

REVIEW PAPER- GEMINI EDIBLES & FATS INDIA PVT.LTD

First Author: Mr. Sajid Farooqui

PG Student, ARMIET, Mumbai University, mohdsajid85778@gmail.com

Co-Author: Prof. SB WAGHOLE

MMS Department, ARMIET

ABSTRACT-

This project highlights on the topic a study on Gemini edibles & fats India PVT.LTD. The main purpose of the study is to determine the brand image, perception of consumers, attitudes and behaviour of the target audience with regard to the products. This also denotes the purchasing pattern of customers towards the brand. Here we can see how the brand name and the quality products help in acquiring more customers. The research method used for the project is the Quantitative Research Method. In Quantitative Research Method, I have used the Survey Research and the descriptive.

INTRODUCTION

India is a leading player in edible oils, being the world's largest importer (ahead of the EU and China) and the world's third-largest consumer (after China and the EU). Each year, Indian consumes over 10 million tons of edible oils. Edible oils have a high penetration of 90% in India. However, per capita consumption of edible oils is around 11kg per year. This is considerably lower than in most developed countries Palm oil (mainly imported) and soya bean oil account for almost half of total edible oil consumption in India, followed by mustard and groundnut oil. In India, most vegetable oil is purchased by household or industrial buyers (food processors, restaurants and hotels) for frying or baking needs and is sold as loose oiler vanaspati (partially hydrogenated vegetable oil). Only a small

percentage of edible oils are sold in branded or mat there tail level.

In India consumer oil preferences vary from region to region because preference is based on local cultivations.

India contributes about nine percent of the world oilseeds production, about seven percent of the global production of protein meal is the fourth largest edible oil economy in the world¹. India is a vast country and inhabitants of several regions have developed specific preference for certain oils largely depending upon the oils available in the region. For example, people in the South and West prefer groundnut oil while those in the East and North use mustard seed/rape seed oil. Likewise several pockets in the South have a preference for coconut and sesame oils.

OBJECTIVES

- To study consumers buying behaviour.
- To know how consumer, get information about edible oil.
- To know the brand preference of consumers for edible oils.
- To know the factors influencing the purchase Decision of consumer for edible oil.

SCOPE

- It will help to study the consumer behaviour to make changes in the edible oil.

- It will help to find out role of advertisement in customer buying decision.
- It will help to study the consumer behaviour to make advertising strategies for new product.
- The scope of the study is extended to only Koregaon park, NIBM, Hadapsar, Sadashiv Peth.

EDIBLE OIL IN INDIA

The Indian edible oil market is the world's fourth largest after the USA, China and Brazil. A growing population, increasing rate of consumption and increasing per capita income are accelerating the demand for edible oil in India. This paper analyses the trend in edible oil consumption and the prospects for the Indian edible oil market in the coming years. The demand for edible oils in India has shown a steady growth that a CAGR of 4.43% over the period from 2001 to 2011. The growth has been driven by improvement in per capita consumption, which in turn is attributable to rising income levels and living standards. However, the current per capita consumption levels of India (at 13.3 Kg/year for 2009-10) are lower than global averages (24 kg/year).¹ The Indian edible oils market continues to be underpenetrated and given the positive macro and demographic fundamentals it has a favourable demand growth outlook over the medium-to-long term.

BACKGROUND

Edible oils constitute an important component of food expenditure in Indian households. Historically, India has been a major importer of edible oils with almost 30-40% of its requirements being imported till 1980s. In 1986, the Government of India established the Technology Mission on Oilseeds and Pulses (TMOP) in order to enhance the production of oil seeds in the country. The TMOP launched special initiatives on several critical fronts such as improvement of oilseed production and processing technology; additional

support to oilseed farmers and processors besides enhanced customs duty on the import of edible oils. Consequently, there was a significant increase in oilseed area, production, and yields until the late-1990s. However, in order to fulfill its obligations towards various international trade agreements and also meet the increasing demand-supply deficits, India began to reduce import restrictions on edible oils in the late 1990s; and it was gradually brought under Open General License.

