CHAPTER – VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

Edible oil is used by housewives, hotels and restaurants to add flavour and taste to the food. It is an important ingredient in the preparation of food. Every family used different kinds of edible oil extracted from different oil seeds. Many families in India use traditional unbranded edible oil extracted from groundnut seeds, sesame seeds and mustard seeds. Many families have switched over to branded refined sunflower oil, groundnut oil, safflower oil, rice bran oil and the like from traditional unbranded oils. Edible oil is also rich in protein, minerals, vitamins and fat which are highly essential for growth and health.

Many attempts have been made by the researcher to study the brand loyalty of industrial products and cosmetics like soaps, blades and cigarettes. No major studies have been attempted in India regarding brand loyalty and also an agricultural product like edible oil. It is an important agricultural commodity. The cultivation of different variety of edible oil seeds is done throughout the length and breadth of our country. Edible oil seeds cultivation is attempted according to its popularity in that area and type of soil which is suitable for its growth and yield. In the recent years, branded edible oil has become popular in India especially, in most cities and towns. An attempt is made here to study the consumer behaviour and perception towards edible oil.
6.2 FINDINGS

The findings arrived at from the foregoing chapters of the study would be summarized hereunder:

- The highest per cent (28.33 per cent) of the respondents belonged to 31-40 years of age group in urban, 50.67 per cent of them resided at semi urban under the age group of below 20 years and the highest 42.98 per cent of the respondent resided in rural between 20-30 years of age group.
- It was found that the majority of the respondents were female (23.77 per cent), 40.71 per cent and in urban and semi urban area rather than in rural area.
- It was inferred that 38.33 per cent of the respondents from urban area had professional education, in semi urban area the highest per cent (48.72 per cent) of the sample respondents had educational qualification up to SSLC and in rural area majority of the respondents were (47.5 per cent) illiterate.
- It was portrayed that, in urban area 32.20 per cent of the respondents were professional but in semi urban area the highest (56.76 per cent) of the respondents were doing business, similarly in rural area 42.74 percent of the respondents were private employees.
- It was depicted that, 24.46 per cent, 43.68 per cent of the respondents were unmarried in urban area and semi urban area, in rural 43.27 per cent of them were married.
- It was found from the analysis that 29.91 per cent of the respondents had less than 3 dependents in urban area. In semi urban area 47.17 per cent of them had more than 6 dependents and in rural 38.07 per cent of the sample consumers having 3-6 dependents.
- It was found from the analysis that, in urban area the highest per cent (39.13 per cent) of the respondents earning was above 25,000, similarly in semi urban 49.21 per cent of the consumers earning was between Rs 20,000 to Rs
25,000. Whereas in rural the highest per cent (45.78 per cent) of the edible oil users earning was below Rs 10,000.

- In urban and semi urban area most of the respondents (48 per cent, 48.1 per cent) preferred sunflower refined oil, but in rural area the highest per cent (40.4 per cent) of the respondents preferred groundnut oil. There was no significant association found between the residential nature and the nature of edible oil used.

- It was found from the analysis that, half of the total respondents in urban preferred gingili oil. But in semi urban around 67 per cent (66.67 per cent) of the respondents consumed buvaneshwari oil and 46.15 percent of the sample consumers preferred gingili oil in rural. There was significant association found between the residential nature and the brand of gingili oil used.

- Most of the (47.62 per cent) respondents consumed sivashakthi groundnut oil in urban area. Whereas 46.43 per cent and 51.16 of the respondents from semi urban and rural area consumed the brand mantra and usha groundnut oil. The analysis showed that there was significant association found between the residential nature and the groundnut oil used by the sample consumers.

- It was found from the analysis that, regarding the nature of oil in semi urban most of the (58.82 per cent) respondents consumed sufola sunflower oil, and 66.67 per cent of the respondents in rural area were consumed sunola, but in urban 29.41 per cent of the respondents consumed sufola sunflower oil. The analysis revealed that there was no significant association found between the residential nature and the brand of sunflower oil used.

