BIBLIOGRAPHY

BOOKS

• Andrian palmer, ‘Principles of Marketing’ Oxford University Press, New York, 2000
• Havard business review Get inside the lives of your customers, May 2001
• Henry Assael, op.cit.
• M.G. Parameswaran, op.cit.

285
• Memoria CB and RL Joshi principles and practices of Marketing in India, New Delhi Kitab mahal 1979.
• Oxford English Dictionary: The definitive record of the English Language.
• Philip Kotler, op.cit.
• S.L. Gupta Sumitra Pal, op.cit.
• S.L. Gupta, Sumitrapal, op.cit.
• S.L. Gupta Sumitra Pal, op.cit.
• SS.ACHARYA OP.CIT.
• SS.ACHARYA OP.CIT.
• Suja R. Nair, Consumer Behaviour in Indian Perspective, 1st edition, Mumbai Himalaya Publishing house.
• Suja R. Nair, op.cit.
• Suja R. Nair, op.cit.
• Suja R. Nair, op.cit.
• Wettlaufer, Alexandra K. (2003), In the mind’s eye: the visual impulse in Diderot, Baudelaire and Ruskin, Amsterdam: Rodopi.

JOURNALS AND MAGAZINES

• Anand kumar Soaring demand for edible oil \ in paper magazine September 27, 2010.
• Assocham India's edible oil deficit may rise 73 pc by 2020' The Hindu January 5th 2009.
• Boby Kurian & Namrata Singh, (2011) TNN Aug 19, 2011, 12.35am IST. 51..
• Chemingui, Mohamed Abdelbasset and Hajeeh, Mohammed Fiscal policy responses to oil price volatility in an oil-based economy. Public Finance Reviews 39(2) 2011.
• Dhines babu S. and Venkatesan P.S. Marketing Problem of edible oil Industry in Tamil Nadu Asian Journal of Management research ISSN 2229-3795.
• Dorab Mistry Edible oil import may decline in 2008-09 the wall street journal December 2008
• Douglas A. Kysar Preferences for processes: The process/ product distinction and the regulation of consumer choice Harvard Law
• Dr.Rengarajan. C. Excerpts from inaugural address of “Indian agriculture in the WTO Regime”.
• Espejel-Blanco, Joel and others, Perceived quality as a antecedent for buying intention of the olive oil from bajo aragon with protected designation of origin. Esicmarket No.131 2008.

• Food foundation Report of International study team on oil seed research in India New Delhi-1974.


• Harrison, R. Wes The food versus fuel debate implications for consumers Journal of Agricultural and Applied Economics 41(2) 2009.

• Hayes, Dermot J. and others Biofuels Potential production capacity, effects on grain and livestock sectors, and implications for food prices and consumers, Iowa State University, Department of Economics, Staff General Research Papers 2009.

• Huffman, Wallace, E. and others Consumer willingness to pay for


• Jame H. Donnelly Jr. and John M. Ivancewich “Post Purchase

- Kumar, Parmod Inter commodity price linkage in india; a case of food grains, oilseeds and edible oils Journals of International and area Studies 13(1) 2006.
- Mehra, Yash P. and Petersen, John D. Oil prices and consumer spending Federal Reserve Bank Of Richmond Economic Quarterly 91(3) 2005.
- National productivity council, New Delhi, India.
- P. Ramesh and M. Murughan Edible oil consumption in India  AMEFT 3, 2008.
- Pan, Suwen and others, India edible oil consumption a censored incomplete demand approach Journal of Agricultural and Applied Economic 40(3) 2008.
- Rabo India report Indian edible oil industry to grow at 6% till 2015 - Announcement / Corporate August 06, 2010, 16:40 IST.
• TEXT-Fitch: India Edible Oil outlook stable in 2010 Mon Feb 8, 2010 5:25pm IST.
• Varma. A.V. and Viswanath consumer behavior and awareness with special reference to Edible oil users – A study Indian Journal of Marketing Volume XXXV No.3 March 2005

NEWS PAPERS AND ANNUAL REPORTS

• The economic times “India’s edible oil industry in a global perspective” 25th July-2011.
• Oil world annual.
• Ministry of Agriculture Production of oilseeds, Net availability and consumption of edible oils: Directorate of Vanaspati, Vegetable Oils and Fat.
• The Solvent Extractor’s Association of India, Mumbai.
• DGCI&S, Kolkata, and Ministry of Commerce & Industry.
• Census report – 2011.
• Annual reports of department of food and public distribution 2001-2010.
• Publication of records of Tamil Nadu agricultural departments relating to edible oil products 2001-2010.

