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Retailer's perception towards Edible oil in and around Coimbatore

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ABSTRACT

This research was made to analysis the factors that are need to be strength for the product's sales growth, it helped to determine the retailer perception towards edible oil brands and also it help to specify the reason for the specify Edible product which are not sold in the shop. These are the objective of this research. The research area was conducted in Coimbatore particularly developing areas in Coimbatore like Eachanari, Malumichampatti, Othakalmandapam and Kinathukadavu. The sample was collected for this research is 181. The research design of the project is descriptive in nature. By using structured questionnaire, the primary data was collected. Secondary data is collected from various journals, book, literatures, websites and magazines. Convenient sampling is the sampling method used for the study. Chi-square test, Regression analysis, r correlation and Cronbach Alpha test are the tools used for analysis the data which are collected in the survey. From this study, it determines that the Majority of the retailers prefer that lowering the price can influence the new customer. In various retail outlets, customers are not specifying the brand while they are buying the product is the main reason for the reduction in sales. Because majority of the retailers are not having awareness on Sim Sim oil which contributes to the reduction in sales due to not having awareness.

Keywords: Sales Objection, Retailer Perception, Pricing Factor, Promotion

1. INTRODUCTION

The main disadvantage is that the firms predict the wrong decision in retailer's information processing abilities and their knowledge influence the marketing decisions and the market outcomes. For improving the firms marketing strategies them must study the retailers and understanding the issues like how the retailers feel, think and choose between different alternatives from different brands, products in their market. Edible oil participate as a important component in the Indian household's food expenditure (B. Supraja, 2021). After China and EU countries, India is the third largest edible oil consumer. People

in southern part of India are widely using Groundnut oil, coconut oil and sunflower oil apart from palm oil because of the easiest availability. Mustard oil is mostly prefer in east and some north east part of India people. In the central and northern part of India, most of the people use soya bean oil because of the availability of soya beans. Based on the taste and availability of local oils, different people use different oils in various regions in India.

In current scenario, the importance of edible oil in daily consumption are treated as a healthy diet and also it is viewed as the important source of energy when compared to proteins and carbohydrate. This makes that it will became the important things in the people regular food. For making healthy tasty food, increasing the palatability of food and improving texture of food preparation as well as increase the taste of the food are the main purpose why the customers are buying and using edible oil. In the household, edible oil is an important component almost every house it present. The most important parameters is that the social status, chemical free, pesticides free for selecting the brand (Gill, 2016). And also aroma, flavor, adulterants free are the main factor for influencing the purchase. And the researchers suggest that based on demographics the marketer should frame various strategies. The marketers should give adequate focus on brand awareness. Better service to consumers, changing in business environment makes an new business opportunities and lowering the price of the product are seem to the trigger form at micro level. (Sengupta, 2008).

The manufacturer should intimate the consumers towards the oil price and market status. And also the manufacturer should take various effective steps to increase the awareness about the product features. For inducing the people to prefer particular edible oil brand, various new sponsorship programs and advertisement tactics are should introduce by the manufacturer. (Dr. B. REVATHY, 2017). Price, advertising and distribution image are not the driven forces for the quality perception. Quality perceived is key driver on brand association because of there is positive relationship between price and perceived quality and there is negative relationship between price and willingness to order. (Mohammad Falahat, 2018). The empathy,

dependability and sophistications are the 3 main dimensions of having positive impact on consumer based retailer equity. Vibrancy and authenticity are 2 dimensions of not having any impact on consumer based retailer equity. (Das, 2014).

2. LITERATURE REVIEW

The literature review present in below of the major studies so as it helps to get idea of the edible oil retailer perception, factors for strengthen the brands and reason for the product which are not sold in the retail shops. Although, many research were the study about the consumer perception, awareness and behavior towards edible oil, but very few studies are explain the retailers perception towards edible oil and many paper are not clear explain the reasons for the product which are not sold in the retail shops. Therefore, for filling the gap in the literature, this present study seeks to analyze the factors needs to be strength for sales growth and to specify the reason of the product are not sold well from the retailer's perception.

