Factors Affecting Customers' Brand Switching Behavior: A Study on Edible Oil Brands in Bangladesh

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Dedication

I dedicate the effort of this thesis to my parents, husband and son who have been a great source of enthusiasm and support. This thesis is also dedicated to Professor Dr Razia Begum who inspired me to increase my motivation to complete this thesis.

ABSTRACT

A customer is an individual or business that purchases another company's goods or services. Customers are very important as they drive revenues; without them, no business can carry on to exist. All businesses compete with other companies to obtain customers attention, either by aggressively advertising their products, by decreasing prices to grow their customer bases, or by developing unique products and experiences which customers may love. For instance, Apple, Tesla or Google.

So, customers are highly valuable assets of any kind of organization or institution because they are the actual target of any product or service as consumers are the final users of any type of product or service .Hence, the profit of any company depends on consumer gratification, otherwise, they will try to switch for other brands. Therefore, customer satisfaction has become the top priority of any organization. In order to satisfy consumers, people must know what consumers buy, why, when, how and how often, and what motivates them to switch to other brands. This research attempts to study the edible oil purchase patterns among individuals. This study also looked at different elements that affect consumers to purchase cooking oil from specific brands as well as the reasons why they switch to other brands. In addition to, when positive perception does not work well, how
Consumers switch to another brand for fulfilling their expectations; in this context, the researcher has collected direct data from the consumers to understand their views.

The purpose of the research was to find out the important elements which are influencing on customers' switching behavior of cooking oils in Dhaka city. The study was conducted by the given research objectives: to realize the

market scenario of the consumption of vegetable oil, to know how domestic soyabean oil intake has been changed from 1971 to 2021, to set up the components that impact on consumers' switching behavior of cooking oils and to understand the extent of the effect of five remarkable factors, like labels or tags, quality, price, brand image as well as food adulteration, especially, how much these elements have influenced on customers' purchase behavior as well as switching behavior of vegetable oils. This study also aims to provide some recommendations for marketers as well as producers of cooking oils for increasing the existing edible oil performance and attracting more customers.

In this research, a descriptive research design was adopted. Most of the consumers were selected from Dhaka city. Especially, convenience sampling techniques were adopted and raw data collection was used in this study. To all of the interviewees, the questionnaires were given and all the respondents responded thereby making an impressive response rate which was approximately 100% sufficient to answer the mentioned research objectives. Data were evaluated by using the Statistical Package for Social Sciences (IBM SPSS statistics 23).

In the findings of this research, it has been observed that 69% consumers prefer to consume soyabean oil and 50% respondents said that Rupchada soyabean oil is their first choice for consumption. Moreover, 34% consumers prefer brand image during the purchase of edible oils, while 73% people prefer to switch their brand to taste and check another brand of edible oil. Additionally, this research also showed that 85% consumers prefer quality, 81.5% consumers consider brand image and 78% people check price during the purchase of edible oils.

So, this research results established that quality, brand image and price of cooking oil were three important elements in its consumption, and the data changes relatively little. Most of the interviewees stated that improving the quality as well as taste of cooking oil and reducing the price can inspire the customer to purchase vegetable oil compared to when it has raised with a comparatively minor variation of data. Moreover, survey results showed that the labels or tags assisted respondents in decision making about the kind of cooking oil to buy despite relatively large changes in the data.

Henceforth, this study suggests that the cost of vegetable oils should usually take into consideration during the product purchasing, and the labels or tags also should entitle consumers to help in deciding by providing enough information on the kind of vegetable oil which customers are willing to purchase and use. Decreasing the cost of vegetable oil may motivate consumers to purchase in comparison to when its price will increase. Moreover, vegetable oils should be able to improve the human defense mechanism and lower the risks of heart diseases. As food adulteration is also considered as an essential driver in the consumption of the cooking oil, so consumers can only hope that our honorable government will take some measurable steps for the reduction of food and oil adulteration in our country.

As this study has been concentrated on the points which mostly impacts on consumers' switching behavior of cooking oils in ***Dhaka city*** *area, so the study also recommends that a related study can be conducted in another district, for instance,* ***Chattrogram*** *area, to authenticate the similarities or analyze the differences with the findings of this research.*

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CHAPTER ONE
INTRODUCTION

Edible oil is really a necessary ingredient in any cuisine culture. Except being a cooking component, cooking oil also puts on calorie intake which is essential for the human diet. The necessity of vegetable oil does not arise as an initial source of calories, but for completing the procedure of protein consumption from food. Although cooking oil is a necessary component in cooking, its aggregate expenditure is less in comparison to spending on other food items like rice, meat, fish, vegetable, eggs, etc. It is the main difference that meat, fish, vegetable, egg, etc. have other equivalents.

Most of the consumers' expectancy is fair price, quality, taste and attractive packaging from the market. Adulterated vegetable oil is very harmful to health and burdens household economy. It is our government's commitment to make sure consumer's access to this extremely necessary commodity at a competitive price with good quality all the time through regulatory management.

With the brief introduction, this research targets to investigate customers' behavior why they show switching behavior on edible oils. The research paper first searches for how many customers are loyal to an edible oil brand, then it has been tried to find out whether they are satisfied or dissatisfied with their edible oil brands; And even if they are satisfied with their edible oil brands, what is consumers satisfaction level, it has also been tried to find out. The paper also assesses the effect of food adulteration in the edible oil sector and other food sectors. It also shows the market scenario of the consumption of edible oil. Domestic soybean oil consumption by year also has been discussed here.

Finally, the paper recommends some measures to increase the performance of existing edible oil brands.

1.1Background of the Study

Over the last twenty years, food intake patterns in Bangladesh have been changing moderately, and these changes have remarkably affected consumers' choice of vegetable oils. Different types of forces are liable for shaping the demand or need for food. They include not only economic and demographic factors but also changes in lifestyles that influence consumers' tastes and preferences (Henneberry and Charlet, 2002).

The international supply market is the prime source of vegetable oil for this country while individual manufacturers are the providers to the domestic market. Apace with the government, the Trading Corporation of Bangladesh (TCB) has taken the obligation to distribute cooking oil to the domestic market. This type of assignment comes as an influence for keeping the cooking oil market competitive and stable. Especially market unstableness becomes prominent in different kinds of occasions like Ramadan, Pahela Baishakh, Eid festivals, Christmas, etc and TCB constantly became unsuccessful to accomplish its assigned role.

According to Oil World, per capita, oil consumption in Bangladesh has steadily increased in recent years. The intake of fats and oils has usually increased, fulfilling the demand of population growth, economic development, and the rising buying power of customers. Recently, the economic growth of Bangladesh has been steadily increasing, which has greatly helped increase consumer purchasing power, rather than increase consumption of fats and oils.

It will be worth saying that because of inadequate domestic production. Our country mainly depends on imports for meeting up the demands of vegetable oils and fats. Around 90% to 92% of the annual requirements of cooking oils and fats have been met in our country by import. At present, three major cooking oils are being consumed in this country, like palm oil, soyabean oil, and canola oil, and the imported edible oils ratio were 58:37:5 approximately, as reported by 2019 statistics. Since 2003, palm oil is the ruling vegetable oil in this country, concerning oil intake and import as well. Within these three kinds of vegetable oils, palm oil as well as soyabean oil have been imported in purified form and marketed in purified form through refining regionally, whereas canola oil has to import in seed shape and crush regionally to gain canola oil. Since the very past, canola oil is traditional vegetable oil in Bangladesh, whereas palm oil was launched during the early '70s and soyabean oil in the early '60s. Moreover, canola oil is eaten up in virgin shape, and most the canola oil lover, especially like its sharp smell as well as a reddish-yellow colour.

Last few years, though the intake of edible oils and fats in Bangladesh has been increasing, import quantity of prime two cooking oils, such as palm oil as well as soyabean oil, these two main contributors of local vegetable oils demand approximately 85% to 90%, on an average. During 2019 compared to 2018, it showed a remarkable deterioration and it was

about 7.6 percent. In 2019, the import of CDSBO (Crude Degummed Soya Bean Oil) was 4% reduced; meanwhile, the palm oil import was decreased by about 9%.