- It was found from the analysis that, majority of the edible oils users purchased maximum of three liters of gingili oil and groundnut oil but 38.66 per cent of the sunflower oil users consumed maximum of two liters for a period of one month. There was no significant association found between the nature of edible oil and the quantity of oil purchased for a period of one month.

- The majority of the respondents (38.55 per cent 44.68 per cent and 44.12 per cent) spent between Rs. 250 – 350 per month for the consumption of gingili
oil, groundnut oil and refined sunflower oil respectively. It was concluded that
there was significant association found between the nature of edible oil used
and the amount spend for consumption per month.

- It was found from the analysis that 34.94 per cent of the respondents had
  used the gingili oil over a period of six years, 38.83 per cent and 35.29 per
  cent of the respondents used the groundnut oil and refined sunflower oil for
  the maximum period of four years. There was no significant association found
  between the nature of oil and duration of oil used.

- 48.19 per cent of the gingili oil users and groundnut oil users had purchased
twice in a month and 49.16 per cent of the refined sunflower oil users also
purchased twice in a month.

- It was found that the highest 67.47 per cent, 73.40 per cent and 84.45 per
  cent of gingili oil, groundnut oil and refined sunflower oil users were
purchased by cash. There was highly significant association found between
the nature of oil and the mode of purchase.

- 51.81 per cent of the gingili oil users preferred refill pack, similarly 62.23 per
  cent of groundnut oil users, 70.59 per cent of the refined sunflower oil users
and 50 per cent of the other edible oil users preferred refill pack. It was found
from the analysis that there was a highly significant association found
between the nature of edible oil used and the type of oil pack preferred.

- It was observed from the analysis that, 43.37 per cent of the gingili oil users
  purchased from supermarket. Similarly 33.51 per cent of the groundnut oil
users, 42.44 per cent of the refined sunflower oil users also preferred the
supermarket for purchase of the edible oil. The source of purchase was not
associated with the nature of oil used by the respondent.

- The highest per cent (65.48 per cent) of the respondents have normal
  relationship with the retailer or supplier. However there was significant
association found between the respondents' opinion about the relationship
with retailer or supplier and with the demographic variables of age,
occupation, marital status and residential nature of the respondents.

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• It was found that 71.29 per cent of the respondents did not have the problems regarding the consumption of edible oil. The analysis showed that there was a significant association found between the drawbacks and the demographic variables of family size and monthly income.

• It was found from the analysis that the highest 64 per cent of the respondents immediately conveyed their problems to the shopkeeper. There was no significant association found between the place of complaints registered and the demographic variables of gender, educational qualification, occupation, family size and monthly income. However the significant association was found between the place of complaint registered and demographic variables of age, marital status and the residential nature.

• It was recorded from the analysis that 59 per cent of respondents opined that the offer available only during the festival time. It was showed that there was no significant association found between the opinion about offer from supplier and the demographic variables of gender, age, educational qualification and the residential nature. However significant association was found between the opinion about offer and the demographic variables of family size.

• It was recognized from the analysis that most of the respondents (38.65 per cent) purchased the edible oil from a particular shop over a period of 4 years. There was significant association found between the opinion about the duration of purchase of edible oil in a particular shop and the demographic variables of age, occupation, marital status, and the residential nature. However other variables were not associated.

• It was noticed from the analysis that the majority of the respondents used the edible oil only for cooking and there was no significant association found between the opinion about the purpose other than cooking.

• It was found from the analysis that 34.25 per cent of the respondents used to light the lamp other than cooking. There was significant association found between the opinion about other uses of edible oil and the demographic
variables of family size and the residential nature. Other personal profile factors were not associated with other uses of oils.

- It was recognized from the analysis that the majority of the (35.1 per cent) respondents opined that they were influenced by the family members to buy the edible oil. There was no significant association found between sources of influence to purchase the oil and the demographic variables of gender, age, marital status, family size and the residential nature. However the demographic variables like educational qualification, occupation and monthly income of the sample respondents were associated with the sources of influence to purchase the edible oil.

