

The Factors Influencing Brand Switching Among Edible Oil Users in Dindigul District

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Abstract

“Edible” refers to any substance that can be used as food, metabolized to give energy and build tissue. Fats and oils are recognized as essential nutrients in both human and animal diets. Edible oils are the oils which are used for cooking purposes and are suitable for intake in any other form for the body. All cooking oils are edible oils. The different consumers choose the different brands of a product class at discrete time points due to the changing of the tests, changing the purchasing decisions of consumers explaining the patterns of choice. However this switching behaviour resulted in the weaker intentions to repurchase the new brand. Markets in which first – time purchases are rare, advertising if it works at all affects brand shares by including, switching or retaining customers who otherwise might switch. This study aims to identify the brand switching among educated women in Dindigul district. In this paper, the brand switching of the edible oil is analysed using the set of questions which is asked to the educated women because they are the reasons for brand switching. From the resulting scenarios, the brand switching criteria has been discussed using the hypothesis testing process.

Keywords : Edible oil, Brand Switching, educated women, Questions, Hypothesis Testing, Findings and conclusion

Introduction

“Marketing is building your brand, convincing people that your brand (meaning your product/service/company/is the best and protecting the relationships you build with your customers” says Marjorie Clayman, Director of Client Development, Clayman Advertising, Inc. It’s a widely held belief that winning new customers. Costs marketing company more than does to keep existing ones. According to the market research, It will cost five times more. Many marketing managers are concerned with a growing trend towards brand switching. Brand switching also known as brand jumping refers to the process in which a customers changes from buying one brand of a product to buying another brand.

Marketing is the process of shifting goods and services from one place to another. It is a procedure adopted to serve from the producer or manufacturer end to the consumer point. Consumers decide to purchase the products as marketing plays a role of a business activity, which involves in identification of the customers need, design, taste, fashion and technology. The products have its life on the shelf of the outlets depending on the various essentials of the consumer behaviour. In pursuit, of the market share of their products, marketers recklessly explore new marketing strategies to sustain and retain loyal existing and new consumers of their products and services offered in the current market.

Statement of the Problem

In Tamil Nadu, the consumption of the edible oil in daily food is frequently used at home for cooking. It is a traditionally used product by all the people such as groundnut oil, gingili oil, coconut oil, sunflower oil, mustard oil, etc. Recently refined oil has been replaced for the oils used conventionally. People recently have also gained more awareness and are very health conscious which makes them to select the right oil from the market. Thus, choosing the right brand is a multifarious task for the customer. Thus, there are many motivating factors which influence the customers to switch from one brand to another. Keeping in mind the various factors this research has been selected for the study in Dindigul District.

Significance of the study

Nowadays refined oils are sold in packs and also without packs in the markets, the customers have a great chance to look into the colour variety of branded of competitive refined oil before purchase but cannot check or taste the oil. Motivating factors such as price, colour, odour, container, quantity, quality, competitive brands, package, offers, discounts etc are the general consideration for any person to buy an edible oil packet. For the purpose of this research, various factors given in the table are taken into consideration for measuring the factors influencing the customers to buy the edible oil.

Scope of the study

The study is restricted to Dindigul District only. The familiarity and acquaintance of the researcher with the district economy has influenced the decision of selecting Dindigul district.

The study focuses on brand switching in edible oils .Through technological means such as refining, bleaching and de- odourisation, all oils have been rendered practically colourless, odourless

and tasteless and therefore, have become easily interchangeable in the kitchen. Newer oils, which were not known before have entered the kitchen, like those of cottonseed, sunflower, palm oil or its liquid fraction, polyolefin, soybean and rice bran. All of them are again essentially bland, processed edible oils. Due to the improvement in technology and social media, customers have more awareness on quality, taste, flavour and various brands of edible oil. Hence, customers are more conscious in selecting all types of food item especially consumer packaged food products which include edible oil also.

Today's market has so much to offer that it keeps tempting customers to switch brands instead of staying loyal to the one they have been trusting for a long time. Switching brands was not so common in the past but now it happens quite often. There are many reasons behind this practice that are crucial to any marketer and they must try to eradicate all the issues which are costing them their regular customers. As the customers include different groups of people with completely different requirements, there is a need for the marketers to motivate them to be satisfied with the same product.

The researcher has selected sunflower oil, ricebran oil, gingelly oil and palmolein oil (edible oils based on the NSSO report). The National Sample Survey Organization (NSSO) publishes data on different edible oils consumed by the rural and urban households for different towns and for different rounds. For Tamil Nadu, NSSO data encompass only five oils viz., vanaspathi / margarine, mustard oil, groundnut oil, coconut oil and Other Edible Oils (OEO's). The OEO's group consists of different oils which are not clearly differentiated by the NSSO data. Moreover, information on the important oils consumed by the households in recent years like sunflower oil, soybean oil, rice bran oil, palm oil and the traditional oils like sesame are completely lacking in the NSSO data. Hence the researcher has taken Ruchi Gold Palm oil, Goldwinner Sunflower oil, Idhayam gingelly oil, Fortune Sunflower oil and Porna Rice Bran Oil for the study based on the reports of the Ministry of Consumer Affairs, India.