The main factors that are affecting the consumer's choice for choosing the brand between the manufacturer product brands and the retailers own producing brands. Without any sacrifice in the quality 23% of respondents felt that their own labels would save money and they are the above average propensity consumers for buying the brand products. The research is started with the questions on why the consumer's perceptions on the products may differ. Rather than the consumer's characteristics, the propensity of people to buy their own labels is associated with the consumer's perception, according to this study. It is a very complex matter and the researchers said that a satisfactory resolution is a helpless one. But the appearance of importance for consideration on consumers purchasing experience. 387 samples were collected for this research. The research concluded that probably in terms of quality and nor price difference some own labels products have to fail (Lennon, 2007)

This research conducted on branded edible oil's brand loyalty of urban and rural consumers in Chittoor District in Andhra Pradesh. From each rural area in Chittoor District, they selected 10 consumers randomly for the sample. From each urban area in Chittoor District, they selected 20 consumers randomly for taking samples. Therefore, in this study they collected the sample for the survey of totally 60 rural consumers and 60 urban consumers. The examination on brand loyalty towards the branded edible oil in rural and urban consumers is by using simple percentage analysis. They concluded that the rural areas respondents of 21.66% were suggesting the current brand to others and even they are ready to use new products which are launched by the current product's brand company. And about 46.66% respondents were suggesting the current use of brands to others by urban areas consumers. And in this study, it revealed that 35% of rural area's respondents were brand loyal and 61.66% urban area's respondents were brand loyal. (B. Supraja, 2021)

At retail level, the different oil brand patterns are found in this study. From the marketing point of view, this study tries to suggest the areas for improvement. The researcher prepared a specific questionnaire and she used it as an instrument for data collection. And the questionnaire contains open and close-ended structured questions. And she collected responses from various oil retailers. Survey method is used in this research. The researchers conducted the survey through a personal interview. And she met the respondents in person and she collected the required data in the form of a face to face interview. The researcher collected totally 300 respondents and she used a non-

probability convenience sampling method in this study. Percentage method, rank correlation, weighted average method and cross tabulation method are used as tools for data analysis. From this study, the researcher found out that 31% of respondents said that health is the main preferable factor for brand selection. And in the market gold winner is the most edible oil brand said by 24% of respondents. And only 13% of respondents felt like cold pressed oil is the most edible brand. (Dr.J.Srilekha, 2018)

The main aim of the study is to find the retailer's influencing factors for selecting Coconut Oil brand. Also this research studies the brand preference level among retailers for AVM coconut oil. This study helps the AVM coconut oil company to know their retailer's preference and awareness about their product. And also this study helps measure the effectiveness of current promotional activities done by Coconut Oil Company. In this research, the researcher used a convenience sampling method and in the form of descriptive research design. For the primary data, he collected the data from North Chennai respondents by using an interview schedule method. And the sample size of this research is 80. Percentage method and weighted average method are used as a tool for analyzing the data from the data collected. And they concluded that from the distributor side, needing regular visits is the retailer's expectation. And the brand name, Advertisement and quality are the intense factors to buy brand products. (D.Ravindran, 2018)

Indian food retail brands considered about the linkages of purchase intention with retailer perceived quality, retailer loyalty, and retailer awareness and retailer association. In Indian retail branding context, particularly in food retail branding context had not studied about the purchase intention so well. So it took a contribution in this study as a void. Exploration of direct and indirect impact of brand awareness, perceived quality and brand loyalty on purchase intention is the main objective of this study. In this study they took retailers as a brand. From the Indian food retail brand taken as a perspective, this study was conducted. In retail branding research, one of the most crucial trends is the rise of a retailer as a brand. For this study, they collected a total of 355 samples as primary data through a structured questionnaire. Systematic sampling method as used in this study. The data was collected from the age of 18 year food retail shoppers in the metropolitan city of India so called Kolkata. Statistical technique used in this study for testing the hypothesis is structural equation modeling. In this study they find out that the indirect relationship is stronger than the direct relationship. (Das, 2014)