- It was portrayed from the analysis that the majority of the respondents were satisfied with the brand choice of edible oil. There was significant association found between the opinion about the satisfaction of brand choice and the demographic variables of occupation.

- The highest 70.7 per cent of the sample consumers expressed that there was no product line for the edible oil and it was found from the analysis that there was a significant association found between the opinion about product line for edible oil and the demographic variables of educational qualification and marital status of the respondents.

- It was found from the analysis that 23.1 per cent of the sunflower oil user expressed that more than one product line available for the refined sunflower oil. Similarly 14.7 per cent of the respondents used more than one product line of the groundnut oil. There was significant association found between the opinions about the product line available for edible oil and the demographic variable of age of respondent.

- It was analysed from the table that 47.7 per cent of the respondents expressed that sufficient information was provided on the oil pack. There was significant association found between the demographic variable of occupation of the respondents.
• It was depicted from the analysis that fifty per cent the sample respondents were satisfied with the edible oil price and there was no significant association found between the satisfaction with the oil price and the demographic variables of gender, age, educational qualification, occupation, marital status, residential nature and the nature of edible oil.

• It was found from the analysis that the oil price was not frequently changed. There was significant association found between the changes of edible oil price and the demographic variable of residential nature of the respondent.

• Around 53 per cent of the edible oil users were satisfied with the expiry date of the edible oil pack and there was no significant association found between expiry date of the oil and the personal profile factors of the respondents.

• Most of the respondents (30.2 per cent) were highly satisfied with the quality of oil.

• Majority of the edibles oil users were satisfied with the taste of edible oil and there was significant association found between the taste of oil and the demographic variables family size and nature of oil preferred by the respondents.

• Around 81 per cent (80.65 per cent) of the respondents opined that television media influenced them to make the purchase decision regarding gingili oil. Similarly 71.08 per cent of the respondents were influenced by the factors namely good quality, less fat and agmark product to buy the gingili oil and 50 percent of the respondents had brand loyalty towards the preference of gingili oil.

• It was found from the analysis that 33.33 per cent of the respondents highly agreed with the availability of edible oil and the factor suitable for family budget was assigned first rank towards the brand loyalty of edible oil.

• It was observed from the analysis that the taste of the edible oil influenced the consumer to change of gingili oil and also which was assigned first rank among all the factors. 53.01 per cent of the gingili oil users, 60.8 per cent of
the sunflower oil users suggested others to purchase the same oil which was purchased by the respondents.

• It was found from the analysis that the factor “good quality” influenced the sample consumer to suggest others to prefer gingili oil and which was ranked first.

• (76.26 per cent) of the respondents opined that the quality of the groundnut oil, less fat and agmark product influenced to buy the oil. 50 per cent of the respondents have brand loyalty towards the preference of groundnut oil.

• It was clear from the analysis 26.60 per cent of the respondents highly agreed with the availability of oil and the factors “suitable to health” was ranked first towards the brand loyalty of groundnut oil.

• It was observed from the analysis that the price increase was ranked first and which influenced them to switchover from one edible oil to other oil.

• From the analysis the factor “good quality” was ranked first and to suggest others to buy the brand of groundnut oil.

• It was found that 70.17 per cent of respondents purchased the sunflower oil by the factors influenced good quality, less fat and agmark product. Friedman test also proved the good quality factor had influence to choose sunflower oil.

• Majority of the respondents (30.77 per cent) highly agreed with availability of sunflower oil. Among the entire factors, suit for family budget was ranked first and edible oil users were switched over from the particular oil due to taste and price increase.

• It was found from the cluster analysis that 78 respondents in cluster I opined that buying behaviour influenced more through attractive package, easy to cook, flexible quantity, healthy friendly after use, multipurpose, cost effective, taste, product with user manual, adulteration in the oil. The 161 respondents in II cluster expressed that buying behaviour influenced through product with more offers, like health, cholesterol free, hygienic, non-stick, chemical ingredients, availability, ethical advertisement, oil in minimal quantity, underweight of oil pack and in cluster III stated by the 294 respondents are
health, hygienic, agmark certification, media coverage, common people choice, conventional, international standard, elders advice, spouse choice, peer member intervention and under weight of oil packs.

