

**A Study on Consumer Preference on Mr.Gold Oil**

Dr.M.Mahesh Kumar, Associate Professor and Head, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore.

Karish Chandru.S, B.Com CA, Sri Krishna Adithya College of Arts and Science, Coimbatore.

Abstract

This study explores consumer preferences toward Mr. Gold Oil, a popular edible oil brand in Tamil Nadu, focusing on the factors that influence purchasing decisions. The research was conducted in Coimbatore using a descriptive research design with primary data collected through structured questionnaires. Key aspects analyzed include quality, price, brand image, packaging, health benefits, and consumer satisfaction. The findings reveal that quality and brand loyalty are the most influential factors driving consumer choice, followed by price and packaging. A majority of respondents rated Mr. Gold Oil positively and expressed satisfaction with its availability and effectiveness in cooking. Statistical tools such as percentage analysis and ANOVA were employed to interpret the data. The results indicate a strong brand presence and customer trust, while also identifying opportunities for improvement in advertising effectiveness and market outreach. The study concludes with recommendations to enhance marketing strategies, product packaging, and distribution channels to strengthen Mr. Gold Oil's market position further.

Key words: Brand Communication, Customers, Brand loyalty, Customers preference.

Introduction

In The study focuses on consumer preferences regarding Mr. Gold Oil, a well-known Indian brand of edible oils manufactured and marketed by Sunraja Oil Industries Private Limited. The edible oil industry in Tamil Nadu is highly competitive, with multiple brands offering similar products. Understanding consumer preferences is crucial for Mr. Gold Oil to enhance its market position and cater to consumer needs effectively. The study examines key factors such as quality, price, packaging, and brand perception that influence consumer purchasing decisions.

Consumer preferences play a vital role in determining the success of a product in the market. With numerous edible oil brands available, understanding consumer behaviour and preferences becomes essential for companies like Mr. Gold Oil. The study aims to analyse various factors that influence consumer preferences, including price, quality, brand image, and health benefits. This analysis will help the company in strategizing its marketing efforts to enhance consumer satisfaction and market share.

Mr. Gold Oil has established itself as a reputable brand in the edible oil industry. Manufactured and marketed by Sunraja Oil Industries Private Limited, the brand offers a range of edible oils,



including sunflower oil, groundnut oil, gingelly oil, and coconut oil. The company has a significant market presence in South India, particularly in Tamil Nadu, and has successfully built a strong consumer base by ensuring quality products at competitive prices.

Mr. Gold Oil was introduced with the aim of providing high-quality edible oils at an affordable price. The brand has grown over the years by focusing on fortification with essential vitamins, ensuring consumer health benefits. The product is well-known for its purity, affordability, and nutritional value, making it a preferred choice for households in the region.

Statement of the Problem

The edible oil market in Tamil Nadu is highly competitive, with several brands offering similar products, making it essential to understand consumer preferences for Mr. Gold Oil. Despite its market presence, many consumers lack awareness of the fortified nutritional benefits it offers. Pricing and affordability also play a crucial role in influencing consumer choices, as buyers often compare costs with other brands before making a purchase. Brand trust and loyalty significantly impact purchasing decisions, with consumers preferring brands that have a strong reputation and consistent quality. Understanding consumer preferences and addressing these concerns can help the company enhance its brand image. By resolving these issues, Mr. Gold Oil can improve its market positioning and meet consumer expectations more effectively.

Objectives of the Study:

- To identify consumer preferences regarding Mr. Gold Oil.
- To evaluate the factors influencing these preferences, such as price, quality, brand image, and packaging.
- To analyse the impact of consumer preferences on the market share of Mr. Gold Oil.
- To provide recommendations for marketing strategies to improve customer satisfaction and brand positioning.

Scope of the Study:

- Geographical Scope: The research is conducted in Coimbatore, Tamil Nadu, where Mr. Gold Oil has a significant consumer base.
- Demographic Scope: The target audience includes consumers of different age groups and income levels who purchase and use edible oil.
- Product Range: This study includes various types of Mr. Gold Oil, such as sunflower, groundnut, gingelly, and coconut oil.

Research Methodology

Research methodology as this study follows a descriptive research design, which aims to systematically describe the factors influencing consumer preferences for Mr. Gold Oil. The



research provides an in-depth analysis of consumer behaviour, preferences, and factors affecting purchasing decisions. The study focuses on primary data collection and statistical analysis to derive meaningful insights

Sample Design

- **Sampling Method:** A stratified random sampling technique is employed to ensure diversity in consumer responses. The sample is selected based on different demographic factors such as age, income levels, and purchasing behaviour.
- **Sample Size:** The sample size is determined based on statistical considerations to ensure that it represents the target population accurately.