WEBSITES

• http://www.worldtrans.org
• ww.indiaagronet.com.
• http://www.edibleoil report.com/category/tags/emami Petrosil edible oil report global market intelligence
• http://market research.com
• http://www.namakkal.tn.nic.in
• http://www.food and public distribution.com
CONSUMER BEHAVIOUR AND PERCEPTION -
A STUDY OF EDIBLE OIL USERS IN NAMAKKAL DISTRICT

Part – I Personal Profile of the Respondent

1. Name of the Respondent: ____________________________

2. Gender: (a) Male ☐ (b) Female ☐

3. Age: (a) Below 20 years ☐ (b) 20-30 years ☐
(c) 31 to 40 years ☐ (d) Above 40 years ☐

4. Educational Qualification
   (a) SSLC ☐ (b) HSC ☐ (c) Graduate ☐
   (d) Post Graduate ☐ (e) Professional ☐ (f) Illiterate ☐

5. Occupation
   (a) Government Employee ☐ (b) Businessman ☐
   (c) Professional ☐ (d) Private employee ☐
   (e) House wife ☐ (f) Others ☐

6. Marital Status
   (a) Married ☐ (b) Unmarried ☐

7. Family Size
   (a) Below 3 Members ☐ (b) 3-6 Members ☐

293
8. Monthly Income: (Family)

(a) Below Rs.10000   ☐  (b) Rs.10000-15000   ☐
(c) Rs.15001-20000   ☐  (d) Rs.20001-25000   ☐
(e) Above 25000      ☐

9. Residential Nature

(a) Urban   ☐  (b) Semi-urban   ☐  (c) Rural   ☐
PART – II CONSUMER BEHAVIOUR

1. Nature of oil
   (a) Gingili oil (b) Groundnut oil (c) Refined Sun Flower oil 
   (d) Any other 

2. If you are using gingili oil, name of the brand
   (a) Idayam (b) Anjali (c) Buvaneswari 
   (d) Inia (e) any other (Specify) 

3. If you are using ground nut oil, name of the brand
   (a) Usha (b) Gold winner (c) Mandra 
   (d) Siva sakthi (e) any other (Specify) 

4. If you are using sunflower oil, name of the brand
   a) Gold winner | (b) Sundrop| (c) Sunola 
   d) Safola (e) Usha (e) any other (Specify) 

5. Quantity of oil purchased per month
   (a) One liter (b) One to two liters (c) Two to three liters 
   (d) Three to four liters (e) More than 4 liters

6. Amount spent for consumption of edible oil per month
7. How long you have been using this edible oil

(a) Below 2 years ☐  (b) 2 – 4 years ☐  (c) 4 – 6 years ☐
(d) above 6 years ☐

8. Mention the purchasing pattern of edible oil per month:

(a) Once ☐  (b) Twice ☐  (c) More than twice ☐

9. Mode of purchase

(a) Cash ☐  (b) Credit ☐  (c) both a & b ☐

10. Which type of package do you prefer?

(a) Refill Pack ☐  (b) Pet Jar ☐  (c) Any other ☐

11. Usually where do you buy the Edible oil?

(a) Retail Store ☐  (b) Super Market ☐  (c) Departmental Store ☐
(d) Canteen ☐  (e) From any Convenient Shop ☐

12. Relationship with the retailer/supplier is

(a) Cordial ☐  (b) Normal ☐  (c) Not good ☐
(d) No relationship ☐

13. Is there any drawbacks?

(a) Yes ☐  (b) No ☐
If Yes, Where do you register your complaints?
(a) Manufacturer □  (b) Dealer □  (c) Sub-dealer □
(d) Shopkeeper □

14. When do you expect offer from your supplier?
(a) Season □  (b) Festival □  (c) Other occasion □

15. How long have you been purchasing edible oil in particular shop?
(a) Below 2 Years □  (b) 2-4 Years □  (c) 4-6 Years □
(d) Above 6 Years □

16. Do you use the oil for any other purpose other than cooking?
(a) Yes □  (b) No □

If yes, mention the other uses of oil
(a) To lit lamp □  (b) to use as medicine □
(c) to use in spiritual practice □  (d) All the above □

17. Who influenced the decision to purchase the Edible oil? Please tick ( □ )
18. If media, which media influenced you more?