The study has been carried out among the educated women in Dindigul district. As the women play an active role in the purchase of food items including the edible oil, the researcher has selected the educated women for the study. As the study is relating to brand shifting which demand an intellectual analysis and evaluation of alternative brands available, educated women have been considered for the study.

Objective of the Study

The main objective of this study is to assess the **“THE FACTORS INFLUENCING BRAND SWITCHING AMONG EDIBLE OIL USERS IN DINDIGUL DISTRICT”**.

Research Methodology

Research methodology is a process of receiving a solution from a selected problem by way of efficient methods, which has been used to solve a research problem. For the purpose of the study

Dindigul district has been selected as the study area. For the purpose of the study Dindigul District has been stratified into three revenue zones as Dindigul zone, Palani zone and Kodaikanal zone. Dindigul District consists of 48 wards, with three revenue zones comprising a total population of 21,59,775 (as per 2011 census). A sample of 500 sample respondents has been selected from 3 selected zones, using convenience sampling method, thus comprising a total 500 sample respondents.

Research hypothesis

There is a significant difference between educational qualification of the respondents and their overall perception about the reasons for brand switching of edible oil.

Null hypothesis

There is a significant difference between educational qualification of the respondents and their overall perception about the reasons for brand switching of edible oil.

Statistical tools

One way ANOVA 'F' test was used for the above table.

The table showing educational qualification of the respondents and their overall perception about the reasons for brand switching of edible oil.

	Mean	S.D	SS	DF	MS	Statistical inference
High Price						
Between Groups			109.669	4	27.317	F = 17.499 0.160 > 0.05 Not Significant
School level education (64)	1.06	1.414				
Undergraduate (156)	2.12	1.677				
Diploma/ BE (116)	2.63	1.334				
PG/ Professional (81)	2.53	1.458				
PhD (83)	1.36	.483				
Within Groups			772.731	282	1.561	
Adulteration						
Between Groups			81.883	4	20.971	F = 11.840 0.692 > 0.05 Not Significant
school level education (64)	2.94	1.468				
Undergraduate (156)	2.10	1.359				
diploma/ BE (116)	2.62	1.369				
PG/ Professional (81)	2.51	1.493				
PhD (83)	1.51	.861				
Within Groups			876.715	282	1.771	
High Cholesterol content						

Between Groups			49.415	4	12.354	F = 8.895 0.009>0.05 Significant
school level education (64)	2.59	1.488				
Undergraduate (156)	1.77	1.112				
Diploma/ BE (116)	2.03	1.190				
PG/ Professional (81)	2.66	1.473				
PhD (83)	1.289	.492				
Within Groups			687.487	282	1.389	
Not Available in useful containers						
Between Groups			32.154	4	8.038	F = 4.2896 0.022<0.05 Significant
school level education (64)	2.84	1.394				
Undergraduate (156)	2.55	1.425				
Diploma/ BE (116)	2.63	1.393				
PG/ Professional (81)	2.70	1.682				
PhD (83)	2.01	1.142				
Within Groups			945.964	282	1.911	
Food becomes greasy when cooked						
Between Groups			70.372	4	17.593	F = 10.515 0.289>0.05 Not Significant
school level education (64)	2.83	1.432				
Undergraduate (156)	2.13	1.343				
Diploma/ BE (116)	2.58	1.333				
PG/ Professional (81)	2.48	1.361				
PhD (83)	1.64	.905				
Within Groups			828.626	282	1.673	
Between Groups			79.380	4	15.095	F = 8.642 0.739>0.05 Not Significant
school level education (64)	2.86	1.401				
Undergraduate (156)	2.52	1.356				
diploma/ BE (116)	2.66	1.346				
PG/ Professional (81)	2.67	1.369				
PhD (83)	1.75	1.091				
Within Groups			864.570	282	1.747	
Reasons for brand switching						
Between Groups			2199.2895	4	549.901	F = 28.069 0.042<0.05 Significant
school level education (64)	17.0625	4.63093				
Undergraduate (156)	11.1923	4.95413				
Diploma/ BE (116)	14.3362	4.57772				
PG/ Professional (81)	15.1481	4.82988				
PhD (83)	9.8675	2.44336				
Within Groups			9697.633	282	19.591	

Findings

The above table reveals that there is significant difference between educational qualification of the respondents and their overall perception about the reasons for brand switching of edible oil. Hence, the calculated value is less than the table value ($P < 0.05$). So the research hypothesis is accepted and the null hypothesis is rejected.

Conclusion

The marketers have to work hard to penetrate the product in the market in order to reach new customers and to retain existing customers. They need to adopt good and innovative marketing strategy to hold loyal customers as they might try to switch over to other brand when the prices are reduced and new features are added to the other brand. Thus, the marketers need to do more research on retaining the customers, penetrate the market and hold a good market share. Thus, consumers are the decision makers to purchase their products, based on the price, design, taste, fashion and technology etc. The behavior of the consumers either directly or indirectly influence or affect the consumers' behaviour towards the products. Companies worldwide lose half their customers every five years. But most managers fail to address that fact head-on by striving to learn why those defectors left. They are making a mistake, because a climbing switching rate is a sign that a business is in trouble. By analyzing the causes of switching, managers can learn how to stem the decline and build a successful enterprise.

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