According to Oil World's report, Indonesia is the prime distributor of palm oil in our country followed by Malaysia. Moreover, Argentina, as well as Brazil, is the main distributor of CDSBO (Crude Degummed Soya Bean Oil), while the United States of America (USA) is the prime supplier of Soyabean in Bangladesh followed by Argentina as well as Brazil.
(https://thefinancialexpress.com.bd/views/analysis/rising-trend-in-consumption-of-oils-and-fats-in-bangladesh-1582381921)

1.2 Consumer Choice and Switching:

Consumers are very important assets for any organisation or company. The consumer is an individual or group of individuals who select, purchase, use, or dispose of products, services, ideas, or experiences to fulfill their needs and desires. Any research of these individuals, groups, or organizations, can be called Consumer behaviour. The procedures by which these organisations or companies select, secure, and eliminate the products, services, experiences, or ideas to fulfill needs and the influences that these procedures have on the customer and society. It mixes different factors from psychology, sociology, social anthropology, and economics. Especially, it aims to realize the purchaser decision-making procedure, both individually as well as in groups. It also works on the features of individual customers like demographics and behavioral variables in an aim to realize people's wants or needs. Moreover, it makes an effort to evaluate the effects on the consumer from different types of groups like family, friends, reference groups, and society in general.

Consumer behaviour study is on the basis of consumer purchasing behaviour where the customer plays the three different functions of the user, payer, and buyer. In this current competitive international market, it can be observed that most of the organisations or companies are sharply concentrating on the retentiveness of their existing consumers. Henceforth, obtaining enough knowledge about consumers' switching behavior is considered essential for the sustaining of any organisation or company. Consumers' switching behavior is the procedure exposed by a consumer, behaving individually to a specific brand and searching for variation in the preference of the current goods or

services. As consumers are the final users and target of any goods or services, the achievement of any company depends on the fulfillment of the consumers, if they are not pleased, they will change and switch to another brand.

Moreover, switching charges are such costs that are accepted by purchasers for concluding transaction relationships and beginning a new alliance. Porter (1980) defined Switching cost as a one-time cost facing a buyer wishing to switch from one service provider to another. Jackson (1985), nonetheless, described switching cost as the psychological, physical, and economic costs a customer faces in changing a supplier. In the definition of Jackson, it reflects the multi-dimensional nature of switching costs, mostly concerning the edible oil industry. In the cooking oil section, some crucial costs should be considered before switching. These are including with the costs of giving information to other people about the change (friends, colleagues as well as business associates), the cost of taking new lines, the cost linked with breaking long-lasting alliance with a brand, cost of knowing the new processes in dealing with the new brand and cost of searching new brand with equivalent or higher value than the current brand.

Aside from these, there is time and psychological effort of facing uncertainty with the new service provider (Dick and Basu, 1994; Guillotine, 1989). Losing a consumer is a serious setback for the firm in terms of its present and future (Zeithaml, Berry and Parasuraman, 1996). A couple of researchers have tried to investigate several types of loyalty; whereas others have tried to explore the effect of particular elements on loyalty.

Especially in the cooking oil industry, brand choice is more sensitive in comparison to any other relevant industry. Awareness, knowledge & exposure among customers towards cooking oil are also rising, due to the level of knowledge, urbanization, and also the huge development in communication facilities. Packaging and labeling have become suitable selling propositions nowadays, even though the vegetable oil industry is very much competitive and some of the consumers are numerously price-sensitive, packaging creates an impression on consumer brand choice. Even companies are also trying to develop their brand using these components in their marketing program.

The research paper will attempt to investigate the edible oil purchasing patterns among the individuals and this study also investigates the several components which affect the

customers to purchase a cooking oil of a specific brand and the various reasons of switching to another brand.

1.3 Value of the Study

This research will assist educated consumers to realize their lifestyle patterns in the intake of cooking oils. It also aims to assist the producers of vegetable oils in realizing various types of consumers' tastes and choices that they can be able to fulfill diverse consumer needs or wants. The findings of this research might have an influence also on the company's marketing strategy concerning market segmentation and positioning of the company's portfolio of products or services.

This research can help to generate consciousness among personnel on the factors which are influencing the customer to switch to another brand, and henceforth give them a chance to fulfill customer's expectances and evaluate their faithfulness in association with the buy of the vegetable oils. It can help to make gratification among the customers of vegetable oils and lead the way to the growth of market share. In addition, this research may perform as a source of reference and details to other research workers for developing a further study on the topic. Moreover, the analysis of this study can help the researchers and academics to determine the effect of customers' switching to edible oil brands.

In introduction chapter, the researcher tried to explain the background of the study, consumers' choices, and why they switch brands. Especially, the value of the study of this research has also been discussed in the chapter.

CHAPTER TWO
LITERATURE REVIEW & GAP IDENTIFICATION

In the part of literature review, effects of brand image on consumers' choice of edible oil, effects of labels on consumers' choice of edible oil, effects of price on consumers' choice of edible oil, effects of quality on consumers' choice of edible oil, effects of packaging on consumers' choice of edible oil, effects of advertising on consumers' choice of edible oil and effects of food adulteration on consumers' choice of edible oil have been discussed here broadly. Moreover, the gap identification of this research has also been discussed here.

2.1 Literature Review

The present literature has been exposed that professionals and researchers nowadays have been giving extra concentration on customer retentiveness. For retaining customers, organizations have to understand their behaviour and try to satisfy them, by catering to their needs and preferences (Oyeniyi and Abiodun, 2010). Consumer behaviour has been defined as those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts (Engel, et al., 1986).

Nowadays, consumers are the target of vast media attacks which are efficiently planned and enlightened with different types of attractiveness in accordance with the emotions, needs, wants, and demands of the customers or buyers. Market researchers and several organisations have been paying out billions of dollars about the study of the consumer to find out the essential elements which are directly or indirectly involved with consumer decision making. Moreover, consumer behaviour evaluation supports the researchers to decide the direction, and the behaviour of consumer is probably to create and try for giving preferred looks in product improvement, features of the different communication process, etc.

In addition, consumer behaviour analysis also views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristics but in the context of this image according to the social and psychological makeup of that individual consumer or group of consumers (Proctor and Stone, 1982). Therefore, it has also been observed,

consumers especially buy that brands to whom they feel an emotional attachment. Thus, the given research describes the latest pieces of evidence in the sector of consumer purchasing behavior of consumers about the regional markets or stores.

Furthermore, advertising can also play a significant role to make the decisions related to consumers' purchases. Bashir and Malik, (2009), in the stated study, showed that consumers considered advertisement as a reliable source of knowledge about any product or service. So, the advertisement may also influence any kind of particular income group. Consumers had been mostly affected by the attractiveness and personality which is specifically used for a particular brand advertisement.

A particular method had been used by Bansal (1997) by combining a number of measures about the theory of planned behavior (TPB) to predict the switching intentions of consumers. TPB shows a connection between attitudes and behavior. In combination with perceived behavioral control, subjective norm and attitude toward the behavior lead towards “behavioral intention” (Ajzen, 1991). Bansal (1997) assessed the impact of one's attitude towards switching behavior, perceived behavior control (termed as perceived switching costs), and satisfaction with the product or service provider, with intentions to switch.

Results showed and established the remarkable impact amongst the three variables on switching tendency. It has also been noticed from the current literature that recognizing the behavior of customers i.e. their demands and choices has been researched for a long period of time. Moreover, the switching behaviour of these customers shows an important role in the long-run sustaining of the organisations or companies. Hence, this current research will try to realize the behavior of vegetable oil users and those different factors for which consumers become compelled to switch to another brand.

2.1 (a) Effects of Brand Image on Consumers’ Choice of Edible Oil

Understanding customers and learning their behavior in various environments has become a crucial part to forecast their future behavior. This type of behavioral research begins with an insight into the sensory response process. According to Feldman (1997), the intensity of the stimulus affects our sensory response. The type and intensity of stimuli vary and several kinds of stimuli turn on various sensory organs. For example, people can

distinguish light stimulation what helps to turn on their vision, let them see the color of the trees in autumn and sound stimulation, and through their hearing, let them hear the sound of the orchestra. Each stimulation that can activate sensory organs can also be considered according to its intensity or intensity.

Once we understand the stimulus, we begin to understand personal motivational characteristics, which will allow us to expose and change consumer behavior. If you do not understand consumers, it is difficult to propose products that are acceptable to them, such as aiming without a goal. On this basis, various companies have proposed different advertising and promotional activities to attract the attention of consumers. Then the brand-building process began. The primary sub-drivers of brand equity are the consumer's brand consciousness, consumer attitudes toward the brand, and consumer perceptions of brand ethics. Brands support to establish emotional attachments with consumers that bring tangible benefits to the organization or company in respect of consumer loyalty. Brand consciousness is a kind of consumer's capability to recognize a brand, which can be evaluated by the support of brand recollection and brand awareness.

Kathuria and Jit (2009) cited the relationship between brand usage share and its loyal franchise in their research and found that brands with higher user share have a proportionally higher faction of loyal buyers. In another research it was found, weaker brands get extra benefits from price campaigns. They also found that the price sensitivity of reliable customers in the selection decision is lower than that of non-loyal customers, but they are more sensitive to price in the quantity decision. Modern consumers are exposed to several brands; although consumers have to choose a number of products to meet their basic needs. The selection process between these brands is carried out through a complicated procedure.