Objective

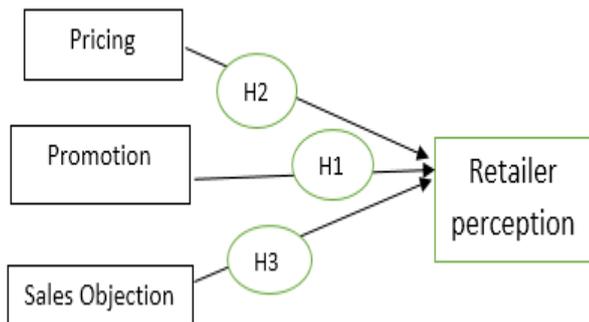
- To identify the factors influencing the retailers perception towards Idhayam brand products.
- To find out the factor attributing on different retail outlets to sales objection for Idhayam brand products.
- To determine the impact of retailer's awareness on Sim Sim oil on retailer's sales objection

3. RESEARCH METHODOLOGY

Methodology contains various specifications like research design, area of study, sampling tools used for data collection and tools used to analyze the data. The research design of the project is descriptive in nature. Coimbatore is taken as area for conducting the study in various retailer shops. Both primary and secondary data are necessary to accomplish the study's objectives. By using structured questionnaires, the primary data was collected. Demographic questions and objective relative

questions take place in this questionnaire. Secondary data is collected from various journals, books, literature, websites and magazines. By using a well-structured questionnaire, the primary data was collected from various retail shops by direct survey method. The data collection instrument used in this study is structured questionnaire. Population size is unknown. The sample size is 181. Convenient sampling is the sampling method used for the study. Chi-square test, Regression analysis, correlation and Cronbach Alpha test are the tools used for analysis the data which are collected in the survey.

Research Model:-



Hypothesis:-

1. There is a significance relationship between promotion and the retailer perception towards Idhayam oil brand product
2. There is a significance relationship between pricing and the retailer perception towards Idhayam oil brand product
3. There is a significance relationship between product's Sales objection and the retailer perception towards Idhayam oil brand product.

4. DATA ANALYSIS AND INTERPRETATION:

This test is used to measure the scale reliability and it measure the internal consistency of the Likert scale reading which are collected in the survey. Cronbach Alpha test, the result is gotten in 0.84 which is in between the value of 0.8-0.9. And it indicated that the result is "BETTER". Hence there is internal consistency between all the factors that are used in the questionnaire.

1. Relationship between type of shops and sales objection factors:

Null Hypothesis: There is no significance relationship between type of shops and sales objection factors

Alternate Hypothesis: There is significance relationship between type of shops and sales objection factors

Table 1: Relationship between type of shops and sales objection factors

| S. no | Factors | Asymptotic significance | Null hypothesis |
|-------|---|-------------------------|-----------------|
| 1 | Types of shops and Customers are not specifying the brand | 0.049 | Rejected |

The factors are Customers are not having awareness about the product, Customers are not specifying the brand while buying the product and Customers are not recommending us this are the factors considered in this study.

While observing the results of the chi square test shown in table 1, the Asymptotic Significance (0.049) is lesser than 0.05 ($p < 0.05$). Therefore the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is found that the type of shops and sales objection factors (Customers are not specify the brand). The remaining factors have no relationship. According to the shop type, retailer's sales objection would varied.

2. Relationship between Retailers having awareness about Sim Sim oil and sales objection factors:

Null Hypothesis: There is no significance relationship between retailer's awareness

about Sim Sim oil and sales objection factors.

Alternate Hypothesis: There is significance between retailer's awareness about Sim Sim oil and sales objection factors.

Table 2: Relationship between Retailers having awareness about Sim Sim oil and sales objection factors

| S. No | Factors | Asymptotic Significance | Null Hypothesis |
|-------|---|-------------------------|-----------------|
| 1 | Retailer's awareness about Sim Sim oil and Customers are not specifying the brand | 0.022 | Rejected |

The factors are Customers are not having awareness about the product, Customers are not specifying the brand while buying the product and Customers are not recommending us this are the factors considered in this study.

While observing the results of the chi square test shown in the table 2, the Asymptotic Significance (0.022) is lesser than 0.05 ($p < 0.05$). Therefore the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is found that the Retailers having awareness about Sim Sim oil (Customers are not specify the brand). The remaining factors have no relationship.