- It was observed from the analysis that 61.45 per cent of the respondents were satisfied with the purity of gingili oil, similarly around 68 per cent (68.09 per cent) of the groundnut oil users were satisfied with the purity of groundnut oil and the highest 70.17 per cent of the respondents were satisfied with the purity of refined sunflower oil and its concluded from the analysis that there was no significant association found between opinion regarding the purity of oil and the nature of edible oil consumed by the respondents.

- It was indicated that the edible oil price and the nature of oil 38.55 per cent of the gingili oil users, 29.26 per cent of the groundnut oil users and 28.15 per cent of the refined sunflower oil users were satisfied with the nature of edible oil and price of the oil. There was no significant association found between opinion regarding the price and the nature of edible oil used.

- Cooking oil was perishable in nature among the highest (59.04 per cent, 59.04 per cent, 62.18 and 66.67 per cent) per cent of the respondents from the nature of oil. There was no significant association found between opinion regarding the nature and durability of edible oil.

- It was found from the analysis that mostly there was no leakage of oil pack and there was no significant association found between opinion regarding the leakage of oil pack and the nature of oil used by the respondents.

- It was observed from the analysis that the flavour of all the nature of edible oil (69.88 per cent, 69.15 per cent, 74.34 per cent and 62.5 per cent) were found good during the usage of oil for cooking.

- It was found from the analysis that more than half of the total (52.16 per cent) edible oil users expressed that the advertising media was informative while purchase the edible oil and there was highly significant association found between the advertising media and the edible oil.
• It was observed from the analysis that the refined sun flower oil has been highly nutritious than the other edible oil namely gingili oil, ground nut oil. There was no significant association found between the respondents opinion about nutrition content of edible oil.

• It was observed from the analysis that the sunflower oil had been used to prepare the food items than the other edible oils. There was no significant association found between the opinion about multi use of single brand and the nature of oil used.

• It was found from the analysis that the factor “higher price” of the edible oil mostly influenced them to avail gift inside or outside the oil pack and which was ranked first in order to assess the influencing factors towards the opinion about the gift inside or outside the oil pack.

• It was implied from the factor analysis that only 30 per cent of the variance in variable in media coverage captured by the extracted factors.

• It was found from the analysis rotated component matrix that there was strong association found between first four factors with 19.53 per cent of the total variance namely easy to cook, taste, non-stick, chemical ingredients, (which was termed as quality) than the other factor namely health, economy and product nature.

• It was concluded from the analysis that the majority of the edible oil users were satisfied with the factor cholesterol free in order to influence the health factor for preferring the nature of oil and the factor the hygiene was ranked first towards the health.

• It was noticed that the highest (57.06 per cent, 59.29 per cent, 44.47 per cent and 49.4 per cent) per cent of the edible oil users agreed with the factors namely availability, attractive package, media coverage and product with manual users towards product factors influencing the buyer for preferring the edible oil and the availability of oil was placed first rank among the four factors.
• Totally 65 per cent of samples consumers were highly satisfied towards the economy factors namely cost effective, multipurpose, flexible quantity and product with more offers.

• Majority of the respondents (24.77 per cent, 22.89 per cent) were highly agreed and agreed with taste of oil and easy to cook. Similarly the factor taste was ranked first.

• It was observed from the analysis that gingili oil and refined sunflower oil had been the highest mean value, there was no significant difference found between the mean satisfaction score and the nature of oil.

• It was portrayed that male respondents had higher mean value regarding level of satisfaction towards the edible oil used. There was no significant difference between mean satisfactions scores regarding the nature of oil is found with the respect to gender.

• It could be observed from the analysis that the respondents below 20 years of age group had the highest mean value of 60.11 regarding the nature of edible oil. There was no significant difference in the mean satisfaction score regarding the nature of oil with respect to age.

• It was found from the analysis regarding educational qualification and the satisfaction with the edible oil, the respondent had professional education with the highest mean value and the respondents had graduation with the lowest mean value. There was significant difference between mean satisfaction scores regarding the nature of oil with respect to educational qualification.