As Dasgupta & Pareek (2010), stated in their study, "A customer is exposed to more than 1500 advertising messages a day, encounters more than 200 edible oils, 150 soaps and 90 kinds of toothpaste on the shelves of grocery stores to choose from thus making them more confused. Realising who is your customer and who is connected with decision making, it becomes necessary to assess the components that affect consumers. Sheena (2009) mentioned in her study, factors affecting extension evaluation, consumer characteristics moderating the effects of the basic model are Motivation, Consumer Expertise, Positive Consumer Mood, Implicit Personality Theory and Innovativeness.

Juyal & Singh (2009) in their study described diminishing role distinction between men and women, resulting in more complex and vague roles. Among the family members, Green and Cunningham (1975) reveal that more women are performing traditionally male-dominated tasks and vice versa, and with the increased anatomy, the wife is able to have more influence in the decisions within the families. One of the sectors affected because of the reduction of gender activity differences in the food intake aspect in household management. Their study outcomes indicate husbands of broad-minded wives make comparatively very few decisions than better halves of traditional wives. It is found that in all three groups, the decision related to groceries is dominated by the wife, and the decision related to life insurance is dominated by the husband. Companies should not stay at the stage where they are familiar with the brand or the market competition, otherwise, their performance will not meet the requirements. The only difference in promotion is product satisfaction. Generally speaking, different organizations need to try to retain customers with the support of the customer gratification index. Although technological progress has made a space for customer gratification and organizations are trying to provide services to different customers at a convenient place and time. Different options have been made for the benefit of customers, each of them leading to customer fulfillment. Most of the online purchasers are more gratified, while there is still scope for improvement, particularly when it comes to communicating about deliveries and returns. These online buyers have better control. In the United States, around 63% of online purchasers mostly checked the return policy before purchasing.

2.1 (b) Effects of Labels on Consumers' Choice of Edible Oil

A label or tag is an important part of a product which carries detail information about the goods and the seller. A label might be part of a package, or it might be a tag attached to the product. Obviously there is a close relationship among labeling, packaging, and branding (Darby and Kami, 2003). There three primary kinds of labels: a brand label which is simply the brand alone applied to the product or package and it describes the product after its fully packaged; there is descriptive label which gives information about the product's use, construction, care, performance, and other pertinent features and a grade label which identifies the product's judged quality with a letter, number or word (Bloch *et al.,* 2006).

Branding labeling is an acceptable form of labeling, but it does not supply enough information to a buyer (Bell and Rolls, 2001). Descriptive labels give additional product information but it does not certainly mean all which is wanted or needed by a customer in deciding to purchase. Everything is surrounded by labels from products in the supermarkets and specialty shops and much of the daily choices we make are dependent on labels and brand names (Darby and Kami, 2003). Thus, Labeling is so necessary because everything which is surrounding us takes on its remarkable character, exceptional from others. In an attempt to make our distinctions, we tend to label people, mostly children, and point out them with certain characteristics that can have long-term adverse effects on their personalities. Labeling facilitates individuation by directing infants' attention to differences (Bell and Rolls, 2001).

According to Bloch et al. (2006), labels provide consumers with adequate information to make a reasonable decision in buying a product. A consumer may explicitly search the marketplace for particular information after a need, which has been recognized as a process called pre-purchase search.

Moreover, the effect of labeling is essential in differentiating edible oil from non-edible oil (Bloch et al., 2006). Whereas compulsory tagging for cooking oil is descriptive to some consumers which may also create huge uncertainty during the reduction of economic efficacy. Thus, labeling also requires standards as to which are to be followed concerning the governing policies to crack down on retailers that were violating the regulations (Bell and Rolls, 2001).

There are three distinct procedures to fulfill the requirement of labeling. According to the regulations, processed products should be labeled with a statement that explains what the product is made of or the processed product is made from what (Bloch et al., 2006). On the other hand, the components mainly used in the procedure or what the goods do not possess. In determining the impact of edible oil labeling on consumers' purchasing behavior, developing a flexible demand system that captures the effects of all relevant variables on consumers' purchasing decisions, including own- and cross-prices of vegetable oils, household budget, and consumer preferences in each of the retail outlets, seasonal variables, and sales promotion is important (Darby and Kami, 2003).

Hallman et al. (2002) indicate that men were shown not to be prone in buying edible oil as compared to women. The quadratic relationship between age and buying decisions reveals, the young and the old people mostly prefer to stay away from purchasing vegetable oil, in comparison to the middle-aged persons. Regarding household socioeconomic aspects, the results disclose that interviewees who have higher income are most likely to purchase cooking oil. In comparison with the people who have low income, the budget share of cooking oil in total expense is decreased among the rich, which can help the affluent people choosing vegetable oil. This also implies those consumers' attitudes towards edible oil are not only affected by their immediate economic interests but their inclination to avoid risks (Hallman et al., 2002).

2.1 (c) Effects of Price on Consumers' Choice of Edible Oil

Sometimes price can be used to eliminate choices of edible oil before the consumer makes a selection. Knowing the price ahead of time would determine whether the consumer will purchase the product (Zhong et al., 2006). Decreasing the price might inspire customers for purchasing cooking oil in comparison to when it has been increased. Moreover, the choice of healthier edible oil is dependent on the price because the healthier it is the more expensive for the customer to afford (Zhong and Ding, 2004). Thus, price, budget, and value are used to eliminate or confirm cooking oil preferences. They have been mentioned as secondary factors rather than the main reason that the consumption of edible oil has been chosen (Zhong et al., 2006). Henceforth, price appears to be more of an approving element than a concurrent element based on different types of shoppers who include: Inactive Shoppers, Active Shoppers, Service Shoppers, Dedicated Fringe Shoppers, Price Shoppers, and Transitional Shoppers.

According to Lesser and Hughes (2006), inactive shoppers who comprised 15% of all shoppers have extremely restricted lifestyles and shopping interests. Hence, these type of shoppers do not occupy themselves in outdoor works or do-it-yourself activities apart from working. In fact, neither inactive shoppers show strong gladness or interest in shopping, nor they are specifically concerned about this type of shopping characteristics like price, employee service, or product choosing. On the other hand, the active shoppers (12.8%) have challenging lifestyles and they are "tough" shoppers. They are occupied in all types of outdoor works and are generally "do-it-yourselfers". They prefer to enjoy "shopping around"," and the price is the main concern in their searching. Henceforth, these types of

shoppers mostly try to balance price with quality, fashion as well as selection in their seeking for value.

Lesser and Hughes (2006) explain that the next category of shoppers is the services shoppers (10%) who demand a high level of in-store service when shopping. They generally search for suitable stores with kind and supportive staff. In opposition, these types of shoppers become impatient or restless very fast if they have to await for a clerk to assist them. Moreover, they generally prefer hiking, camping, hunting, and fishing, and especially, who are do-it-yourselfers usually work on their cars. Generally, these types of shoppers are not comparatively priced sensitive as well as they do not have other strong shopper requirements.

Finally, Lesser and Hughes (2006) describe the transitional shoppers (6.9%) appear to be consumers in the initial stages of the family life cycle who have not still formalized their lifestyle patterns and shopping values. Moreover, they usually demand an active interest in fixing and personalizing cars and most of them take part in a variety of outdoor activities. They prefer to try new products than on average. This type of shopper exhibit a bit of interest to shop around for low prices. They might be “eclectic shoppers” as they seem to think up their minds rapidly to purchase goods when they feel interested.

Price reductions and promotional deals (coupons, multiple-item discounts, and gifts) almost always are accompanied by the use of some point-of-purchase materials (Zhong and Ding, 2004). Hence, the relative effect of each is constantly unclear. Nevertheless, there is adequate evidence that in-store price decrements influence brand decisions. The general pattern is a sharp increase in sales when the price is first reduced, followed by a return to near-normal sales over time or after the price reduction ends (Noussair et al., 2002).

According to Noussair et al. (2002), the sales increases in response to price reductions come from four sources. First, present brand users may purchase in front of their anticipated needs (stockpiling). Stockpiling usually guides to escalated intake of the brand since it is easily convenient. Second, purchasers of competing brands can shift themselves to the decreased price brand, and these new brand purchasers may or may not come repeat purchasing. Third, non-product category purchasers can purchase the brand as it has a

higher value to the alternate product or "doing without". Finally, those consumers who are not shopping at the store can prefer to come to the store for purchasing that brand. Therefore, consumer response to price decrement is complicated. Further, it mainly offers various advantages to the retailers as well as the producer.

