

A STUDY ON IMPACT OF ADVERTISEMENT AMONG THE CONSUMERS OF EDIBLE OIL IN CHENNAI

Rajaveni N.

Venicoool_08@yahoo.com

ABSTRACT

Advertising has persuasive and powerful influence on society. It contributes substantially to social marketing. The multi-dimensional role of advertisement makes it a powerful and impact generating tool. Even then it is the obligation of the advertisers to effectively communicate the message for the better understandability of the people. This study will find out the impact of advertisements on the consumers of edible oil. Because many studies have found that the presence trans fatty acid could cause obesity, and most of the edibles oils use trans fatty acid. What can be done to prevent the growing prevalence of obesity in India? Therefore the aim of this study is to find out how far consumers are aware of the nutritional benefits of oil, to find how much interest they have in acquainted with the knowledge of nutritional facts in an advertisement, to find out which brand of oil is known among the consumers of edible oil in Chennai, and to find out the most effective media in the area of creating awareness of edible oil. Based on the output of the study further studies can be taken to find out solutions to counter attack the problem of obesity caused of because of consumption edible oil without proper awareness. For this purpose a survey on 215 consumers of edible oil in Chennai has been undertaken to come out with conclusions and suggestions to create awareness among the consumers about the positives (nutritional facts) and the negatives (hazards of presence of fats) of using edible oil.

Key words: Advertisement, awareness, edible oil, obesity, society,

I. INTRODUCTION AND THE PURPOSE OF STUDY

Obesity is a metabolic disease that develops via the cooperation of genetic predisposition and lifestyle-related factors, including unscientific diet customary and physical inactivity. Adipose tissue, the energy reserve organ, plays an important role in regulating energy metabolism in organisms [1]. Mature white adipocytes express proteins that regulate lipid and carbohydrate metabolisms, secretory cytokines, and hormones that affect energy metabolism in other tissues. Adipocyte dysfunction is strongly associated with the development of obesity. It is accepted that specific regulation of gene expression in adipocytes is one of the most important targets for the intervention of obesity. A greater proportion of the population, are overweight than ever before [2]. This has sounded a public health alarm. Obesity in adulthood is a known risk factor for chronic diseases, including heart disease, diabetes, and high blood pressure, stroke, and some forms of cancer [3]. A study conducted in US states the trans fatty acid can cause obesity, and most of the edible oil use trans fatty acid. What can be done to prevent the growing prevalence of obesity in India? Establishing a set of standards regarding what kind of

oil is used is one kind of a step, as much was discussed as above that how oil can be a factor for obesity. Therefore the aim of this study is to find out how far they are aware of the nutritional benefits of oil, to find how much interest they have in acquainted with the knowledge of nutritional facts in an advertisement, to find out which brand of oil is known among the consumers of edible oil in Chennai, and to find out the most effective media in the area of creating awareness of edible oil. Based on the output of the study further studies can be taken to find out solutions to counter attack the problem of obesity caused of because of consumption edible oil without proper awareness.

II. RATIONALE BEHIND THE STUDY

Fat has traditionally been regarded to be important as a calorie-dense nutrient and as a source for essential fatty acids. The dietary fat type, rather than just the percentage of fat calories, is a critical factor in relation to diet-induced obesity. Dietary fatty acids can be classified into four types: saturated and monounsaturated fatty acids, and n-6 and n-3 polyunsaturated fatty acids (PUFAs). The n-3 and n-6 PUFAs are regarded as essential fatty acids. Polyunsaturated fats can modify the responsiveness of isolated white adipocytes to insulin. Compared with

