

Consumer Buying Behavior towards Cold Pressed Edible Oils

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Abstract

Consumer buying behavior is a process of selecting/purchasing goods or services. Nowadays consumers are more concerned about buying products, especially edible oils. Today, consumers are turning towards healthy cooking oils like cold pressed edible oils in spite of enhanced cost compared to refined edible oils.

Keywords: Consumer, Consumer Buying Behavior, Cold-pressed edible oils.

Introduction

Buying behavior is the selection process and acts of people. Consumers are concerned about buying for and the use of products. Consumer buying behavior for conduct is taken into consideration to be an inseparable part of marketing. Consumer buying behavior is the examination of the methods of purchasing and removing goods, services, thoughts or reviews with the aid of using individuals, businesses and corporations that allows the consumer to fulfill their wishes and wants (Kotler and Keller, 2011).

Customer buying behavior is itself is complex, dynamic trouble that cannot be described without problems and commonly. Studying customer purchasing behaviour is most important as it will help to apprehend the expectancy of the consumers. It facilitates understanding what makes a customer buy a product. Marketers can understand the likes and dislikes of customers and layout their advertising and marketing efforts based on the findings (Blackwell *et al.* 2006).

Importance of Consumer Behavior

Understanding consumer behavior is important for enterprises to discover achievement for their current products in addition to new product launches. Every client has a special concept technique and mindset in the direction of shopping for a selected product. If an

enterprise fails to recognize the responsibility of a client in the direction of a product, there are excessive probabilities of product failure. Due to the converting fashion, technology, trends, dwelling style, disposable income, and comparable different elements, client conduct additionally changes. A marketer has to recognize the elements which might be converting in order that the advertising efforts may be aligned accordingly.

1. Consumer Differentiation
2. Retention of Consumers
3. Design Relevant Marketing Programme
4. Predicting Market Trend
5. Competition
6. Innovate New Products
7. Stay Relevant in the Market
8. Improve Customer Service

Consumer Buying Behavior towards Cold Pressed Edible Oils:

Srujana *etal.* (2021) conducted a study in Hyderabad city of Telangana state to investigate the consumer awareness level, preferences, buying behavior and opinion on cold pressed oils and their willingness to buy. According to the study, respondents had minimal awareness of cold pressed oil, but consumers of cold pressed oil preferred health considerations as the main reason for their purchase. Price was another major factor influencing consumer purchasing decisions. Education levels and income were directly influenced by consumer purchasing behavior. Product characteristics, product appearance, excellent service, and nutritional aspects are four main factors that affect consumers when purchasing cold pressed oils.

Kumari and Gowthamy (2019) conducted a study on the awareness and preference of the consumers of cold pressed oil in Coimbatore city. It was observed that health benefit is the main factor influencing the respondents to purchase rather than availability and price of the products, which are the least influencing factors. There are a number of unbranded cold pressed oils available in the market and respondents prefer only them and brand does not play a role in preference. Today there are varieties of cold pressed oils available in the market, like safflower, groundnut, olive and etc. In recent years, there is a rise in the number of diseases, so consumers prefer cold pressed oils over refined oils. 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.

Prasad (2016) observed from his study that, health was an important parameter for the selection of edible oils. The study was concluded that consumers prefer branded products other than the unbranded products of edible oils. Healthy edible oils are the first priority for the selection of branded edible oil than any other attribute. Consumers are on the threshold of comparing different brands available in the market and selecting healthy products with economical prices.

Srikanth and Rajaveni (2014) studied the determinants of blended edible oil purchasing behavior of consumers in Chennai. Buyers' behavior towards edible oil purchases was mainly influenced by various factors. Most of the consumers are buying oils on the basis of taste, price, and health status associated with the oils. This study also attributed that the material goods of blended oil for the betterment of consumption.

Conclusion:

Consumers are more conscious about their health. In this perspective, consumers are buying healthy edible oils, cold-pressed edible oils are having their natural nutritive values when compared to refined edible oils. Some researchers are found in their studies that, health benefit factor is the main factor to buy cold-pressed edible oils. Sometimes the price of edible oils also impacts buying behavior of the consumer. Other factors like taste, color and etc., factors doesn't affect on their buying behavior. Most of the consumers buy branded cold-pressed edible oils, then the unbranded oils.

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