Not all of the households react to price deductions and deals correspondingly. In fact, available evidence suggests that households with ample resources (a strong financial base rather than a high income) are more likely to take advantage of deals than are other households (Wirthgen et al., 1999). Hence, stores oriented toward financially established consumers can anticipate a strong response to price reductions and other promotional deals (Bell and Rolls, 2001). Similarly, products subject to stockpiling by consumers (non-perishables) exhibit more price elasticity than do perishable products (Zhong and Ding, 2004).

2.1 (d) Effects of Quality on Consumers' Choice of Edible Oil:

R Prerna (2013) in their study says that Quality is always important for any production. Therefore, this is more essential in the case of cooking oil as quality is mostly related to health. In fact, Customers have an intention to evaluate the quality, label, price, offers, packaging factors, etc. before they purchase any kind of product. Thus, this is up to various brands of sunflower and mustard oil producers to focus on the mentioned factors and work out some better and new policies to appeal to more customers for their brands.

2.1 (e) Effects of Packaging on Consumers' Choice of Edible Oil:

Syed Akif Hasan and Muhammad Zeeshan Khan cited that packaging characteristics influence the consumer brand preference in edible oil, whereas packaging characteristics has eight different dimensions i.e. various sizes of Package, different shapes Package, safety, shelf life, the convenience of storage, the convenience of use, extra use of package and package attractiveness. So, the research is also useful for establishing the elements that are most important for the growth of market share in the cooking oil industry by modifying or improving the product's packaging in a competitive market.

Butz and Goodstein, (2006) found that demographic variables are the most popular bases for segments of the customer groups, one reason is that consumer needs, wants,

preferences, and usage rates are often highly associated with demographic variables. Another is that demographic variables are easier to measure (Kotler, Philip, and Gary Armstrong, 2006).

N. Rajaveni & Dr. M. Ramasamy study recommends that strongly packaged brands should offer protection and carve out a point of difference that can protect the brand against competitor activity through trademarking. In fact, this is also necessary to keep in mind that the world is filled with cultural and linguistic dissimilarity, which may work in one market may not every time work in other markets. Hence, the last word for business is, packaging configuration will usually have an influence on an organization's net profit and loss.

2.1 (f) Effects of Advertising on Consumers' Choice of Edible Oil:

Dr. J.H.Vyas, Imran N. Siddiqu ,Jay K. Dewangan (April 2013) study suggests that when the consumer purchases cooking oil higher importance is given to safety aspects and the brand image of the cooking oil than the sales promotional schemes offered by the companies. Edible oil manufacturers might take maximal attempts in designing the advertisements in such a way that the advertisements give trustworthy and maximal information about nutrition as well as health benefits including the cost of the vegetable oil.

2.1 (g) Effects of Food Adulteration on Consumers' Choice of Edible Oil

Food adulteration with poisonous substances which is health hazardous for people has now been reached in an epidemic stage in this country. Most of the newspapers published that it is nowadays a calm killer. At present, it is mostly tough to find out any field of the food industry which is out of adulteration. In fact, fresh vegetables as well as fruits, milk with processed milk products, fish, meat, and other processed items, each of foods have been contaminated through toxic substances. Almost every day, we come to know new types of contamination in the TV news or newspaper.

Most of the educated citizens are quite conscious about the risks of eating contaminated foods with poisonous chemicals, but this type of knowledge does not change into implementation. In the current research, it had been published that even if consumers are

conscious of health hazards, they are yet exporting and eating these types of contaminated foodstuffs. Several justifications and ideas have been given for this condition, though the deficiency or insufficiency of uncontaminated foods, the inadequacy of the company to test and abandon mixed foods, contaminated foods, vegetables, and fruits become appealing in appearance and these cost very less.

Though it is not possible to shortage the laws and regulations to control food adulteration in this country, for instance, the Bangladesh Standards Test Institute (BSTI) Order of 1985 and the 2005 Foodstuffs Ordinance. The mentioned crimes usually occur under of implementation of these rules: low-grade food, fake licenses, weak infrastructure and insufficiency of hygiene, food contamination, food degradation, expired product selling and inaccurate information about food packages, etc. Sometimes law implementation agencies suddenly come into active mode and will apply punishment by mobile courts to sellers or manufacturers of adulterated foodstuffs. In this country around 50% of the food which are consumed by us daily, like milk, fish, baby food, most of them are contaminated and toxic, henceforth food adulteration has been increased over the previous two years.
The General Food Safety Laboratory (NFSL) of the Mohakhali Institute of Public Health (IPH) lately carried out a survey on food security in Bangladesh. Approximately 500 types of foodstuffs were detected in the act of highly contaminated foods in the test. Germs of typhoid fever, dysentery as well as diarrhea have been detected in street foods, like Fuchka and Jhalmuri. This type of condition is so frightening. Hence, some imperative measures are essential for preventing this contamination of food. In fact, the report discloses, these types of foods mostly contain salmonella, artificial colors, coliforms, mycotoxins as well as e-coli, which simply means these are really dangerous to the human body. Especially, e-coli is mostly responsible for dysentery, whereas salmonella generates typhoid fever in the human body. Moreover, coliforms as well as mycotoxins are the germs of diarrhea. Particularly, many children suffered from dysentery, diarrhea, typhus, as well as jaundice because of the presence of germs in these foods.

Milk:

Cow's milk or buffalo milk can be contaminated by starch, milk powder as well as urea.
Health effects: cancer.

Butter:

Adulterants: the essence of Ghee is blended with inexpensive oils, though it has been approved as pure ghee. This kind of ghee could not harden as normal ghee. It has no granular thickness of pure ghee. Oleomargarine or butter - added to butter.

Health effects: cancer or acute renal failure.

Argonne oil is usually used to contaminate butter and ghee. This used oil is very harmful for health. It could lead to a disease which is called as dropsy. The aqueous fluid in some areas of the human body is the key symptom and it disturbs the common operating system of the body, which could paralyze the whole body.

Sugar and salt:

Adulterants: with gypsum powder and white sand.

Health effect: Abdomen disorder.

Honey:

Adulterants: Jaggery, Sugar, Corn syrup are used in honey to look like pure honey.

Health effects: Obesity, Diabetes mellitus, Eyes and nerve damages.

Tea powder:

Adulterants: With the used tea leaves, dye or artificial color, iron filling.

Tea- colored tea leaves after taking out the core of it

Health effect: Cancer, tetanus.

Chilli powder:

Adulterants: Sudan red, red brick powder, grit, sand, dirt, non-permitted colors, saw dust or used dry papaya seeds for getting the required color.

Health effect: Stomach disturbs and Sudan dye is carsinogenic.

Sweets:

Adulterants: Metanil yellow is used to use to lighten or reduce pulses color, turmeric powder and sweetmeats color, where as these type of colors are not allowed to use.

Health effect: tumor and cancer.

Mustard seeds and vegetable oil:

Adulterants: Argemone seeds and argemone oil are used to use.

Health effect: Epidemic dropsy.

Adulteration on bakery items:

Contamination of bakery items and dairy foods may have huge health effects. For instance, bakery food items that are filled with cream, cereals, and creamy sauces mostly increase salivation, abdominal cramps, vomiting as well as prostration. In fact, imperfectly processed milk may also create food poisoning and stomach pain, and improperly canned meat might lead to gastrointestinal disorders and stomach aches.

2.2 Gap Identification

Most of the research studies conducted in the past found a significant impact of price, label, quality, brand image, packaging, advertising, and food adulteration towards brand switching in the edible oil industry. However, earlier studies have been conducted in different countries, different cases, and different consumer groups. Although some studies found some variables do not have any remarkable impact on switching brands. Thus, this study seeks to find out the impact- price, label, quality, brand image, and food adulteration- towards brand switching in Dhaka city. In this study, it would be interesting to note how the results of price, label, quality, brand image, and food adulteration relate to the previous studies done on this topic.

In addition to this research, it is possible to know the market scenario of consumption of edible oil, to realize the domestic soybean oil consumption by year, to understand the effect of food adulteration in edible oil and other food sectors. In fact, it can be possible to identify the factors that impact consumers to choose an edible oil brand and the factors that are responsible for consumers switching to another brand. Moreover, this study tries to find out the particular reasons where edible oil users are satisfied or dissatisfied and the level of customer gratification towards the services given by existing brands available in the market. It also helps to know how to increase the performance of existing edible oil brands and what are the future expectations of customers regarding edible oil brand services in the capital city of Bangladesh.

In this chapter, the Researcher explained the literature review in detail and moreover, the identification of gaps in this research also has been discussed here.

CHAPTER THREE
RESEARCH OBJECTIVES

In this chapter, the objectives of this research have been mentioned. In addition, the model of customers' switching behavior has also been shown with discussion. By this model, research have showed that most of the consumers of this country prefer to switch brands depending on five important factors, like label, price, brand image, quality and food adulteration.