Collection of Data

The data was collected through questionnaire.

- The sample size was 120.
- The study adopts a descriptive research design to analyze customer perceptions.
- Data's used in this study was primary data.

Limitations of the Study:

- The data is collected from a selected sample, which may not fully represent the entire consumer base in Tamil Nadu. Additionally, the study is geographically limited to Coimbatore, making it difficult to generalize the findings to other regions.
- Since the research relies on survey-based responses, biases such as self-reporting errors and social desirability bias may affect the accuracy of the results.
- External factors, including changing market conditions, competitor strategies, and economic fluctuations, could also influence consumer preferences.
- The findings are based on a specific period, which may not account for future shifts in consumer behaviour.

Review of Literature

1. Analysing Trends and Innovations in the Regional Consumption for Blended Oils(2023)

This study examines the Indian edible oil market's shift towards blended oils, driven by regional culinary preferences and health trends. It highlights how blending oils cater to diverse consumer tastes while offering health benefits, reflecting a growing demand for healthier and more sustainable options.

2. Edible Oils-India Market Forecast (2023) This market forecast analyses consumer preferences in the Indian edible oils market, noting a shift towards healthier and more sustainable options. It reflects a growing awareness among consumers about health implications and environmental sustainability associated with edible oil consumption.



3. A Study on Consumer Preferences Towards Fortified Edible Oils in Tamil Nadu (2023)

This study investigates consumer preferences for fortified edible oils in Tamil Nadu, focusing on the reasons behind these preferences and the challenges consumers face. The findings reveal that consumer awareness of the health benefits associated with fortified edible oils is relatively low. Among the brands, Fortune sunflower fortified edible oil emerged as the most preferred choice among consumers.

4. Consumers' Preference for Edible Oil in Patna City, Bihar (2022) This study explores edible oil preferences in Patna City, Bihar, identifying the most preferred brands and variants. The findings suggest that taste, health considerations, brand loyalty, and price sensitivity are key determinants of consumer choices. The study also highlights a growing awareness of healthy cooking oils among consumers.

Analysis and Interpretation of Data

Table No: 1

Age Group of the Respondents

Age Group	No. of Respondents	Percentage (%)
Below 20	30	25.0%
21–30	61	50.8%
31–40	21	17.5%
Above 40	8	6.7%
Total	120	100%

Interpretation:

The majority of respondents (50.8%) belong to the 21–30 age group, followed by 25.0% in the below-20 category. The 31–40 age group accounts for 17.5%, while only 6.7% of respondents are above 40.

The data suggests that young adults (21–30) are the primary consumers of cooking oil, making them an important target market for brands.

Chart No: 1

Age Group of Respondents

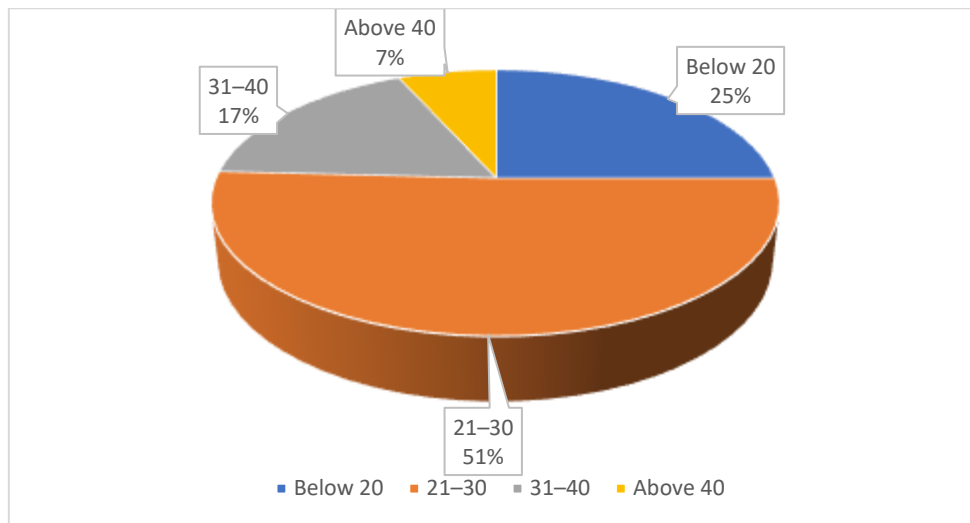




Table No: 2

Influences Choice of Cooking Oil

Factor	No. of Respondents	Percentage (%)
Price	34	28.3%
Quality	54	45.0%
Brand Image	18	15.0%
Health Benefits	14	11.7%
Total	120	100%