<table>
<thead>
<tr>
<th>Name of the media</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>

19. Are you satisfied with your brand choice?

(a) Highly Dissatisfied ❑ (b) Dissatisfied ❑ (c) No opinion ❑
(d) Highly Satisfied ❑ (e) Satisfied ❑

20. Is there any product line for edible oil you have purchased?

(a) Yes ❑ (b) No ❑

If yes how many product lines available

(a) Only one ❑ (b) Two ❑ (c) Three ❑
(d) More than three ❑

21. Do you have sufficient product information on your pocket?

(a) Insufficient ❑ (b) No idea ❑ (c) Sufficient ❑
(d) More than sufficient ❑
22. Why do you choose particular Edible oil?

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regarding Product</td>
<td></td>
</tr>
<tr>
<td>Good Quality</td>
<td></td>
</tr>
<tr>
<td>Less fat</td>
<td></td>
</tr>
<tr>
<td>Agmark product</td>
<td></td>
</tr>
<tr>
<td>Marketing (Promotional)</td>
<td></td>
</tr>
<tr>
<td>Free Gifts</td>
<td></td>
</tr>
<tr>
<td>Effective Package</td>
<td></td>
</tr>
<tr>
<td>Brand Reputation</td>
<td></td>
</tr>
<tr>
<td>Less Price compare with other brand</td>
<td></td>
</tr>
<tr>
<td>Discount</td>
<td></td>
</tr>
<tr>
<td>Any other reason</td>
<td></td>
</tr>
</tbody>
</table>

23. Do you have brand loyalty?

(a) Yes [ ] (b) No [ ]

If yes, reason for brand loyalty

<table>
<thead>
<tr>
<th>Reason</th>
<th>HDA</th>
<th>DA</th>
<th>No Opinion</th>
<th>A</th>
<th>HA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reasonable price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stable quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good customer relationship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suit to health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suit for family budget</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
24. Are you satisfied with the Price of the edible oil?
   (a) Highly Dissatisfied  
   (b) Dissatisfied       
   (c) Moderate           
   (d) Satisfied          
   (e) Highly satisfied   

25. Mention the changes of price of edible oil?
   (a) Frequent Change     
   (b) Occasional change  
   (c) No change          

26. State your satisfaction level with the expiry date of oil?
   (a) Highly Dissatisfied 
   (b) Dissatisfied       
   (c) Moderate           
   (d) Satisfied          
   (e) Highly satisfied   

27. Are you satisfied with the Quality of the edible oil?
   (a) Highly Dissatisfied 
   (b) Dissatisfied       
   (c) Moderate           
   (d) Satisfied          
   (e) Highly satisfied   

28. Are you satisfied with the taste of the edible oil?
   (a) Highly Dissatisfied 
   (b) Dissatisfied       
   (c) Moderate           
   (d) Satisfied          
   (e) Highly satisfied   

29. Will you change the Edible oil that you are using now due to the following?
<table>
<thead>
<tr>
<th>Reason</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Increase</td>
<td></td>
</tr>
<tr>
<td>Taste</td>
<td></td>
</tr>
<tr>
<td>Effective Advertisement</td>
<td></td>
</tr>
<tr>
<td>Non-Availability</td>
<td></td>
</tr>
<tr>
<td>No change</td>
<td></td>
</tr>
<tr>
<td>Gift offer</td>
<td></td>
</tr>
<tr>
<td>any other reason</td>
<td></td>
</tr>
</tbody>
</table>

30. Does your supplier conduct any periodical survey?

(a) Yes [ ]       (b) No [ ]

If yes, which kind of survey?