Hence, Research objectives and customers' switching behavior model have been discussed below:

3.1 Research Objectives

The prime target of this research is to detect the reasons which elements are influencing customers to switch edible oil brands in Bangladesh. The more particular objectives are given below: ---

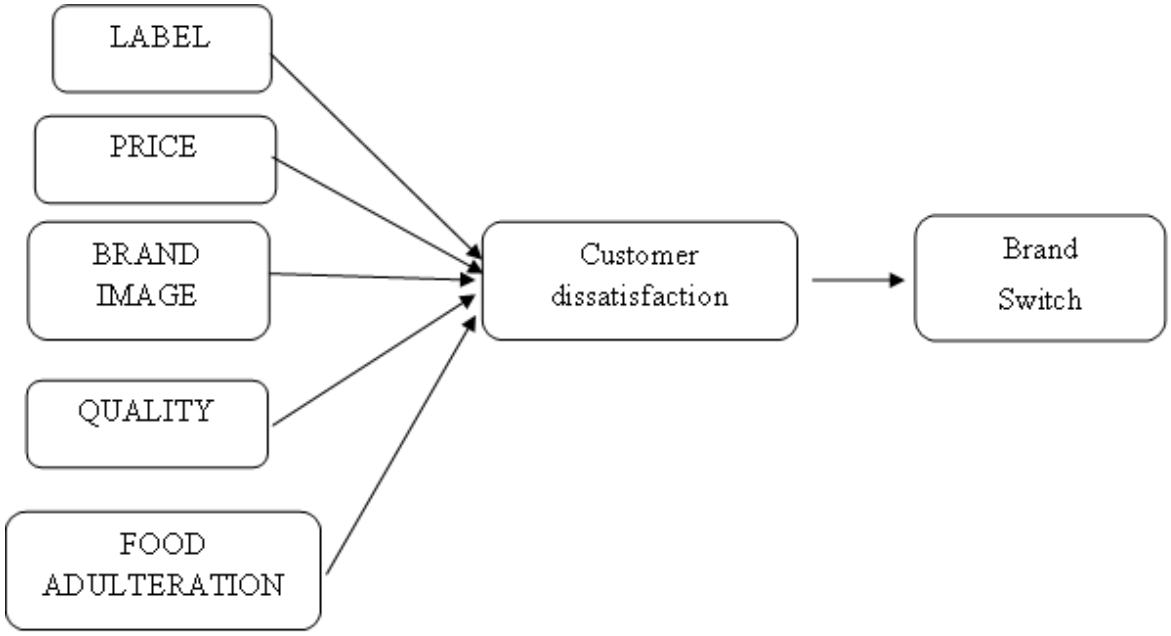
1) To understand the market scenario of the consumption of cooking oil.
2) To know domestic soybean oil consumption by year.
3) To recognize the effect of food adulteration in the edible oil sector and other food sectors.
4) To determine the factors that influence consumers to choose an "Edible Oil" brand.
5) To realize the specific reasons where "Edible Oil" users are satisfied or dissatisfied.
6) To perceive the degree of customer satisfaction towards the services given through existing brands.
7) To provide some recommendations to increase the performance of existing "Edible Oil" brands.
8) To prospect the future expectations of customers regarding "Edible Oil" services.

3.2 Customers' Brand Switching Behavior Model

As a researcher of the research, it was tried to assess customers' loyalty with regard to a particular edible oil brand through evaluating customers' relationship as well as an attachment with their preferred brand. Customers' perceived price of edible oil, perceived quality, picture of that brand in customer's eyes and mind, the label of the product, and food adulteration have been considered the significant elements which could obtain consumer satisfaction. As a result, it can create faithfulness with a view to a brand. For the

purpose of measuring customer satisfaction or dissatisfaction standard which could cause to become faithful concerning an edible oil brand or to shift into another brand (if the dissatisfaction is effective), the below-mentioned framework has been used for the purpose of this research:

Figure 3.2: Factors Affecting Customers' Brand Switching Behavior



Source: Developed by the author

Different types of customers have several needs, different expectancies in regard to perceived value, quality, brand image, packaging, labeling, objections, and problem-solving mindset regarding a brand. While all of these components or any one or two of their match with customers' choice, subsequently they could be pleased with their preferred brand and might have the tendency to purchase that product again and may also continue loyalty correspondingly. On another side of the coin, if all of the elements or any one or two significant elements cannot fulfill consumers' desire or perception, therefore they can be disappointed and could shift to another brand too.

CHAPTER FOUR
RESEARCH METHODOLOGY

As it has been indicated before in the heading that this chapter contains the research methodology of the thesis. In further detail, it can be said that in this part author has been tried to outline the research design, the inhabitants, the sampling design, hypothesis development, the data collection method, and the process of data analysis.

4.1 Research Design

This study selected a descriptive or an observational research method. A descriptive or observational research design is a scientific process that associates noticing and depicting the behavior of a topic without affecting it in any case. Additionally, a descriptive study attempts to describe a subject, often by creating a profile of a group of problems, people, or events, through collections of data and the tabulation of frequencies on research variables and the research reveals who, what, when, where, or how much (Saunders and Thornhill, 2000). A survey in the structure of organized questions in a questionnaire will be used during the collection of data. A survey is defined by Malhotra (2007) as a method of collecting data from people about who they are, how they think (motivations and beliefs), and what they do (behaviour). Here, the independent variable was the price, quality, brand image, label, and food adulteration. The dependent variable was the customers' brand switching behavior on edible oils.

4.2 Population

Most of the inhabitants were the consumers in Dhaka city in Bangladesh. In fact, there were 200 respondents who were selected for interview. The interviewees were mostly lived in Uttara, Dakshinkhan, Motijheel, Tikatuly and Maghbazar.

4.3 Sampling Design

This study adopted a convenience sampling technique. For the purpose of this survey, a sample size of 200 interviewees had been elected by convenience sampling. The interviewees had been intercepted, screened, and interrogated mostly at the supermarkets, local stores, and shopping malls. Respondents below age 18 years were not interviewed since they do not engage in economic activities. The convenience sampling technique was

chosen due to its ability to obtain useful data which would not have been practically possible using probability sampling techniques. For example, obtaining a sampling frame of all supermarkets and stores in Dhaka would have been a major challenge, since the information was not readily available.

4.4 Hypothesis Development

In this research, the following hypotheses have been developed:

$H_0$1: Price does not have any positive and significant relationship with customers' switching.

H_1 1: Price has a positive and significant relationship with customers' Switching.

H_0 2: Label of edible oil does not have any positive and significant relationship with customers' switching.

H_2 2: Label of edible oil has a positive and significant relationship with customers' switching.

H_0 3: Brand image does not have any positive and significant relationship with customers' switching.

H_3 3: Brand image has a positive and significant relationship with customers' switching.

H_0 4: Quality does not have any positive and significant relationship with customers' switching.

H_4 4: Quality has positive and significant relationship with customers' switching.

H_0 5: Food adulteration does not have a positive and significant relationship with customers' switching.

H_5 5: Food adulteration has a positive and significant relationship with customers' switching.

4.5 Data Collection Method

In this study, primary data collection was employed. Primary data had been accumulated by the application of questionnaires to seek information from the interviewees. In these questionnaires, close-ended questions were asked to elicit quantitative data. Every single interviewee was interrogated accurately the alike questions, in the same sequence and henceforth, ensuring consistency, comparability and reliability.

The questionnaire had been coordinated with the mentioned ways: the first part noticed at the general or common information of the interviewees. The second part investigated the influence of price on the consumer's choice and switch of edible oils. The third part examined the influence of quality, label, brand image, and food adulteration on consumers' choice and switch of edible oils. Moreover, a 5-point Likert scale had been used which contained a sequence of statements that express strongly agree to strongly disagree, and a semantic scale was also used to understand their satisfaction level on the edible oils which they are using.

4.6 Data Analysis

The questionnaire had been organized as stated by each variable of this research. Raw data was examined by the Statistical Package for Social Science (IBM SPSS statistics 23) and the data was calculated on 2021. This research supported descriptive statistics. In accordance with McDanile and Gates (2001), descriptive analysis involves a process of transforming a mass of raw data into tables, charts, with frequency distribution and percentages, which are a vital part of making sense of the data. In addition, the data evaluation associated descriptive statistics to decide frequency allocation for the proper demographic profile of interviewees. In fact, the demographic data had been analyzed by using frequency and percentages and the coefficient of variation had also been applied while data was skewed.

CHAPTER FIVE
SCENARIO OF EDIBLE OIL BRANDS OF BANGLADESH

Whether it is about sensational or amazing dishes made by our parents or the delicious Kentucky Fried Chicken, they are drizzled in and glazed by the delightful golden liquid that we recognize as the edible oil, or in informal words it is called cooking oil.