Interpretation:

The majority of respondents (45.0%) prioritize quality when choosing cooking oil, while 28.3% consider price as the most important factor. Brand image (15.0%) and health benefits (11.7%) play a smaller role

Consumers mainly focus on quality over price, indicating that premium or high-quality oils have a strong market demand. Brands emphasizing purity, taste, and nutrition may have a competitive edge.

Chart No: 2

Influences Choice of Cooking Oil

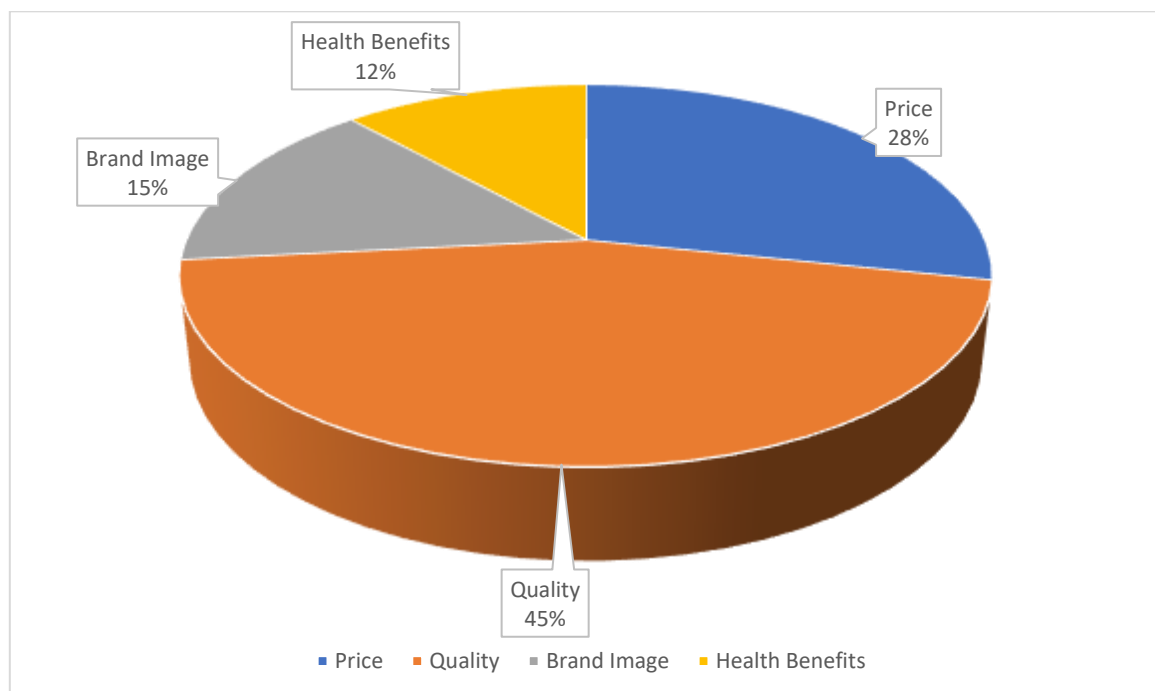




Table No. 3

Brand Loyalty Play a Role in Your Decision to Purchase Mr. Gold Oil

Response	No. of Respondents	Percentage
Strongly Agree	59	49.2%
Agree	25	20.8%
Neutral	21	17.5%
Disagree	10	8.3%
Strongly Disagree	5	4.2%
Total	120	100%

Interpretation:

A significant number of respondents (49.2%) strongly agree that brand loyalty plays a major role in their decision to purchase Mr. Gold Oil, while 20.8% agree, reflecting that nearly 70% of consumers value brand loyalty as a key factor. A smaller group (17.5%) remain neutral, and 12.5% (combining disagree and strongly disagree) believe brand loyalty does not influence their purchase decisions.

It is inferred that Mr. Gold Oil has a strong customer retention rate due to brand loyalty.