• It was concluded from the analysis that the maximum satisfaction was observed among the married respondents regarding the edible oil.

• The highest satisfaction regarding edible oil among the respondents was below 3 members of family size. There was no significant difference in the mean satisfaction scores regarding edible oil with respect to size of family.

• Maximum satisfaction was observed among the respondents who belonged to professional occupation with the highest mean value and there was a
significant difference in the mean satisfaction score regarding nature of oil with respect to occupation.

• Maximum satisfaction observed among the respondents whose income range between Rs.10,000 to 15,000 and more than Rs.20001 of monthly income had the highest mean value. There was no significant difference found between the mean satisfaction scores regarding nature of oil with respect to monthly income.

• Maximum satisfaction was observed among the respondents who had been residing in urban than the rural and semi urban. There was no significant difference found between the mean satisfaction scores regarding nature of oil with respect to residential nature of the respondents.

6.3 SUGGESTIONS

Based on the findings drawn from the study, the following suggestions are made for the betterment of consumer behaviour and perception.

• There had been increasing number of diseases among the human beings every day owing to oil and oil products. Adults are less resistant to more diseases and they suffer from blood pressure of various forms. Therefore the oil manufacturer should pay keen interest while producing their oil keeping in mind about their health position.

• It is here by suggested that the information shown in the advertisements would not be true in some circumstances. They just motivate the buyers to buy oil and the information in the advertisements sometimes found to be untrue. Therefore more attention should be given in this regard by the oil manufacturing companies.

• During the survey the researcher found that consumers faced the problem of adulteration. Sometimes, they had to purchase adulterated oil which was very harmful to their health. Therefore, it is suggested that necessary steps should be taken towards elimination of adulterated oil products.
• It would be better, if the oil manufacturers sell the same oil product with different product line on the basis of colours, size, flavor and utility. It can be on the basis of usage.
• Each and every oil manufacturer should adopt “green marketing”. This implies that they make oil container that should not be any harmful to environment.
• While making plastic packet the amount of “micron” should be exposed minimized. Because it would affect the quality of oil when the oil packet is external environmental forces such as cold, heat and other things.
• The researcher hereby suggests one valid point that all the oil companies can adopt “Contract Farming” which means the pooling all the resources while producing oil products which leads to low cost of production to the oil manufacturing companies and oil products would be available to the consumers at cheaper price.
• Today, the need for oil has been increasing for various purposes. Oil is used for medicinal purpose, spiritual purpose and other purposes. Therefore, oil companies can produce oil for different purposes based on their usage.
• It was found that most of the sample consumers pointed out that during the usage, the oil turned into more stickiness. It should be avoided by the oil manufacturer by improving the quality.
• Every oil products has its own natural flavour. For example gingili oil has its own natural flavor and like that ground nut oil has its own flavour. But, during the refining process they lost their natural flavor. It would be better, if the refining process can be done without destroying the flavour.
• “Halograms” symbol should be used by oil producing companies in order to avoid bongs oil packets which are available in the market.
• It is suggested that consumers have to check all the standards while making their purchase. Such as “Agmark”, and other quality and quantity standards prescribed by the concerned agencies.
• The consumers club should create awareness among the consumers on quality of oil products. They can give testing procedure to test the quality of oil products. Consumers can make use of these tests to know the quality of oil.
• Edible oil manufacturer can add some useful minerals with the ingredients. It should be done to enhance the quality of oil on one side and it should be health on other side. It leads to improve nourishment in the blood.
• Portability packages can be introduced in the case of large quantity instead of using the containers.
• Periodical market survey can be conducted by the edible oil manufacturer to review the consumers’ satisfaction, tastes and willingness. Because, there has been changing attitude of buying habits of consumers. Therefore, periodical market research and survey can be undertaken.
• Some edible has bitter taste when compared to the brands of oil as opined by the substantial amount of respondents. The reasons for these tastes should be found out and desirable taste can be added.
• Consumers can purchase oil having different quantities of cholesterol content. It would be more helpful to different age group of the persons in a family.
• It is suggested that consumers can use any kind of brands but they can choose particular brand which is most suitable.
• It would be better if oil companies involve in “corporate social responsibility”.
• It is suggested that consumers should not use the same brand of oil for many purposes.
• Consumers have to check all the ingredients of oil brands. On the basis of proportion of ingredients, they can decide whether a particular brand of oil can be bought or not.
• The researcher suggests that if the edible oil producer gives the adequate importance to get feedback from shoppers about the products they offered, that will help to retain the existing buyers.
• If the producer targets the consumers with the strategy of “Category Killing” rather than specialized selling, they can increase their sales volume.
• A better product line and assortment strategy may be reconstituted to target the consumers who are lying in the income group of less than Rs. 10,000 per month.