Traditionally, cooking oils are very essential element as well as an important part of the human diet. In fact, at first, the oil presses had been established in Crete, and vegetable oils were among the first goods to be traded over large distances in earliest times. Thus, much of the prosperity of previous western civilisations can be featured in the oil trade.

Nowadays, oil-processing plants help to form a vital class of agricultural crops in our country. The speedy development in oil purifying guarantees that our country has that kind of cooking oil, which has a different quality and neutral taste with a unique aroma. Here's a instant guide about the various alternatives of vegetable oil available in the consumer market, however, they have many features and those are given below:

Mustard Oil

Mustard oil is mainly well known for its rich flavor and it is traditionally the first choice for cooking in North and East India, Nepal, Bangladesh, and Pakistan. That is because the diet in such areas is usually based on fish.

Fish, like bhetki, is best cooked with mustard sauce (`kasundi`) and oil. Mustard oil is one of the oils which is suitable for frying in high-temperature and it is most ideal for the preservation of kimchi too.

Some studies have indicated that because of the composition of mustard oil, it should be consumed in moderation, especially pressed oil/mustard oil. Regulations from the ‘Food and Drug Administration of the United States’ or USFDA, Canada, and the European Union even label this oil as "for external use only."

For reducing risk, some of the South Asian cooking experts recommend mixing mustard oil with other oils as this oil spoils very quickly. Thus, it will be better to buy a smaller bottle and reserve the oil in the refrigerator.

Renowned mustard oil brands in Bangladesh include Rupchanda mustard oil (200 ml, Tk.50), Radhuni mustard oil (80 ml, Tk.25), ACI pure mustard oil, Sajeeb mustard oil (within Tk.100), fresh mustard oil (500 ml at Tk. 105) and Teer mustard oil (250 ml at Tk. 56).

Palm Oil

Palm oil is the main component for cooking in parts of Africa, Southeast Asia (i.e. Malaysia and Indonesia), and South America (especially in Brazil). It is mainly used for frying, so it is so popular with fast-food restaurants. It usually comes in two forms: red palm oil and refined palm oil.

In fact, red palm oil was found to be bottled for cooking and certain processed foods, like mayonnaise and salad oil. Refined palm oil is not very popular because of the chemical process associated with the procedure of its manufacturing, though it has a homogeneous taste, smell, and appearance which will gradually deteriorate.

Moreover, it is also saturated vegetable oil, which implies that this oil remains semi-solid at room temperature. This feature makes it a cost-effective option to butter and it is widely used in cakes as well as other baked goods.

Palm oil supplies a huge amount of vitamin E, but studies have shown that palm oil intake should be moderate to avoid increasing the risk of heart disease. Popular palm oil brands in this country include Teer Natural Palm Oil (Tk. 100), Meizan Super Refined Palmolein(a Vietnamese brand of vitamin A-fortified palm oil), Lucky Refined Palm Olein(a brand that claims to be known among fast-food restaurants chain) and Viking shortening (for baking).

Olive Oil

Olive oil is particularly renowned in the Mediterranean region and it is the first vegetable oil that is widely used in Europe. Therefore, most olive oil brands in this country are European brands. Especially, Spain controls the manufacturing of olive oil. This oil is a vibrant component because there are so many varieties of olives, all are with a unique flavor, texture, and resistance to corrosion. It is mostly suitable for eating with bread or salad.

In fact, many classifications of olive oil can be seen, though extra virgin olive oil is of superior quality. For that reason, it is more expensive, but the quality and price of virgin olive oil are somewhat lower. Both oils are manufactured mechanically, without any chemical treatment, and are appropriate to cook at low and medium temperatures or for dipping lettuce.

They can also be used to make pre-cooked marinades and dips to go with them. Pure or refined olive oil and other types of olive oil almost have no taste, however, they are very suitable for frying as well as baking. Especially, they are often used in restaurants.

Bangladesh's olive oil brands include Costa d` Oro (250 ml, Tk. 190), Olitalia (250 ml, Tk. 440), Ybarra (250 ml, Tk. 250), Ambrosia, Carbonell Equilibrio, Fragata (500 ml 375), Hispaniola (150 ml in Tk. 250), Lucy Oliva (500 ml in Tk. 480) and Olivoilà (in Tk. 100).

Sunflower Oil

Sunflower oil began to be commercially produced in the Russian Empire, and even today, it is mainly manufactured by Ukraine and Russia. It has a light flavor, a light appearance is a rich source of vitamin E, and is low in fat. Refined Sunflower Oil can conveniently be used for cooking at different temperatures from low to extreme. Many researchers said that it can also keep food fresh for longer. It is used to prepare different types of snacks, like French fries. This oil is suitable to use as a substitute for butter to make softer, less crunchy treats.

Renowned brands in Bangladesh include Chef Mate (5 liter, Tk. 1100), Costa d' Oro (1 liter, Tk. 258), Olitalia (5 liter, Tk. 1290), Ambrosia (5 liter, Tk. 1360), King`s (5 liters, Tk. 1275), Minara (3 liters, Tk. 820) and Orkide (5 liters, Tk. 1300).

Soybean Oil

This extremely mild oil is generally consumed in this country and all over the world. It is mostly used to grill, fry, and fry meats and vegetables at low temperatures. It is widely preferred as it allows to reveal the true flavor of the components of the dishes, instead of making them with their aroma or flavor. That is why it is not the ideal oil for seasoning salads.

Soy is well-suited to other types of oils. Though it cannot endure excessive temperatures. It supplies a huge source of Omega3 fatty acids as well as vitamin E. Unrefined soybean oil has a higher nutritional value than purified soybean oil.

Well-known soybean oil brands in Bangladesh are Rupchanda (1 liter, Tk. 117), Chef Mate (2 liters, Tk. 245), Fresh (1 liter, Tk. 116), Veolia (2 liters, Tk. 245) and Teer (1 liter, Tk. 120).

Canola Oil

Canola oil was introduced in Canada in the 1970s. Because of its low-fat content, it contains Omega6 and Omega3 fatty acids and is well-known among nutritionists.

Like soybean oil, this oil itself does not have a strong flavor, so it is suitable for cooking extremely flavored Chinese, Indian and Thai cuisines. It is convenient to cook over a low to medium fire. When in extreme temperatures it is heated, it tends to release toxins and smoke-related lung cancer. It will soon become obsolete. Popular rapeseed oil brands in this country are Harvest Award (4 liters, Tk. 2000) and Teer (within Tk. 100).

The Bangladesh consumer market offers many different kinds of cooking oils, like rice bran oil, coconut oil, and sesame oil (til). When buying cooking oil, it is recommended to keep in mind that most of the oils will deteriorate at extremely high temperatures, so it is suggested to consume a lot of oils in moderation. Rapeseed oil and soybean oil are most supported for continuous use.

Details of edible oil brands available in the market with health benefits are as follows:

Rupchada Fortified Soyabean Oil

Rupchada, the "first" in the branded cooking oil category, was launched in 1996. After a decade, Rupchada has almost single-handedly transformed the soybean oil category and has taken measures to raise the people's awareness of the vitality of soybean oil. Stay healthy.

When Rupchada entered soybean oil, the vegetable oil market was driven by commodities, and consumer consciousness was very low. "Bulk sale" oil on the market dominates in an easily packaged form, which is an unknown concept. From entering a category driven

entirely by commodities to build a brand that can resonate with the "Happy Family Moment" today, the state of consumer demand, transcending partnerships at the category level is amazing. Rupchanda Soyabean Oil's marketing activities in various fields are carefully designed and executed with the aim of developing the quality of consumers' lives.

Therefore, in 2012, Rupchada soybean oil was revolutionized by successfully fortifying vitamin A and Rupchada is the first and so far the only vitamin A-fortified soybean oil, within the framework of the "vitamin A fortification project" of MOI, the government. Bangladesh, with technical support from UNICEF. Since the award was established, Rupchanda Enriched Soybean Oil has been named "Best Edible Oil Brand" in the "Best Brand Award" for four consecutive years. In 2013, Rupchada fortified soybean oil ranked 4th among the top 30 brands in all categories in Bangladesh.

Rupchada Pure Mustard Oil

Mustard oil is traditionally used as edible oil, but users always associate it with different reasons. Unlike other cooking oils, mustard oil can also add flavor to the food we eat. Therefore, it is mainly used for grinding products (bhorta), kimchi, etc. In addition to purity, the main expectation of mustard oil is obviously spicy. It is unique and cannot be replaced by any other edible oil. The quality of mustard oil is also highly dependent on the use of the correct variety and the correct quality of seeds. This is why it is important to choose a brand that guarantees high-quality seeds, adequate storage at the right temperature, sufficient humidity, and skilled labor. But at the same time, we must keep in mind that the pungency must be natural because, in Bangladesh and the Indian subcontinent, it is a common practice to adulterate mustard oil with synthetic mustard oil to increase its pungency. Therefore, the spiciness cannot affect the quality.