Chart No.3

Brand Loyalty Play a Role in Your Decision to Purchase Mr. Gold Oil

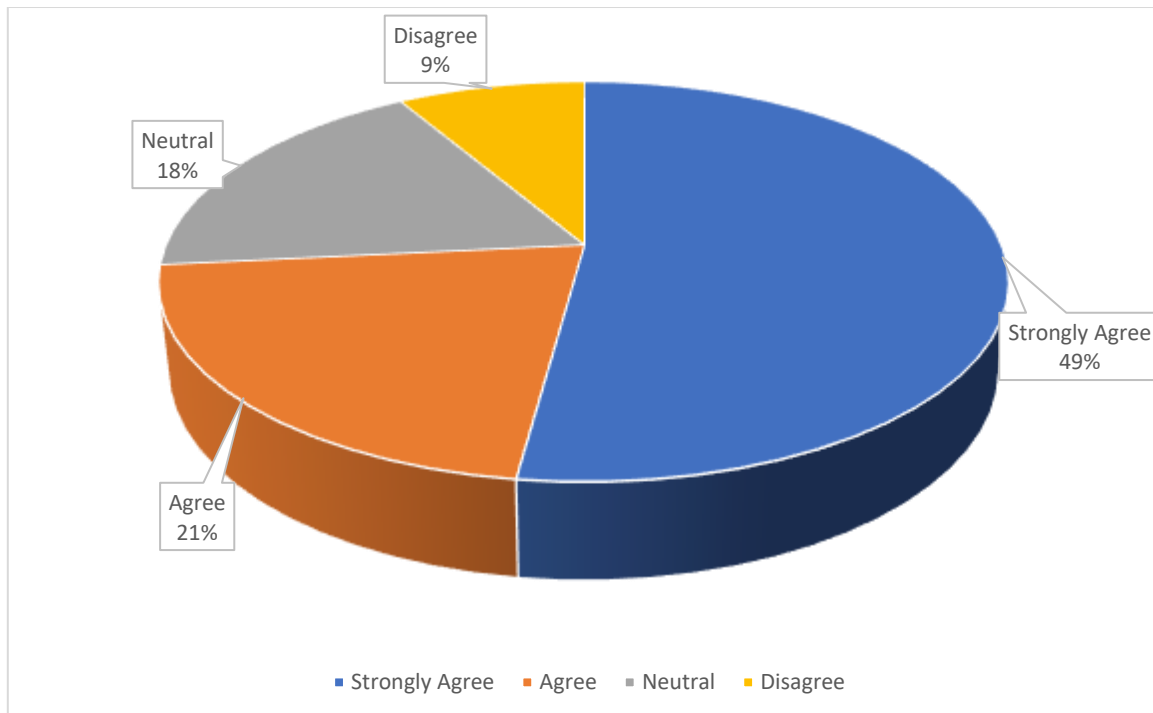




Table No. 4

Influence the Importance of Health Benefits in Cooking Oil

Response	No. of Respondents	Percentage
Yes, significantly	58	48.3%
Yes, to some extent	38	31.7%
No, not much	15	12.5%
No, not at all	9	7.5%
Total	120	100%

Interpretation:

A significant proportion of respondents (48.3%) believe that health benefits are a critical factor when selecting cooking oil, with 31.7% agreeing that health benefits influence their decision to some extent. Together, this indicates that nearly 80% of consumers consider health-related factors in their purchase decisions. A smaller percentage (12.5%) feel health benefits do not influence them much, and 7.5% indicate that it has no influence at all.

It is inferred that health-consciousness increases with age when choosing cooking oil.

