

STUDY OF CONSUMER ATTITUDE AND PERCEPTION TOWARDS TEZ A HEALTHY EDIBLE MUSTARD OIL IN MAHARASHTRA

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ABSTRACT

Though we have a range of seed types, only 3-4 oil types dominate the Indian urban landscape. Mustard oil is one of the traditional dominant oil being consumed. Oil consumption is driven by the region and affluence. Although the awareness exists in edible oil consumption, but experimentation is low. The length of association with mustard oil or of one seed types is 5 years and above in most household. Scale chart has been used to map the consumer behaviour in tandem with secondary data of AC Nielsen and TAMs media consumption for BEI Brand Equity Index.

KEYWORDS: Consumer, Edible Oil, Brands, Shopper, West Zone, Maharashtra, Mustard Oil, Tez.

Introduction

Health awareness is on a high as we see a shift from Gen X to Gen Y. Edible oils has become an area of intense scrutiny by all home makers, for its obvious impact on the health of the family at large. Edible oil is the most critical item on a household monthly purchase basket and in terms of consumer mindshare, undoubtedly a high involvement purchase for a growing health conscious consumer segment. Our research focuses on four key areas: The consumer of mustard oil, the sub-category, the brands and advantage of understanding the shopper who plays a very important role in decision making for this sub category.

Tez the must have mustard oil is the top choice of chefs for gourmet cooking. It is naturally tangy and the flavour obtained by gaining perfect control over the traditional kachi ghani (cold press) process. With a professional grip on the process, Recon produces the best quality oil by retaining all its micronutrients. It has a high level of pungency owing to the presence of allyl-iso-thiocynate, which gives it a strong flavour, smell and after taste.

Tez is delicately extracted from the best of the best mustard seeds and double filtered to preserve its inherent natural properties. Being oil so loved, it is often added for flavour in combination with other oils to make your experience extra special with its extra zingy flavour. Tez is 100% natural with high pungency, loaded with omega 3 and vitamin E. As per AC Nielsen colour and aroma pungency are the main preferences by consumers while buying mustard oil. Key questions answered by using Scaling Methods and secondary data are:

The Consumer

- Who is the consumer of the mustard oil sub category in Maharashtra?
- Are consumers aware of the health and other benefits of mustard oil?

The Sub-Category Mustard Oil

- What is the current penetration?
- What are the usage habits and purchase habits?

The Shopper

- Who are my shoppers?
- What, when, where and why do they buy?

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The Brands

- Status of brands in the consumer's mind
- Brand Perception
- Importance of awareness, consideration and image association in driving brand equity.

Methods

To assess the penetration of mustard oil followed by knowing the consumer, detailed category status and trends including cross category interactions, consumer usage & purchase habits, understanding brands and shopper behaviour by using scaling methodology and secondary data.

Research Design

Target audience are urban SEC A,B,C who are female gender with age group ranging from 21-55 years and are the main decision makers in the house hold categories. Data collection methods are through questionnaire as well as face to face interviews. Random sampling method has been used with sample size of 50. As per secondary data mustard oil penetration in the west zone is upto 34% and consumer profile included in the west zone with SEC A @ 24%, SEC B @ 33%, SEC C @ 44%. Food habits included are vegetarians @ 53% and non vegetarians @46%. Monthly household income included upto 25000 rupees @ 72% and more than 25000 rupees upto 27%. 93% included have no health issues. Age group included as between 21-30 years @33%, 31-40 years @ 40% and 41-55 years @ 28% with graduates @ 19% and non graduates @ 81%.

Results & Discussions

Pop Strata	Maharashtra 8407 universe	Volume in Tonnes	
		1057 Tez	1078 Fortune
Metro	5634	993	506
TC1	600	47	242
ROU	7347	17	184

Tez has 18% market share in metro. Urban SEC A,B,C population is not so much price sensitive in metros. We will study the channel penetration too.

Markets	No of stores '000 Universe	No of stores '000 Tez	No of stores '000 Fortune
Maharashtra	269	24	44
Metro	86	15	11
TC1	21	5	5
ROU	28	3	7
Rural	135	0	21

Channel split data

Channels	Maharashtra 8407 Universe	Volume in tonnes	
		1057 Tez	1078 Fortune
Chemist	32	1	3
Food	8	0	0
Grocer	7347	913	887
Modern Trade	889	143	186
Others	131	0	2

Tez mustard oil target audience are SEC A @5.55%, SEC B @9.6% , SEC C @15.4%.

We will understand the Tez Brand perception and its Brand Equity Index based on consumer behaviour. A consumer climbs up the brand perception ladder from being aware to becoming considerers to buying trialist to regulars, dependable when there is repeat purchase of the brand. The consumer becomes loyal when the brand is the preferred one and he becomes the recommenders. In this overall BEI calculation, Awareness weight-age is 27%. Imagery is the biggest driver impacting the brand equity. Taste of the oil, features, price, packaging , retail push , healthy oil and word of mouth contributes in total 50% to BEI. Mustard oil user's awareness is very high to the tune of 73% with cross category interaction with soybean oil. Nutrition, good for heart and being recommended by retailers are hygiene factors for consumer shopping behaviour.

Mustard oil hierarchy for consumer needs are mustard oil should be reasonably priced, good for deep frying, easily available, gives good taste to food, is popular and economical. Tez mustard oil fits into the consumer preference with good aroma, traditional usage, colour is good, light in touch, good for

health and does not change the taste of the food. Preferred stock keeping unit for usage & consumptions are 5 litre followed by 3 litre and 1 litre. 60% of the time medium of storage is in a container. Mostly self and spouse are the buyer and influencer in cooking oil category. Frequency of oil purchase is 73% of the times once a month with 1 litre SKU although 5 litre is the most preferred SKU in west zone. Competition Brand Health command through emotive association has been highest for Fortune i.e 3 and that of TEZ PAN India is low 0.3.

We have covered the following U&A analysis:

Decision Makers , Brand Awareness , Sources of Awareness, Forms of Consumption , Reason for Preferences , Sources of Purchase , Frequency of Purchase , Package Size Preferences , Duration of use of Brands , Brand Shift and Reasons for Brand Shift. Shoppers buying behaviour at retail outlet differs in metros and non metros. Shoppers in non metros rely a lot on external reliable sources like shop assistance in the purchase decision. Shoppers in metros are more self reliable (check price packs) and make their own decision.

Conclusion

Tez as a brand is well received and preferred in Maharashtra. Brand has value and personality. Brand loyalty is based on emotional commitment. To develop the emotion give your brand a personality, its values should have a brand character statement that is the basis of its market position. Brand character needs to be backed with a brand promise statement. Aligning the organization's value system with the values that are the foundation of the branding strategy is a critical element of the branding challenges. Brand identity builds strong brands by consistently delivering quality products & services, nurturing customer relationships and delivering consistent meaningful messages. Brand strategy building should be done by reshaping the consumer perception by signalling a new future focussed strategy. Consolidate and coordinate existing identities, preserve the equity residing with keystone identities and leverage those equities to build trust and equity in the new identity. Incorporate the values of the organization to reinforce "living the brand".

Acknowledgement

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