Gemini

Gemini Edibles & Fats India Private Limited (GEF India), a Hyderabad based company, is into the business of manufacturing and marketing of edible oils and fats. The company is promoted and headed by Mr. Pradeep Chowdhry who has over three decades of experience and has worked with ICI, Britannia & ITC Agro Tech in leadership positions. Before promoting this company, headed Acalmar Oils & Fats Limited (JV of Wilmar International, Singapore) with an annual turnover of Rs.1,100 crores. GEF India's top management also has over two decades of experience in the edible oils business.

The company has built a plant at Krishna (near Nellore) of refining capacity of 800 MTS per day with an investment of Rs.135 crore and acquired an existing refinery of capacity 200 MTS per day at another strategic location, Kakinada

LITERATURE REVIEW

N. Raj Aveni and M. Ramaswamy, (2011), have analysed the trend in edible oil consumption and also attempt has been made by the authors to assess the consumer behaviour on consumption of edible oils by different income groups of people. To the study authors have observed that, majority of edible oil is bought by industrial or household buyers for purpose of food processing, restaurants and hotels. Only a small percentage of branded edible oil is purchased by consumers at the retail level. Through the study authors have also found that, what kind of

edible oil consumed by the people since there are several types of edible oils in the market. The results of the study show that, majority of the consumers are not aware about the various nutritional facts of edible oil. Authors have suggested that, edible oil marketers could concentrate on improving the safety aspects, quality and brand image instead of concentrating heavily on the sales promotional activities.

INFLUENCES ON CONSUMER BEHAVIOR:

Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g. whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product).

RESEARCH DESIGN:

To collect data needed to address the above mentioned objectives the exploratory research design was used.

Exploratory research was design to describe something. It includes surveys and facts finding enquiries of different kind. The research study is based on collection of data and analysis to draw the conclusion.

METHODOLOGY:

The completion of research involved three phases:

1

First phase: Collection of Secondary and Primary data. Secondary data were collected from books, magazines and websites, etc. And Primary data was collected from the structured questionnaire.

Second phase: Pilot study, Actual primary data collection, Editing and tabulation of data.

Third phase: Data analysis using statistical tools. Inferences, conclusions, suggestions based on data collected.

DATA INTERPRETATION

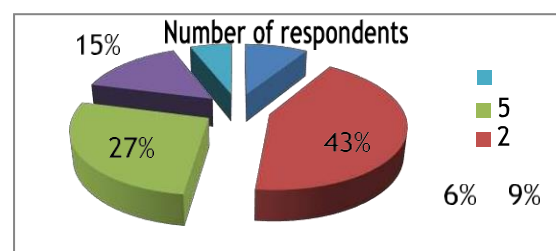
Relevant activity Tables & Graphs.

Following are the major conclusions drawn by the researcher.

Table 1 MONTHLY CONSUMPTION OF EDIBLE OIL

Sr. No	Quantity (in liters)	Number of respondents	No. of Percentage
1	01	45	9
2	02	215	43
3	05	135	27
4	10	75	15
5	15	30	6
	TOTAL	500	100

Fig.no.4.1 MONTHLY CONSUMPTION PATTERN OF EDIBLE OIL



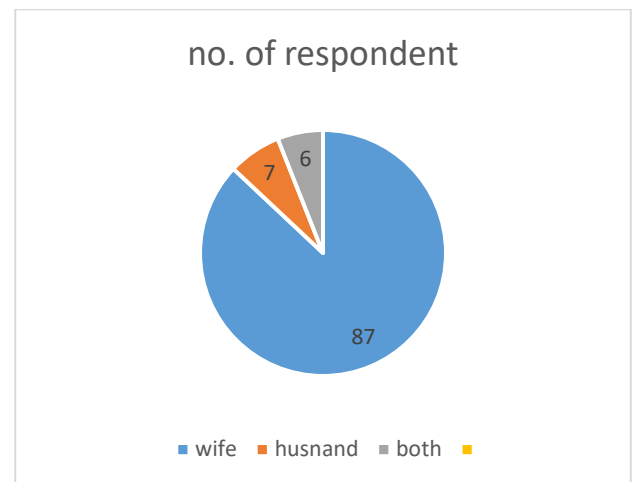
Sr. No	Particulars	No. of respondent's	No. of Perc enta ge
1	Price	145	29
2	Quality	165	33
3	Size of Pack	10	2
4	Advertisement	5	1
5	Package Design	10	2
6	Health Consciousness	165	33
	Total	500	100

Interpretation

From above data it can be concluded that, 43% of the respondents consume the 2 liter oil per month, 27% of respondents consume 5 liter oil per month, 15% respondents consume 10 liter per month, 9% respondents consume 1 liter per month, 6% respondents consume 15 liter per month.