Chart No: 4

Influence the Importance of Health Benefits in Cooking Oil

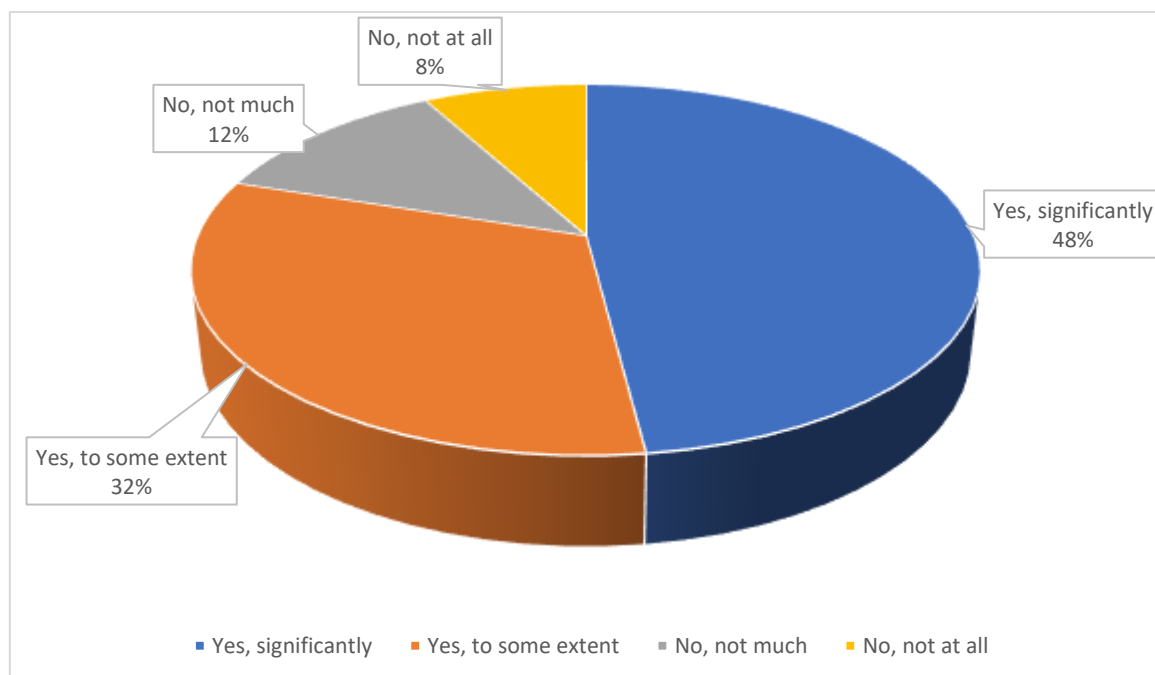




Table No: 5

Showing Brand Loyalty Play a Role in Your Decision to Purchase Mr. Gold Oil

Response	No. of Respondents	Percentage
Strongly Agree	59	49.2%
Agree	25	20.8%
Neutral	21	17.5%
Disagree	10	8.3%
Strongly Disagree	5	4.2%
Total	120	100%

Interpretation:

Nearly half of the respondents (49.2%) strongly agree that brand loyalty plays a role in their decision to purchase Mr. Gold Oil, indicating that many consumers are influenced by their positive experiences or attachment to the brand. Additionally, 20.8% of respondents agree with this statement, further emphasizing the importance of brand loyalty in their purchasing decisions.

Inference:

It is inferred that Mr. Gold Oil has a strong customer retention rate due to brand loyalty.

Findings

- The majority of respondents (50.8%) belong to the 21–30 age group
- The highest number of respondents (42.5%) live in semi-urban areas
- Students form the largest group (45.0%).
- Most respondents (41.7%) purchase cooking oil weekly.
- Mr. Gold is the most preferred cooking oil brand (56.7%).
- The majority of respondents (45.0%) prioritize quality when choosing cooking oil.
- Most respondents (40.0%) rate Mr. Gold's quality as "Good."
- A large majority (72.5%) of respondents would recommend Mr. Gold Oil to others.
- The data shows that 60.0% of respondents consider income level when selecting cooking oil.
- Most respondents (65.0%) say that family size affects their cooking oil purchase quantity.
- The majority (79.2%) of respondents believe that packaging design impacts their purchasing decision.



- A majority (46.7%) of respondents are highly satisfied with the availability of Mr. Gold Oil.
- Nearly half (49.2%) of the respondents strongly agree that brand loyalty influences their purchase decision.
- Most respondents (50.8%) strongly agree that using Mr. Gold Oil positively impacts their cooking results.
- A large percentage (48.3%) of respondents feel that their age significantly influences the importance of health benefits.
- A majority (42.5%) of respondents strongly agree that Mr. Gold Oil is competitively priced.
- A majority (70.8%) of respondents are aware of promotions or advertisements for Mr. Gold Oil.
- Half of the respondents (50%) find the advertisements for Mr. Gold Oil "Very Effective."
- The majority (80%) of respondents would recommend Mr. Gold Oil to others.
- A majority (70.8%) of respondents say their income level influences their choice of cooking oil.
- A majority (79.2%) of respondents acknowledge that family size impacts their purchase quantity of cooking oil.
- Most respondents (77.5%) believe Mr. Gold Oil provides better value compared to other brands.
- A significant majority (79.2%) of respondents believe that packaging design impacts their purchasing decision.
- A mostly (46.7%) of respondents are highly satisfied with the availability of Mr. Gold Oil.
- Nearly half (49.2%) of the respondents strongly agree that brand loyalty influences their purchase decision.