• Researcher suggests that the authorized dealer or retailer should take effective care on consumer complaint management, if it works out well, it will help them to retain more number of consumers.

• A comprehensive credit scheme may help the edible oil producer to enhance their sales potential and growth.

• A comprehensive segmentation strategy may be developed to focus on the consumer groups with income less than Rs. 10,000 and below, with a positioning package of volume and beneficial base.

• The price of edible oil should be fixed after studying the actual situation prevailing in the market. It is also felt that the price of the oil should be optimum which can be offered by consumers.

• There is an urgent need to set up efficient market information network so that the oil manufacturer can get timely and adequate market related information, which will help them to get better price for their oil product and to supply the quality oil.

• It is suggested that both government and the private agencies should establish more number of processing units in the study area for the benefit of the consumers as well as for the betterment of the society.

• The Government of India should take necessary steps to sell the agricultural commodities through the regulated market like USA and Japan etc.,

• The government of Tamil Nadu should establish a separate regulated market for the oil seeds to regulate the price.

• It is suggested that the edible oil manufacturer should avoid the advertisements which promote the undesirable values in society and against the moral ethics.

• To make advertisement more effective, advertisers should focus more on features of products because if the celebrity is dominant in endorsements,
then it will overshadow the product. The advertisement should also be neat and clear or logical.

- Celebrity endorsement are more effective at the introduction stag of the products as that is the most effective way to inform consumers about features of the oil product in the market.

- The edible oil manufacturer should target the housewives through door to door canvassing to market the oil product. Sponsoring events like women’s day and mother’s day can also create awareness to the product. They can also target the restaurants and hotels to capture the market.

- Since edible oil is a food product, consumers attach more importance to the quality. The edible oil manufacturer should communicate the consumers about the quality standards adhered in manufacturing the product. This will lead to the creation of a positive image towards edible oil in the consumers’ mind. The company can follow informative advertising to create brand awareness for the edible oil like sunflower oil, gingili oil, and castor oil ready to eat packaged food etc.

- The concerned authority or executives should take adequate action regarding price so that value addition can be provided to the oil users of respective brand in the study area.

- Management of quality is of the utmost importance, especially the creaminess of edible oil, which is the main constituent of taste. Besides this factors causing bad smell need urgent care. This is a technical and important issue from the qualitative point of view and it invites expert’s advice and suggestions for the improvement of the quality.

- Attempts must be made by the executives of the concerned brand to provide outlets in different localities nearby the main market centers, mainly in the residential areas of the city to enhance customers’ convenience as well as the brand image of the edible oil.

- Enhancement of brand image is required in order to safeguard the market share of the brands, which will help to create positive perception about the
product and its attributes of edible oil. For this advertisements along with other suitable promotional measures like local celebrity reference and sponsoring local socio-cultural events may be highly useful.

- Segmented packet designing is recommended in order to maintain consumer preferences. Packaging should be developed in an innovative way to make the packaged edible oil more convenient and attractive, especially for the end users like housewives, individuals etc., in this way, the brands may keep their present consumer and motivate others to join the same as customers in their favour.

- The oil manufacturers have to increase the awareness level in buyers through print media (Newspapers and Magazines).