To ensure high calories (good taste), it must be measured. Pungency is measured by the level of allyl content in mustard oil. In Rupchada's mustard oil laboratory, the allyl content is measured and naturally maintained at 0.25%. Some brands in Bangladesh offer up to 0.35% allyl content but contain synthetic ingredients. Rupchada mustard oil is the only mustard oil brand that measures the allyl content and ensures its natural spicy taste through its advantages of having high-quality seeds, adequate storage at the right temperature, sufficient humidity, and skilled labor.

Mustard oil naturally contains some free fatty acids. According to BSTI guidelines, a free fatty acid content of 1.5% is considered safe. However, Rupchada mustard oil keeps the acid value at 1%. High acid levels can cause indigestion, flatulence, and heartburn problems. Keeping the acid value to a minimum while maintaining high heat is a superb technique, only Rupchada's pure mustard oil can do this.

Meizan Fortified Palm Olien

Meizan Fortified Palm Olein, healthy selection for rural consumers sensitive to prices. The total edible oil scale of Bangladesh is 1.8 million tons/year, 70% of rural consumption. However, the loose rural brand is 4% -96%. As the communication infrastructure is reduced and income per person is low, people in rural areas are low quality and cheap price. In fact, most of the poor cannot buy a high-quality product, the loose oil is not only health hazardous, but also the additional costs for health risks generated using loose oil. BEOL did not catch this great opportunity in the rural market, and rural reservoirs also needed a healthy edible oil option available at an affordable price.

With these facts in mind, BEOL promotes Meizan, since the only international standard super purified palm, and the rural family has nutrition (vitamin A, e) to keep the rural family healthy and fit.

Like Rupchada Soybean oil, Meizan is also an improved vitamin. This Meizan attribute is essential for the health status of Bangladesh, considering the potential of rural areas from the price perspective.

King’s Pure Sunflower Oil

The main benefit of sunflower oil is vitamin E and we can easily get this vitamin by consuming sunflower oil. In fact, sunflower oil provides more vitamin E than any other vegetable oil. Moreover, vitamin E helps repair tissues and protect cells from damage caused by free radicals, which can cause dry skin, fine lines and wrinkles, thereby keeping the skin radiant.

King`s Pure sunflower oil has been produced by Ukraine, it is the world's largest sunflower oil producer. In 2013, it was named by Fortune Magazine as the most respected company in the global food production industry.

Fortune Rice Bran Health

Most studies show that in order to get the most health benefits, the body needs 300 mg of oryzanol per day. The average Bangladeshi consumes about 33 grams of cooking oil per day (12 kg per year). To obtain 300 mg of oryzanol from the 33 grams of oil consumed daily, 910 mg of oryzanol must be contained for every 100 grams of oil. For that reason, fortune Rice Bran Health has calculated 1000 mg of oryzanol per 100 grams, consequently the body can absorb enough oryzanol at normal fuel consumption levels.

Presenting the 10 Health Benefits of Rice Bran Fortune:

1. Lower Cholesterol: Rice bran oil can lower the triglycerides of fat molecules in the blood. Low triglyceride levels lead to low cholesterol levels.

2. Helps prevent heart disease: Rice bran oil is rich in Oryzanol, which assists to maintain high-density lipoproteins (good cholesterol) and low-density lipoproteins (bad cholesterol) in the blood, thus heart diseases can be prevented.

3. Helps clean blood vessels: MUFA (Monounsaturated Fat Additives) and PUFA (Polly Unsaturated Fat Additives) play a significant role in reducing bad cholesterol. The balanced proportion of polyunsaturated fatty acids and polyunsaturated fatty acids in rice bran oil can control the formation of bad cholesterol, keeping the blood vessels fresh.

4. Provides balanced nutrition: Our body needs two types of fatty acids, one to provide energy and the other to provide the fatty acids necessary for biological procedures. This oil contains a balanced ratio of the two, which assists the body obtain balanced nutrition.

5. Helps preventing cancer: Tocotrienols and Phytosterols are anti-mutagenic ingredients in rice bran oil, which assist in preventing cancer.

***6. Assists improve the skin*:** Squalene is an organic compound which is generally produced by human skin cells and it is an innate moisturizer. This oil consists of a lot of ingredients which helps in the prevention of skin aging.

7. Make the nervous system active: Vitamin E is necessary for standard nerve function. This oil is a rich source of natural vitamin E, so it assists to develop a healthier nervous system.

8. Strengthen the immune system: Antioxidants usually develop our health by fighting free radicals that damage the system of immunity. Hence, this oil contains natural antioxidants that assist to strengthen the immunity.

9. Assists improve hormonal health: In rice bran oil, ferulic acid has been found which have a better effect on the focusing of endocrine hormones.

10. Low Oil Healthy Foods - Edible oil will become sticky during frying because of the oxidation. However, this cooking oil is very stable as it remains non-sticky, and food holds less oil. (https://www.beol-bd.com/pages/details/fortune)

Olivoila Extra Virgin Olive Oil

Olivoilà, the best quality in Europe, carefully selects the best quality olives and the freshest olive fruits, allowing people to enjoy the passion and sunshine of Europe.

In fact, Bangladesh Edible Oil Ltd. (BEOL) launched Italian high-quality Olivoilà in 2010 to cater to the top of the pyramid that values excellence and pursues an extraordinary lifestyle. Due to its unique characteristics, Olivoilà is different from most products on the market.

Thus, Olivoilà comes from cold-pressed olives, with an excellent flavor of olive aroma. Because the picking procedure (hand-picked olives) and cold pressing avoids changes in the chemistry of the olive oil (if heated), an excellent flavor is obtained. The superior taste comes only from hand-picked and cold-pressed extra virgin oil! Olivoila brings a superior flavor, keeping the original flavor fresh and pure.

Moreover, Olivoilà extra virgin olive oil is higher-level quality of olive oil. Its acidity is <= 0.8%, which meets the international standards for extra virgin olive oil.

In order to obtain the freshest olive oil, Olivoilà chose the golden period of November to March. Pick olives by hand every year, take care of everyone, so that they are not crushed, and select one by one. The harvested olives are immediately physically cold pressed. Stick with virgin olive oil. The original pressing is completed in 24 hours to ensure freshness, purity and nutritional value.

Lucky

Lucky is an industrial brand of palm olein and is well-known among fast food chains and bakeries. It is a liquid fraction processed by fractional distillation after palm oil is crystallized at a controlled temperature. In fact, this oil is mostly convenient for frying and cooking. The main functions of RBD palm olein include industrial frying fats for instant noodles, potato chips, doughnuts and condensed milk.

Lucky contains no cholesterol and contains vitamins D and E. It has huge oxidation stability and has balanced nutrients.

Teer

Teer is the most approved brand of City Group. This group's products involve edible oil, atta, flour, semolina, rice, lentils, sugar and animal feed products. In fact, the brand is synonymous with health, hygiene and excellence. City Group is one of Bangladesh's leading and trusted consumer product groups and manufacturers. With 46 years of business heritage, the group has made considerable progress in value creation and production. There are currently 40 sister companies, each of which specializes in different products and services.

The strength of the group lies in its commitment to delivery, an uncompromising attitude towards quality and a valued relationship with customers, employees and all social groups.

ACI Edible Oils

From 2012, ACI Edible Oils Limited started to run their company in the promoting of consumer pack cooking oils which are now renowned household brands as ACI Nutrilife, and ACI Pure in our country. Since its establishment day, ACI Edible Oils Limited is trying to provide excellent quality of cooking oil for serving the consumers of Bangladesh, with the aim of promoting a healthy lifestyle for all the consumers of the country.

ACI Nutrilife believes in the improvement of the health and life of people. Under ACI Nutrilife, separately from maintaining a commitment quality, the Bulletin called Dr. Nutrilife is published regularly and distributed to where health experts are being reported. Through this bulletin, it helps to fight diabetes, cardiovascular diseases and diseases such as colon cancer.

ACI Nutrilife is currently a market leader in the Rice Bran edible oil industry with more than 25 percent market share. It has been growing from its beginning in 2012 with excellent rates.

ACI Pure Soybean Oil is a quite new applicant to the market. The pure soybean oil business has started operating since mid-May 2016, and the company's goal is to obtain a market share of 8% in 2017.

Pusti Soyabean Oil

"PUSTI Soybean Oil" is the flagship exclusive brand in Bangladesh's soybean oil market. Because of excellent procurement and the most advanced German purifying technology, "PUSTI Soybean Oil" retains the inherent benefits and characteristics of soybeans,

providing customers with light, delicious and healthy cooking oil. Excellent flavor enhancers and their quality have won the loyalty of consumers throughout Bangladesh. Because these oils are rich in polyunsaturated fatty acids, they assist to control cholesterol levels and are the first choice for health-conscious housewives.