saturated fatty acids, dietary fats rich in n-3. PUFAs have been reported to cause less body fat accumulation in rats [4]. A high oleic acid-rich safflower oil (rich in monounsaturated fatty acids) diet was shown to be effective. Monosaturated Fatty Acid (MUFA): This refers to a healthy fatty acid, which lowers the levels of bad cholesterol and triglycerides without lowering good cholesterol levels. Polyunsaturated Fatty Acid (PUFA): This lowers the levels of good and bad cholesterol. This is not beneficial as low good cholesterol increases the risk of developing heart disease. Saturated fats: When consumed in excess, it increases the levels of both the total as well as the bad cholesterol in the blood, thereby allowing fat to be deposited on the walls of the blood vessels [5]. This promotes the formation of blood clots and heart disease. Unsaturated fats: These are considered good for health as they do not increase the levels of bad cholesterol [6]. However, relatively few studies have focused on whether the consumers are aware of the fact such fats can be harmful and can cause obesity [7]. Foods with high satiety value should help to curb unpleasant hunger sensations and aid compliance with weight management regimens. Foods with high energy density are often regarded as problematic for energy balance because their weak satiation value may result in passive overconsumption [8]. However, it is not clear that energy density is a reliable predictor of appetitive or dietary responses to an item. High-energy, dense foods with other attributes that promote a level of satiety commensurate with the food's energy content would not be expected to pose a threat to energy balance [9]. An average Indian's yearly edible oil requirement has gone up from 12 kg in 2001-02 to 18 kg in 2008-09. With so much variety and so many brands flooding the market today, buying the right cooking oil can prove a tough task. As you enter a department store, you behold an array of cooking oils sporting all types of jargon on the packaging -- saturated fats, unsaturated fats, refined, filtered, ricebran oil, vanaspati, etc. What can be done to prevent the growing prevalence of obesity in India and increasing number of consumers who are not aware of what kind of edible oil they consume. Establishing a set of standards regarding what kind of oil is used is one kind of a step, as much was discussed as above that how oil can be a factor for obesity.

III. METHODOLOGY OF THE STUDY

Business Research is an organized, database, systematic, critical, objective, scientific inquiry or investigation into a specific problem under taken [10], with the purpose of finding solutions to it? This research is organized in the sense that the researcher has clearly defined the problem through the above paragraph, rationale behind the study, has set research objectives in the introduction and the background of the study, and then analysis has been undertaken with the aim of finding answers for the set objectives in the earlier part of the study. Primary data are generated when a particular problem at hand is investigated by the researcher. Primary research as 'essentially the first publication of a piece of work'. The results of this study will be firsthand information for the researcher. Obtaining data for a primary research is very important and questionnaire technique is the best way to collect data. For the purpose of understanding the issues highlighted in this research paper, the questionnaire method of primary data collection has been selected. Questionnaire is a self-administered measurement instrument for obtaining response data, consisting of one or more pages of questions [11]. Questionnaires are used to 'describe, compare, or explain individual and societal knowledge, feelings, values, preferences and behaviour'. And rightly in this study also the knowledge, awareness, opinion of the consumers of edible oil in Chennai is tested using a questionnaire technique. Sampling is the process of selecting units from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen [12]. Data is gathered through sampling techniques since it is usually not economically feasible for researchers to gather information from everyone. This is the reason why the researcher has chosen a sample for this study. The researcher has selected a sample (subset or portion) of the population of interest to represent the larger group. A convenience sample is one in which the only criterion for selecting the sampling units is the convenience of the sampler. Availability sampling is where the researcher selects subjects on the basis of availability [13]. And this study is based on the availability of the sample that is the consumers of edible oil in Chennai.

IV. DATA ANALYSIS OF THE STUDY

The Statistical Package for Social Sciences (SPSS Inc.,) was used for data analysis. Results were expressed as means standard deviations, frequencies and percentages. Descriptive statistics are used to describe the basic features of the data in this study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data in this study. Descriptive Statistics is used to present quantitative descriptions in a manageable form in this study. According to Bryman and Bell (2007), correlation coefficient indicates the strength and direction of a linear relationship between two random variables. Also correlation analysis has been performed in this study to find the relationship between the demographic profile of the consumers that is the gender, age and income of the consumers in Chennai and their opinion on the awareness about edible oils through advertisements.

V. RESULTS OF THE STUDY

This survey on the impact of the advertisement on the awareness of the consumers of edible oil was conducted on 215 consumers of edible oil in Chennai. The results of the survey are summarized as follows.

Demographic profile of the study

Nearly 66% of the respondents are females while the remaining 34% of the respondents are males. Almost 32% of the respondents are in the age group 26 years to 30 years, while nearly 23% of the respondents are in the age group 31 years to 35 years, another 22% of the respondents are in the age group less than 25 years, whereas 13% of the respondents are in the age group more than 40 years and a few 12% of the respondents are in the age group 36 years to 40 years. While questioned on the family income level of the respondents almost 29% of the respondents are in the monthly income category of Rs. 10,000 to Rs. 20,000, whereas 22% of the respondents are in the monthly income category of low income (less than Rs. 10,000), while 67% of the respondents are in the monthly income category of middle income (Rs. 10,000 to Rs. 40,000) and finally 11% of the respondents are in the monthly income category of high income (more than Rs. 40,000).