3. Correlation:

Table 3: Correlation

| Aspects | Correlation Coefficient | Sig. | Interpretation |
|---|-------------------------|-------|--------------------------|
| Pricing Compared to other brand, Idhayam product price is low | 0.28 | 0.000 | Significant Relationship |
| Lowering the price may influence new customer | 0.2 | 0.007 | Significant Relationship |

| | | | | | | | | | | |
|--|-------|-------|--------------------------|--|-------|------------|--------|--------|-------|--------------------------|
| Customer feel Idhayam product price is worthy | 0.28 | 0.000 | Significant Relationship | Constant | B | Std. Error | Beta | | | |
| Promotion Idhayam have strong promotional campaign | 0.283 | 0.000 | Significant Relationship | Pricing Compared to other brands, Idhayam product price is low | 1.236 | .453 | | 2.731 | 0.007 | |
| Sales Objection Customer are not having awareness towards Idhayam other products | 0.461 | 0.000 | Significant Relationship | Customer feel Idhayam product price is worthy | -0.22 | 0.108 | -0.181 | -2.047 | 0.042 | Significant Relationship |
| Customer are not specifying the brand while buying product | 0.361 | 0.000 | Significant Relationship | Sales objection Customer are not having awareness towards Idhayam other products | 0.347 | 0.093 | 0.309 | 3.741 | 0.000 | Significant Relationship |
| Customer are not recommend us | 0.355 | 0.000 | Significant Relationship | Customer are not specify the brand while buying product | 0.15 | 0.114 | 0.114 | 1.314 | 0.010 | Significant Relationship |

From the table 3, it determines that the various factors are influencing edible oil.

Pricing:

On Considering Pricing (Compared to other brand, Idhayam product price is low) there is Significant Positive Relationship with Retailers Preference. On Considering Pricing (Lowering the price may influence new customer) there is Significant Positive Relationship with Retailers Preference. On Considering Pricing (Customer feel Idhayam product price is worthy) there is Significant Positive Relationship with Retailers Preference.

Promotion:

On Considering Promotion (Idhayam have strong promotional campaign) there is Significant Positive Relationship with Retailers Preference. On Considering Promotion (Price discounts provided is good) there is no Significant Positive Relationship with Retailers Preference.

Sales objection:

On Considering Sales Objection (Customer are not having awareness towards Idhayam other products) there is Significant Positive Relationship with Retailers Preference. On Considering Sales Objection (Customer are not specify the brand while buying product) there is Significant Positive Relationship with Retailers Preference. On Considering Sales Objection (Customer are not recommend us) there is Significant Positive Relationship with Retailers Preference.

4. Regression:

Regression test is used to show the association between retailer perception and other related factors of the respondents.

From the table 3, it determines that the various factors are influencing edible oil.

Relationship between Pricing factors (Compared to other brand, Idhayam product price is low) and the Retailers Preference of Idhayam Products.

Inference:

In this analysis the Relationship result are $Y=0.16X+1.236$

Where, X= Pricing factors (Compared to other brand, Idhayam product price is low) of Idhayam Products.

Y= Retailer Preference of Idhayam Products.

Observing the above tables, it is evident that the value of the hypothesis which is lower than 0.05. So, the null hypothesis is Rejected and the alternate hypothesis is Accepted. (F = 8.426). It is found that there is no significant relationship between the independent variable (Pricing factors (Compared to other brand, Idhayam product price is low)) and the dependent variable (Retailer Preference of Idhayam Products).

Relationship between Pricing factors (Customer feel Idhayam product price is worthy) and the Retailers Preference of Idhayam Products.

Inference:

In this analysis the Relationship result are $Y=-0.22X+1.236$

Where, X= Pricing factors (Customer feel Idhayam product price is worthy) of Idhayam Products.

Y= Retailer Preference of Idhayam Products.

Observing the above tables, it is evident that the value of the hypothesis which is lesser than 0.05. So, the null hypothesis is Rejected and the alternate hypothesis is Accepted. (F = 8.426). It is found that there is significant relationship between the independent variable (Pricing factors (Customer feel Idhayam product price is worthy)) and the dependent variable (Retailer Preference of Idhayam Products).