- There is a need for proper system for grading and storing of oil seeds and need for modern and systematic storage facilities.

- As many respondents expressed that the customer’s meeting is not actually done, so the company has to take some measures to improve the coverage of consumer meets to register and express their complaints and grievances.

- The company has to make sure that the gifts are reaching the consumer without any obstacle.

- Most of the people are not aware about the services provided by the companies. So the companies have to take effective steps to enhance awareness about product services provided by the company.

- Regarding durability of oil a few of the respondents expressed their dissatisfaction. So this factor has to be improved with a view to attract more customers and to retain the existing customers.

- The manufacturer should introduce more sponsorship programmes and use the advertisement tactics to induce the people to prefer a particular brand of edible oil.

- The sales promotion offers are not impressive. Hence, the company should work towards providing more sales promotion offers to attract the consumer.
The consumers are not satisfied with the price level, so they can better consider the price levels.

- The delivery of services is purely based on the human elements, hence the employees and agents are needed to give frequent orientations related to service delivery and consumers handling.
- All the consumers who enter the office environment must be given due respect, acceptance of their complaints and proper enquiry irrespective of their demographic status.
- The shop keeper should deliver excellent service in such a way that the customer should feel that they are, by all means, important to the organization. This would make them loyal customers.
- The dealer or retailer must indulge in creating confidence, trust and spend time to understand the needs of the consumers rather than be keen on selling the product.
- In order to increase the end use of the products, the oil manufacturer can conduct frequent exhibitions, advertising campaign in various organizations, institutions etc. regarding their policies, importance and their usage.
- In order to enhance consumers’ satisfaction, the oil manufacturer must look into all the factors relating the services and frequently intimating to the consumers about the status of the market and price of the oil product. This will have a direct impact on the consumers’ satisfaction.

6.4 CONCLUSION

This study consumer behavior and perception towards edible oil user has been challenging and interesting one. The researcher has attempted to study not only the personal profile factors or characteristics of the respondents but also the perception of the sample consumers and relate the same to the branded edible oil like sunflower oil, gingili oil, groundnut oil and other oil.
Many branded and unbranded varieties of edible oil are used in cooking by the consumers (housewives). Many factors are involved in the selection process of the branded cooking oil. A detailed attempt has been made to relate these factors towards consumer behavior and perception of edible oil. It is noticed that the majority of the consumers though they are educated and living in urban areas but still majority of them are unaware of the expiry date of oil pack or asking the trader to give the receipt for their purchases. This indeed gives more scope for the trader to deceive the customers.

To conclude, the awareness among the consumers about the consumer rights, existence of consumer forums, etc., is very low. Besides, wide awareness camps are to be conducted by the consumers forum at least once in a month at the market places and receive the complaints directly from the consumers who have been deceived by the traders. To achieve this, dedicated government functionaries and affected consumers should come forward to file the case and seek the advice of the consumer forums. Then only the slogan that “consumer is the king” can become the real. The Government should frame necessary guidelines, rules and regulations and the same must be executed by its machinery. Traders and businessmen should also realize their social responsibility and strive for the betterment of the society. Thus the trader, consumer and Government as a whole with single voice and mind can translate the above slogan into reality for achieving healthy business environment for the prosperity of the nation as a whole.

6.5 SCOPE FOR FURTHER RESEARCH

The findings of the present study offer scope for further research on the following topics:

This study concentrates on consumer behaviour and perception towards edible oil in Namakkal District of TamilNadu. It is also identified the factors influenced to purchase the edible oil. A wide innovative study can be undertaken
by the energetic researcher to study the behaviour and perception of edible oil user on the particular edible oil and simultaneous satisfaction on the usage of edible oil in all the district of Tamilnadu.

This study does not cover the governmental ideas for the development of edible oil market. Therefore a separate study can be initiated in this direction to obtain a torrent of useful results for the development of edible oil market in India and TamilNadu. Most of the oil products produced by the oil manufacturers are subjected to export and domestic use. An empirical and economical analysis would be helpful to identify the contribution of edible oil sector in India to the globalized and the liberalized economy.