(a) Periodical survey [ ]  (b) Survey, if needed [ ]

31. Do you suggest others to buy the same brand of oil?

(a) Yes [ ]       (b) No [ ]

If yes, what reasons you suggest others to buy the brand?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good quality</td>
<td></td>
</tr>
<tr>
<td>Appropriate weight</td>
<td></td>
</tr>
<tr>
<td>Reasonable price</td>
<td></td>
</tr>
</tbody>
</table>
32. Is your oil reusable one?

(a) Yes □  (b) No □

If yes, mention the purpose

(a) Cooking □  (b) Other purpose □

33. Factors which have influenced you to buy the edible oil:

(HA: Highly Agree, A: Agree, DA: Disagree and HDA: Highly Disagree)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Factors</th>
<th>HDA</th>
<th>DA</th>
<th>No Opinion</th>
<th>A</th>
<th>HA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Hygienic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Doctors Advice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Conventional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Spouse Choice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Elder's Advice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Peer members intervention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Attractive package</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Taste</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Easy to cook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Cost-Effective</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Media coverage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>International standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Agmark certification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Chemical ingredients</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Common people’s choice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Non-stick</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Multi-purpose</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Flexible quantity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Product with user manual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Product with more offers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Adulteration in the oil</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Healthy friendly after use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Underweight of your oil pockets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Advertisement is ethical one</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Oil in lose quantity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Cholesterol free</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PART – III CONSUMER PERCEPTION AND LEVEL OF SATISFACTION

1. What is your opinion about purity of branded oil?
   (a) Satisfied ☐  (b) Moderate ☐  (c) Not satisfied ☐

2. What is your opinion about the price of oil? Please tick (  )

<table>
<thead>
<tr>
<th>Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Similar Price at all shops</td>
</tr>
<tr>
<td>Variation in price</td>
</tr>
<tr>
<td>Price variation due to Demand</td>
</tr>
<tr>
<td>Price variation on the basis of areas</td>
</tr>
</tbody>
</table>

3. How do you feel about durability of oil?
   (a) It is stable ☐  (b) It is perishable in nature ☐
   (c) easily contaminated ☐  (d) Any other ☐

4. What is your opinion about leakage of oil pocket?
   (a) Frequently ☐  (b) occasional ☐
   (c) No leakage ☐  (d) No idea ☐

5. How do you feel about flavour of oil?
   a) Excellent ☐  (b) Good ☐  (c) No idea ☐
   (d) Poor ☐  (e) Very Poor ☐

6. What do you feel about the media of advertisement?
   (a) Very informative ☐  (b) informative ☐  (c) No idea ☐
(d) Less informative ☐ (e) Not informative ☐

7. State your opinion about nutritious contents of the oil
   (a) Highly nutritious ☐ (b) Moderate ☐ (c) Low nutritious ☐
   (d) No nutritious ☐

8. Opinion about multiuse of a single brand is
   (a) Used for cooking all food items ☐ (b) Used for cooking of selected food items ☐
   (c) It has single use only ☐ (d) No idea.

9. What is your opinion about gift inside or outside the pack?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encouraging and Inducing</td>
<td></td>
</tr>
<tr>
<td>Price hike</td>
<td></td>
</tr>
<tr>
<td>Not much of demand</td>
<td></td>
</tr>
<tr>
<td>Sales promotion</td>
<td></td>
</tr>
</tbody>
</table>

10. State the opinion about the Level of satisfaction (HDS: Highly dissatisfied, DS: Dissatisfied, S: Satisfied, HS: Highly Satisfied)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Perception</th>
<th>HDS</th>
<th>DS</th>
<th>No Opinion</th>
<th>S</th>
<th>HS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Hygienic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Attractive package</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Taste</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Easy to cook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Cost-Effective</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Media coverage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>International standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Agmark certification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Chemical ingredients</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Common people’s choice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Non-stick</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Multi-purpose</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Flexible quantity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Product with user manual</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Product with more offers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Adulteration in the oil</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Healthy friendly after use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Advertisement is ethical one</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Oil in lose quantity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Cholesterol free</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>