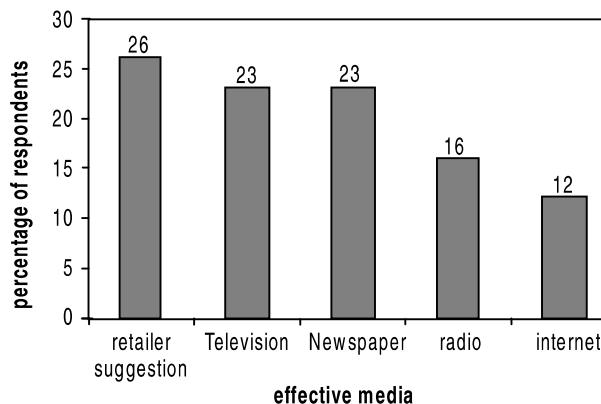


Fig. 1. Demographic profile of the consumers of edible oil

Brand Recalling and influential media

When it comes to brand recalling, the brand which comes to the consumer mind at first is supreme. Nearly 22% of the respondents have acknowledged this while 20% of the respondents are in favor of Fortune, which is followed by Gold Winner, where nearly 15% of the respondents responded favorably for gold winner as brand to be recalled immediately, while 14% of the respondents are for SVS brand, 13% votes for Roobini and 10% response for saffola. When questioned about the media of influence for choosing a particular brand, most of the consumers of edible oil are influenced by retailers' influence which forms about 23% of the total respondents a equal number of respondents that is 23% are influenced by Newspaper advertisements, while 18% of the respondents are influenced by Television, nearly 15% of the respondents are influenced by internet, 13% of the respondents are influenced by Doctor's advice and finally 6% of the respondents are influenced by Window display.

Awareness of facts about edible oil

While the consumers of edible oil where questioned about their awareness of the nutritional benefits or the hazards caused by edible oils, nearly 61% of the respondents are not aware of such things while the remaining 39% of the respondents are aware of the nutritional benefits or the hazards caused by edible oils. The surprising factor is more than the unawareness of the nutritional benefits or the hazards of edible oil among the consumers of edible oil in Chennai, almost 41% of the respondents are not at all interested in knowing such facts and information, while only 29% of the respondents are interested to a large extent and another 29% of the respondents are

interested to some extent about the facts regarding the nutritional benefits or the hazards of edible oil.

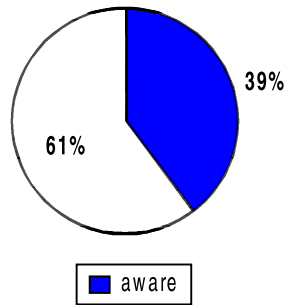


Fig. 2. Awareness of facts about edible oil

Opinion on change of consumption habits through effective media information

One healthy news from the survey is that nearly 70% of the respondents are ready to change their consumption habits when special awareness is created for pros / cons of edible oils through advertisements, only the remaining 30% of the respondents are not ready to change your consumption habits when special awareness is created for pros / cons of edible oils through advertisements. Finally when asked about the effective media to convey such facts, nearly 26% of the respondents responded that retailers suggestion would be the best media to create an awareness about the edible oil, while 23% of the respondents responded that TV would be the best media to create an awareness about the edible oil and another 23% of the respondents responded that newspapers would be the best media to create an awareness about the edible oil, while 16% of the respondents responded that radio would be the best media to create an awareness about

the edible oil and another 12% of the respondents responded that internet would be the best media to create an awareness about the edible oil.

VI. DISCUSSIONS OF THE STUDY

Most of the respondents are not aware of the presence of various fats in oil, which could be detrimental to the consumers of edible oil. Here is one such fact about the ill effects of the presence of hydrogenated fats and also trans fats, where nearly 70% of the consumers of edible oil are not aware. Use of vanaspati is a mixture of vegetable oils that have been converted to solid form by the addition of hydrogen. Hydrogenated fat is used as a ghee substitute in cooking as well in the production of bakery products, sweets and snack items. When vanaspati is made, Trans fatty acids are also produced; these increase the risk of heart disease when consumed in excess and are best avoided. It is clear through the correlation analysis in this survey that amongst the various demographic variables, the age factor of the respondent has the closest relationship with the opinion of the respondents regarding the awareness level of the nutritional facts in edible oil, extent of interest in knowing the facts about edible oil and also on the choice of effective media for the change of consumption habits of the consumers of edible oil.

