

# Consumers Satisfaction towards Cold-Pressed Oil in Coimbatore City

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**Abstract** - Cold-pressed oil is oil that retains its biological properties, such as the nutritive and medicinal values of seed. In antiquity, all oils were cold-pressed, and therefore they were always considered very valuable food and had medicinal uses. Oil is an important factor for health as it contains antioxidants, nutritive value, etc. However, refined edible oil loses its natural inflammatory properties due to a high heating process during extraction. Long-term additions of chemicals such as sulfur, paraffin wax, and preservatives to the oil take place. Consuming excess refined oil can lead to poor health conditions by increasing bad cholesterol and negatively affecting the immune system. From this perspective, people are increasingly gravitating toward cold-pressed edible oil due to its natural nutritional value and ability. The study portrayed consumer satisfaction with cold-pressed oil. The study covers the factors influencing the consumers to shift towards cold pressed oil and the source of awareness about the nature of cold pressed oil. This also covers awareness level about the benefits of cold pressed oil and the factors influencing preference of cold pressed oil. This study attempted to find out the consumers satisfaction towards cold pressed oil. Both primary data and secondary data have been used in the study. The study is mainly based on primary data. The questionnaire method was adopted to collect the required data. The secondary data have been collected from journals, magazines and websites. The study covers the area of Coimbatore city. A sample of 120 respondents from Coimbatore city has been chosen by adopting convenient sampling technique. The following statistical tools used to analyze the data are Percentage analysis, ANOVA and t-test.

**Keywords:** ANOVA, Cold-Pressed Oil, Percentage Analysis, Satisfaction

## I INTRODUCTION

Cold-pressed oil is oil that retains its biological properties, such as the nutritive and medicinal values of seed. In antiquity, all oils were cold-pressed, and therefore they were always considered very valuable food and had medicinal uses. About 50 years ago, people would visit oil stores with an empty container to purchase cold-pressed oil at retail. Cold-pressed oil is originally manufactured in a traditional way by extracting oil from seeds using a wood crusher made of East Indian walnut trees, which is pressed with a very heavy stone that is wheeled by bullocks. The extraction process does not heat this type of oil at room temperature, preserving its nutritional benefits and original taste or flavor. There is no refining process required for these oils. Our ancestors lived a long and healthy life by using this oil, which gave them stamina, strength, and immunity.

Oil is an important factor for health as it contains antioxidants, nutritive value, etc. However, refined edible oil loses its natural inflammatory properties due to a high heating process during extraction. Long-term additions of chemicals such as sulfur, paraffin wax, and preservatives to the oil take place. Consuming excess refined oil can lead to poor health conditions by increasing bad cholesterol and negatively affecting the immune system. From this perspective, people are increasingly gravitating toward cold-pressed edible oil due to its natural nutritional value and ability. The study portrayed consumer satisfaction with cold-pressed oil.

## II REVIEW OF LITERATURE

The following are the reviews that have been taken in support to the study. Kanimozhi et.al. (2023) analyzed the factors affecting the purchase decision of the customers towards refined oil and cold pressed oil. This study was conducted among the households in India using a well-structured questionnaire and interview methods 100 usable responses. The results revealed that the purchase of refined oil or cold-pressed oil depends upon the consumer's interests, attitudes and their willingness to buy. Sathyanarayanan et.al. (2023) analyzed the factors influencing consumer preferences, consumer awareness and satisfaction in the study. The research was conducted based on the results of the study, health benefits, chemical free, quantity and advertising are the most important factors influencing consumer preferences for edible. Sridevi et.al. (2022) determined the satisfaction of consumers with cold-pressed oil. Data has been collected by distributing questionnaire among 172 consumers of cold pressed oils in Coimbatore city. The questionnaire method was adopted to collect the required data by using a convenient random sampling method. In the study, a sample of 50 respondents is selected from the customers of GSR Vaagai Mara Chekku Allai in Coimbatore. Consumers are more conscious about their health and consumers are buying healthy cooking oils, and cold-pressed oils are having their natural nutritive values when compared to refined edible oil. Researchers found that the healthy benefit factor to buy cold-pressed edible oils. Mugunthan et.al, (2022) analyzed 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. The sample was collected for this research is 181 and study adopted descriptive research design in nature. The study determined 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.

### III STATEMENT OF THE PROBLEM

Oil is the basic ingredient used in cooking by the Indian households. The cooking oil market is dominated by various brands of refined oils that are manufactured through intensive mechanical and chemical process. These oils are toxic resulting in blood inflammation, elevation of blood triglycerides and worsen insulin secretion. Consuming these oils is linked to diabetes, cancer and heart disease. The process involves hydrogenation which is further dangerous to human health. Of late the consumers in Tamil Nadu, particularly in Coimbatore are becoming aware about the worse effects of refined oil and are shifting towards the usage of cold pressed oil. The study has taken to identify the awareness about the benefits of cold pressed oil.