Suggestions

- Examining the frequency of purchase and usage habits will provide insights into how often consumers buy the product and whether they consider it a household staple.
- The role of brand perception should also be explored, assessing how consumers view Mr. Gold Oil in terms of trust, reliability, and health benefits. Comparing these aspects with competing brands will help evaluate Mr. Gold
- This includes assessing consumer awareness of promotional campaigns, the effectiveness of advertisements, and how these efforts influence purchasing decisions.
- Packaging design is another critical factor, as an attractive and functional design can significantly impact consumer choices.



- The study should also focus on consumer satisfaction levels, analysing how satisfied customers are with the product's quality, availability, and pricing. Understanding whether consumers would recommend Mr. Gold Oil to others can provide valuable insights into brand loyalty and overall trust.

Conclusion

The study on consumer preference for Mr. Gold Oil provides valuable insights into the various factors that influence purchasing decisions, including quality, price, brand loyalty, packaging, availability, and promotional efforts. The findings indicate that a significant number of consumers prioritize quality when selecting cooking oil, with many respondents perceiving Mr. Gold Oil as a reliable and high-quality brand. Price also plays a crucial role in consumer choice, with income levels influencing purchasing decisions. Consumers are highly conscious of value for money, and many consider Mr. Gold Oil to offer better value compared to other brands. Another critical factor shaping consumer preference is brand loyalty and trust. A large percentage of respondents expressed satisfaction with Mr. Gold Oil, and many indicated that they would recommend the brand to others. This suggests that Mr. Gold Oil has established a strong reputation among its consumers, which can be further leveraged through targeted marketing strategies. In conclusion, Mr. Gold Oil enjoys a strong market presence and high consumer trust, but there are opportunities for further growth. By enhancing marketing efforts, improving distribution channels, and maintaining a balance between affordability and quality, the brand can further solidify its market position. Continuous adaptation to consumer needs and preferences will ensure long-term success in the competitive cooking oil industry.



Reference

1. **Analysing Trends and Innovations in the Regional Consumption for Blended Oils(2023)**-This study examines the Indian edible oil market's shift towards blended oils, driven by regional culinary preferences and health trends.
2. **Edible Oils - India Market Forecast (2023)**-This market forecast analyses consumer preferences in the Indian edible oils market, noting a shift towards healthier and more sustainable options. It reflects a growing awareness among consumers about health implications and environmental sustainability associated with edible oil consumption.
3. **A Study on Consumer Preferences Towards Fortified Edible Oils in Tamil Nadu(2023)**-This study investigates consumer preferences for fortified edible oils in Tamil Nadu, focusing on the reasons behind these preferences and the challenges consumers face.
4. **Consumers' Preference for Edible Oil in Patna City, Bihar (2022)**-This study explores edible oil preferences in Patna City, Bihar, identifying the most preferred brands and variants.
5. **Factors Influencing Consumer Preferences for Edible Oils in the Market(2022)**-This research analyses the determinants affecting consumer choices for edible oils across Europe, emphasizing health awareness, pricing, and packaging as major factors.
6. **A Study on Customer Perception Towards Edible Oil in Coimbatore City(2021)**-This research examines consumer perceptions of edible oils in Coimbatore City. It identifies that consumer choices are influenced by factors such as taste, health concerns, price, and brand loyalty.
7. **Changes in Edible Oil Preference and Present-Day Consumption Status of Households: A Case of Tamil Nadu State, India (2021)**This study analyses the shift in edible oil consumption patterns in Tamil Nadu, observing a transition from traditional peanut oil to sunflower oil
8. **Global Trends in Edible Oil Consumption and Consumer Behaviour (2021)** This paper examines worldwide consumption patterns and the factors driving consumer behaviour regarding edible oils
9. **Pattern of Edible Oil Consumption and Practice of Reuse (2020)** This study reveals that a majority (58%) of households reuse leftover edible oil at least once after frying, while 34% continue reuse until depletion.
10. **Selecting Healthy Edible Oil in the Indian Context (2020)** This article discusses the importance of selecting appropriate cooking oils in Indian diets, considering the rising incidence of coronary heart disease (CHD).