VII. SUGGESTIONS OF THE STUDY

As we prowl through the supermarket shelves and grocery stores in search of the right cooking oil, we are often confronted with a variety of brands and a host of health claims about their respective benefits. So, how do we differentiate between the ones that would improve our heart health and help keep excess

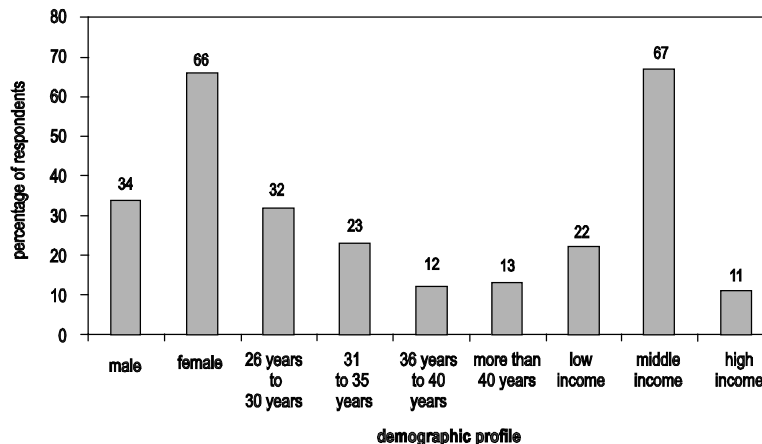


Fig. 3. Opinion on effective media for information about edible oils

weight away and the ones that would plaque our arteries and increase the risk to diseases? Whilst it's important to note that all oils (cooking and dressing) are similar as per their calorie content, (each tablespoon contains approx. 120 cal) and should be used only sparingly, as part of an otherwise healthy diet, the oils do differ in parameters like methods used for oil extraction, composition and heat tolerance. The methods used for extraction would determine whether an oil is refined (extracted from oil cakes involving solvent extraction) or unrefined (cold pressed). Unrefined oils are considered better and recommended due to the presence of a wide range of bioactive compounds, flavors and Vitamin E content, which tend to prevent rancidity in them.

Sunflower is popular cooking oil available under many brand names. This oil is rich in PUFA, particularly linoleic acid that lowers the levels of both good and bad cholesterol. Hence, this oil cannot be used as the only cooking oil; it could also be used along with other cooking oils such as red palm oil or palmolein oil that are low in linoleic acid (you could use sunflower oil on one day and red palm oil the next day). Palmolein contains MUFA and is low in linoleic acid, hence it is healthy to use in combination with other oils. Available in the market under the brand name of Saffola, it also contains PUFA in the form of linoleic acid. Like sunflower oil, this oil too should be used in combination with red palm oil or palmolein oil.

For consumers of edible oil who are in the age category below 25 years, retailers suggestions would help them to take wise decisions on the purchase and usage of edible oils, while for consumers of edible oil who are in the age category of 31 years to 35 years, newspaper advertisements would help them to take wise decisions on the purchase and usage of edible oils, so this age group should be targeted by newspaper advertisements and same strategy can be applied even for customers in age group of 36 years to 40 years, while for consumers of edible oil who are in the age category of above 40 years, TV advertisements would help them to take wise decisions on the purchase and usage of edible oils. (For details refer exhibit 7.1)

VIII. CONCLUSION OF THE STUDY

Domestic consumption of edible oils has been growing at 4.0-5.0 percent a year. The consumption in

2001-02 was around 25.75 million tons. Non-packaged oils account for nearly 50.0 percent of consumption in both urban and rural markets. In the remaining 50.0 percent contributed by packaged oils, branded oils constitute a small portion of approximately 10.0-15.0 percent. Newer oils which were not known before have entered the kitchen, like those of cottonseed, sunflower, palm oil or its liquid fraction (palmolein), soya bean and ricebran. These tend to have a strong and distinctive taste preferred by most traditional customers. The share of raw oil, refined oil and vanaspati in the total edible oil market is estimated at 35%, 55% and 10% respectively. In order to derive maximum benefits from oil, it is beneficial to consume a mix of oils in order to maintain a balance between the three fatty acids. As using a combination of two oils may not be a practical thing to do, today a number of blended oils are available in the market. For instance, blends of ricebran and sunflower oils (brand names include Sunrise, Sundrop Heart, etc) are the best buys and are suitable even for frying. This study has clearly shown that most of the consumers of edible oil are not aware of various nutritional facts about edible oil, various hazards attached to edible oil because of the presence of various types of fats. But the encouraging fact is that most of the consumers of edible oil willing to change the consumption habits if the information is conveyed to them through an effective media. So based on the output of the study further studies can be taken in detail to find out solutions to counter attack the problem of obesity caused of because of consumption edible oil without proper awareness.

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