.2% of the respondents are above 5 are family members.

Chart 4.1.5



SUGGESTIONS

According to the study, the majority of participants are unaware of rice bran oil, soybean oil, and vanaspati oil. Therefore, it is recommended that the producers of edible oils use advertising to raise consumer awareness of rice bran, soybean, and vanaspati oils. Customers are not reading the edible oil's content, it has been discovered. Therefore, it is advised that people check the back of the packets for information such as the expiration date.

It has been discovered that the primary determinant of the consumer's choice of edible oil is quality. Therefore, it is recommended that producers improve the quality of their oil, which could potentially boost sales of

CONCLUSION

Price, quality, packaging, and other factors are all part of product or service marketing. Although consumers purchase a variety of goods, their preferences will vary. Given the product's connection to consumers' health, this is entirely accurate in the case of edible oil. Hence, it is also important that how the marketing of edible oil is done. Customers must consider factors like price, quality, and packaging in order to make the right choice. Some realistic recommendations have been made in light of the current study's findings. Both the producer and the consumers will have their needs met if these recommendations are properly thought out and put into practice.

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