Table 2 DECISION OF BRAND OF EDIBLE Oil

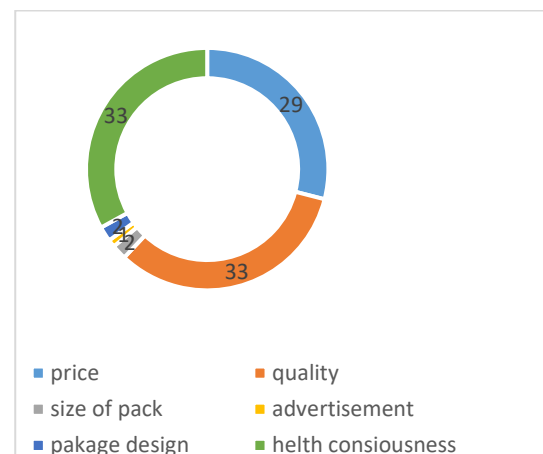
Sr no.	Decision maker	No. of respondent	no. of percentage
1	Husband	435	87
2	Wife	3	7
3	Both	30	6
4	Total	500	100



Interpretation

From above data can be interpret that, in case of 87% respondent's wife is the decision maker. 7% decisions are taken by husband & 6% decision are taken by both of them.

FACTORS AFFECTING BRAND DECISION



INTERPRITATION

From the above data it can be conclude that, 33% of the respondents are health conscious and quality conscious, 29% of the respondents chooses because of price, and rest of the respondents chooses because of size and design of the package and advertisement.

FINDINGS

1. After conducting the research the researcher found that, In case of buying of edible oil by the consumer the consumer involvement in the purchasing of edible oil primarily depends upon basic need and ability to pay.
2. Female are mainly involve in purchasing of edible oil.
3. 73% of the respondents use package oil and 27% use loose oil.
4. Being health conscious and quality are the major factors affecting the process of decision making of purchasing the edible oil.
5. Majority of the respondents use sunflower oil followed by kardi, groundnut, soyabean, corn & palm.
6. Dhara is the most popular brand for preference factor of the respondent.
7. Most of the respondent are attract from the advertisement. That concludes 44% and TV getting 36% attraction for the sources of information of edible oil.
8. It is clearly observed that most of the respondents are satisfied with their brand choice of edible oil.
9. In this process, mostly respondent purchase the edible oil from small retailer.
10. And last one but not the least, 60% of the respondents are planned purchase and 40% respondents are impulsive purchasing nature.

LIMITATIONS

1. The study was limited to PUNE city.
2. Due to limited time & money, the sample size was 500 respondents.
3. The study was limited to four brands.
4. The limitation of this study is that sometimes the male or female respondents may not give the proper and correct information regarding the price.
5. used brands of edible oils in their daily diets.

CONCLUSION

1. There has been a shift in the production in oil. Noticeable increase is seen in the graphs.
2. People are also looking for healthier options e.g. olive oil, almond oil and coconut oil other than the regular ones.
3. The study carried out to examine the consumer buying behaviour towards various edible oil, concludes that consumers are highly influenced by the brand advertisements and quality factor plays a very vital role in consumer buying process.
4. Further females are the responsible for selection of the brand of the oil

SUGGESTIONS & RECOMMENDATIONS

1. Edible oil manufacturer companies should try to decrease the cost of oil because more consumers are belonging to the middle class so less cost will be Economical for them.
2. Companies should give more emphasize on quality rather than quantity.

3. Edible oil manufacturer used to sell the package sizes 1 liter, 5 liters, 15 liters which is not suitable for the consumers who purchase the small quantity, for that they prefer to purchase loose oil.
4. Advertisements affect the consumer buying behaviour so companies should try to make effective advertisement.

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