Table 3: Regression

| Independent variable | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Interpretation |
|--|-----------------------------|---------------------------|---|------|----------------|
| Customer feel Idhayam product price is worthy | 0.28 | 0.000 | | | |
| Compared to other brands, Idhayam product price is low | 0.16 | 0.000 | | | |
| Customer feel Idhayam product price is worthy | -0.22 | 0.000 | | | |
| Customer are not having awareness towards Idhayam other products | 0.347 | 0.000 | | | |
| Customer are not specify the brand while buying product | 0.15 | 0.000 | | | |

Relationship between Sales objection factors (Customer are not having awareness towards Idhayam other products) and the Retailers Preference of Idhayam Products.

Inference:

In this analysis the Relationship result is:
 $Y=0.347X+1.236$

Where, X= Sales objection factors (Customer are not having awareness towards Idhayam other products) of Idhayam Products.

Y= Retailer Preference of Idhayam Products.

Observing the above tables, it is evident that the value of the hypothesis which is lesser than 0.05. So, the null hypothesis is Rejected and the alternate hypothesis is Accepted. (F = 8.426). It is found that there is significant relationship between the independent variable (Sales objection factors (Customer are not having awareness towards Idhayam other products)) and the dependent variable (Retailer Preference of Idhayam Products).

Relationship between Sales objection factors (Customer are not specify the brand while buying product) and the Retailers Preference of Idhayam Products.

Inference:

In this analysis the Relationship result is:
 $Y=0.15X+1.236$

Where, X= Sales objection factors (Customer are not specify the brand while buying product) of Idhayam Products.

Y= Retailer Preference of Idhayam Products.

Observing the above tables, it is evident that the value of the hypothesis which is lesser than 0.05. So, the null hypothesis is Rejected and the alternate hypothesis is Accepted. (F = 8.426). It is found that there is no significant relationship between the independent variable (Sales objection factors (Customer are not specify the brand while buying product)) and the dependent variable (Retailer Preference of Idhayam Products).

5. RESULTS AND DISCUSSION

➤ Factors influencing the retailer's perception towards Idhayam brand products.

Simple Relationship model indicated that the retailer perception is dependent on customer are feel that Idhayam product price is low as well as Idhayam Product price is worthy. Simple Relationship model indicated that the retailer perception is dependent on customer are feel that Customer are not having awareness as well as Customer are not specifying the brand while buying product. Some retailers feel that the customers are not having awareness towards the Idhayam products because the customers are known to only Idhayam Gingelly oil and Mantra groundnut oil only. Majority of the retailers prefer that lowering the price can influence the new customer

➤ Factors attributing on different retail outlets to sales objection for Idhayam brand products:

Significance relationship between type of shops and sales objection factors (Customers are not specify the brand) has been revealed. In various retail outlets, customers are not specifying the brand while they are buying the product is the main reason for the reduction in sales.

➤ Impact of awareness on Sim Sim oil on retailer's sales objection:

Significant relationship between customer having awareness on Sim Sim oil and sales objection factors (Customers are not

specify the brand) has been revealed. Because majority of the retailers are not having awareness on Sim Sim oil which contributes to the reduction in sales due to not having awareness.

6. DISCUSSION

Many of the retailers do not know about Sim Sim oil, which is one of the Idhayam brand products. The main reason is that the sales persons are not recommending the retailers about this product. For the Gingelly oil, most of the retailers give first preference to Idhayam Gingelly oil. In case of the Groundnut oil, Mantra becomes the first preference for the retailers. For the Appalam product, the retailers give first preference to Local brands. In the view of retailers, customer are looking for the brand while buying the products. Majority of the retailers remain unknown about the Hardil oil, which comes under one of the Idhayam brand products. Among the Idhayam products, Idhayam Gingelly oil is the mostly preferable product. Customers are not specifying the brand while they are buying the product is the main reason for the reduction in sales. Various advertising activity needs to be done for promoting their products. In various retail outlets, customers are not specifying the brand while they are buying the product is the main reason for the reduction in sales. Majority of the retailers are not having awareness on Sim Sim oil which contributes to the reduction in sales due to not having awareness.

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