### IV OBJECTIVES

The objectives of the study are given below:

1. To know the demographic variables of the customers of cold-pressed oil.
2. To determine the satisfaction of consumers with cold-pressed oil in the present study.
- 3.

### V SCOPE OF THE STUDY

The study covers the factors influencing the consumers to shift towards cold pressed oil and the source of awareness about the nature of cold pressed oil. This also covers awareness level about the benefits of cold pressed oil and the factors influencing preference of cold pressed oil. This study attempted to find out the consumers satisfaction towards cold pressed oil.

### VI METHODOLOGY

Both primary data and secondary data have been used in the study. The study is mainly based on primary data. The questionnaire method was adopted to collect the required data. The secondary data have been collected from journals, magazines and websites. The study covers the area of Coimbatore city. A sample of 120 respondents from Coimbatore city has been chosen by adopting convenient sampling technique. The following statistical tools used to analyze the data are Percentage analysis, ANOVA and t-test.

### VII FINDINGS:

Percentages are important for understanding the financial aspects of everyday life.

**Table 1 - Demographic Variables of the Respondents**

Variables	Particulars	No.	Percentage
<b>Age</b>	Below 25	30	25
	Between 26-30	34	28.3
	Between 31-35	48	40
	Above 40 Yrs	8	6.7
<b>Gender</b>	Male	29	24.2
	Female	91	75.8
<b>Educational Qualification</b>	Illiterate	6	5
	Below SSLC	20	16.7
	Under Graduation	47	39.2
	Post Graduation	47	39.1
<b>Occupational Status</b>	Government employee	15	12.5
	Private employee	56	46.7
	Business	10	8.3
	Agriculture	16	13.3
	Others	23	19.2
<b>Marital Status</b>	Married	92	76.7
	Unmarried	28	23.3
<b>Type of Family</b>	Joint	29	24.2

	Nuclear	91	75.8
<b>Number of Members in Family</b>	2	5	4.2
	3	19	15.8
	4	82	68.3
	Above 4	14	11.7
<b>Number of Earning Members In the Family</b>	1	7	5.9
	2	87	72.5
	3	19	15.8
	Above 3	7	5.8
<b>Family Income</b>	Up to Rs 25,000	19	15.8
	Rs 25,001-50,000	28	23.3
	Rs 50,001-75,000	45	37.5
	Above Rs 75,000	28	23.3
	<b>Total</b>	<b>120</b>	<b>100</b>

Table-1 described the demographic variables of the respondents in the present study. In the present study, majority of 40% of the respondents are between 31-35 years and 75.8% of the respondents are female. There are 39.2% of the respondents having undergraduate degree and 46.7% of the respondents are private employee. The 76.7% of respondents being married and 75.8% of respondents belong to nuclear families. There are majority of 68.3% of respondents having four members in their family and 72.5% of respondents having two earning members in the family. Here, majority 37.5% of respondents falling within the Rs 50,001-75,000 income range in the present study.

**Table 2 - Consumers Satisfaction on Cold-Pressed Oil**

Particulars	No.	Percentage
High	48	40.00
Medium	32	26.67
Low	40	33.33
Total	120	100

Table-2 mentioned that the consumers satisfaction on cold-pressed oil in Coimbatore city. The majority of respondents have highly satisfied with the cold-pressed oil followed by the respondents have lower satisfaction and medium satisfaction on cold-pressed oil in the present study.

**Table 3 – ANOVA Test**

	Sum of Squares	D.F	Mean score	'F' Value	P Value	Sig.
Between Groups	673.631	1	673.631	14.512	.000	S
Within Groups	26415.770	118	53.396			
Total	27089.401	119				

The analysis indicates a significant relationship between who recommends purchasing cold-pressed oil and individuals' usage of both cooking oils. With a p-value of 0.000, the null hypothesis is rejected, suggesting a strong association between recommendation source and usage patterns. Individuals who receive recommendations for cold-pressed oil tend to exhibit higher usage of both cooking oils, highlighting the influence of recommendation sources on consumer behavior.

## VIII CONCLUSION

The present study concluded that the strong association between recommendation sources, usage patterns, and factors influencing purchase decisions. To capitalize on the growing demand for cold-pressed oils, it is imperative for businesses to prioritize consumer education, product visibility, and diversification, while also addressing price concerns. By engaging with health professionals, strengthening distribution channels, and investing in consumer education, businesses can effectively meet the needs and preferences of consumers, thereby driving growth and competitiveness in the cold-pressed oil market. The study concluded that the majority of consumers have highly satisfied with the cold-pressed oil followed by the consumers have lower satisfaction and medium satisfaction on cold-pressed oil in the present study.

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