Super Fresh Soyabean Oil, Super Pure Vegetable Oil

Established: 2005

Super Fresh Soybean Oil is rich in the correct nutritional value. As it is made with the best soybeans in the world and degummed crude soybean oil. It follows a 3-step purifying procedure for perfect degumming and neutralization, balanced bleaching, and five-step deodorization to provide the correct ratio of Omega 3 and 6 and complete beta-carotene in the soybean oil. It is rich in Omega 3 and 6, which helps to reduce "hypertension" and also assists to prevent cardiovascular disease and decreases the threat of blood vessel obstruction. It manages effective quality control at every step of the refinement procedure and is sold in self-made food-grade PET bottles which is authorized by the USA, FDA for packaging food.

At a Glance:

Brand: Super Fresh Soyabean Oil, Super Pure Vegetable Oil

Plant Capacity: 3,60,000 MT per year

Technology Used: LIPICO

Manpower: 550

Sources of Raw Materials: Argentina, Brazil, Canada, USA, Malaysia and Indonesia

Variant: Soyabean Oil, Vegetable Oil, Canola Oil and Vanaspati

SKU: 8 Ltr, 5 Ltr, 3 Ltr, 2 Ltr, 1 Ltr, 500 & 250 ml and 204 Ltrs for Bulk

Milestone: Achieved 3rd position among all local brands across all categories in "Best Brand Award Bangladesh-2013"

Customers: More than 5.0 Million Consumers including household users, Bangladesh Army, Bangladesh Police, Border Guard of Bangladesh, TCB, Apollo Hospital, Square Hospital, Westinn Hotel, Radisson Hotel etc.

Brand Promise: Uncompromised Quality for the "Joy of Giving"

Fresh Mustard Oil

Established: 2009

Surma Mustard Oil Mills Limited makes the best mustard oil cakes as well as mustard oil under the Fresh brand. Fresh mustard oil is made from the best and highest quality mustard seeds in the world and is properly purified in an automated factory. In fact, the legacy of the brand is to bring its strong spicy and natural flavor to consumers. It also means the heritage of our Bangladeshi culture.

Radhuni Pure Mustard Oil

Radhuni is a flagship of square food and limited beverages. Since 2001, Radhuni has become a family of powder spices, edible oil, cereals, lentils and a familial name for some dairy products. Radhuni powder spices are made from the highest selected ingredients. All essential volatile spice oils are maintained with modern grinding techniques. The spice of Radhuni powder can be used to guarantee the taste and flavor of the crushed spices of the house and prepare any of its desired dishes.

Radhuni pure mustard oil is made of carefully selected mustard species and guarantees higher quality mustard oil. It starts from the cleaning of seeds to bottling and lid and is manufactured in a fully automated line. The cold press emission technology used guarantees the natural flavor, the spicy flavor, and the essence of the product in the product. Very efficient filtration gives the content of solid oil and zero particles for oil.

RADHUNI Pure Mustard Oil consists of a huge amount of monovalent saturated fatty acids that limit the harmful cholesterol blood accumulation in the body.

Available in:

80ml, 250 ml, 500 ml & 1000 ml (Pet Bottle)

Pack sizes (Export Market):

200ml, 250 ml, 400 ml, 500 ml & 1000 ml

Royal Chef Sunflower Oil

Sunflower seed oil is a non-volatile oil extracted from sunflower seeds. In fact, sunflower oil is often used as an emollient in frying oil in foods and in cosmetic formulations. As sunflower oil is mostly used to cook and fry food, it is the oil from sunflower seeds that makes the oil authentic.

Royal Chef sunflower oil guarantees you 100% healthy quality. This oil has relatively low-fat content and also contains a lot of vitamin D. It is called the healthiest cooking oil because it is not as heavy as other oils. You can cook all food and provide food cooked with this oil without taking any pressure. So, try to use Royal chef Sunflower Oil for cooking and live a healthy and fit life.

Quality:

- ✓ Produced from the seeds of sunflower
- ✓ Cooking oiled taste
- ✓ Balances health
- ✓ Light in nature
- ✓ Contains high vitamin D
- ✓ Cosmetic formulations as an emollient
- ✓ Used to use in food as a frying oil

5.1 Socio Economic Background of Edible Oil

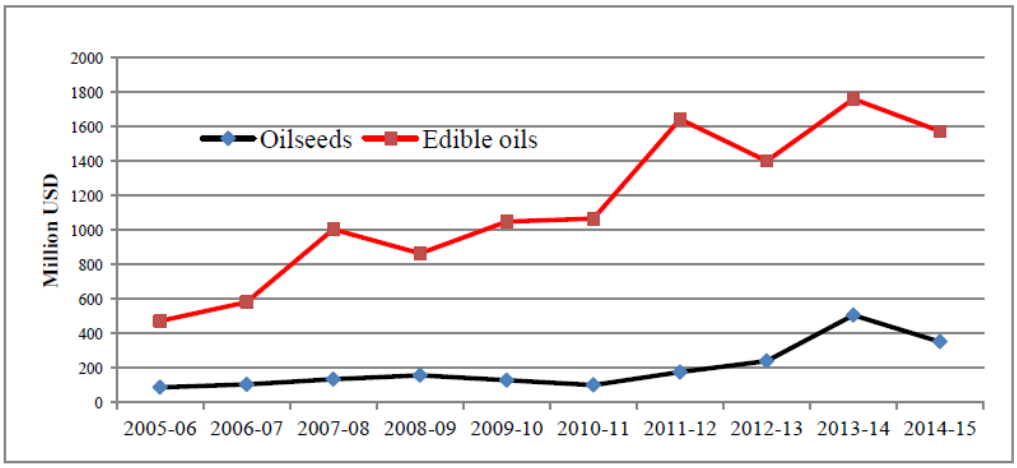
Edible oil plays a vital role in the human diet by supplying calories and helping to digest a variety of fat-soluble vitamins, such as vitamin A (National Research Council, 1989). For a 2700 Kcal diet, the recommended daily oil consumption per capita is 6 grams per day (BNNC, 1984). In fact, a minimum 15% (405 kcal) of the entire calories should come from visible and invisible oils or fats to maintain health in a better way. Some of the oilseeds supply good sources of protein, vitamins, and fuel. Oil cake is also a necessary fertilizer for crop production and livestock feed.

This country had to expend a large amount of foreign exchange to import cooking oil and oilseeds to fulfill the needs of the country's growing population. The cost of imports has increased year after year (Figure 5.1). The value of imported cooking oil and oilseeds in 2014-2015 was US $ 1.574 billion and US $ 354 million, respectively (Bangladesh Bank, 2016).

Because of several economic and technical causes, the oilseeds planting field is decreasing year by year. Although the area planted with mustard (the main oilseed crop in this country) has increased since 2010 (Miah et al., 2014). In fact, the government of Bangladesh has paid proper attention to oilseed crops research and development (R&D) and invested a lot of money to achieve self-sufficiency in cooking oil. Moreover, the

Bangladesh Agricultural Research Institute (BARI) and Bangladesh Nuclear Agricultural Research Institute (BINA) have launched a large number of upgraded varieties of oilseeds. The adoption rate of these improved varieties at the farm level is encouraging (Miah et al., 2015b; Miah et al., 2015c), and has created a positive impact for the country and saved foreign exchange (Miah et al., 2015a).

Figure 5.1: Import value development of oilseeds and edible oil



Source: Trend of import value of oilseeds and edible oils

To create appropriate policy guidelines on oilseeds, policymakers and research managers require a broad understanding of oilseed crops. However, a more in-depth investigation is required to determine the reasons for poor adoption and to recognize how oilseed farming might be expanded. The difficulties and potential in Bangladesh's oilseeds sector are examined in this study.

From the above discussion of this chapter, anyone could know which types of edible oil brands are available in our country and the nutrition value of those edible oil brands. In fact, the socio -economic condition of Bangladesh has also been discussed in this chapter.

CHAPTER SIX
FINDINGS OF RESEARCH

This is an important chapter where the marker scenario of edible oil has been discussed in detail. In addition, the domestic consumption of soybean oil of this country has also been shown by year. In fact, last twenty years food adulteration in Bangladesh has been increased drastically, so the recent adulterated food list is also been explained. Most importantly, the data analysis and interpretations, moreover, the summary of the findings have been discussed in detail in this broad chapter.

6.1(A) Market Scenario of Consumption of Edible Oil

According to the 2018 statistics, Bangladesh is a densely populated country with a population of 165 million and an intake of around 3 million tons of vegetable fats and oils. Because of inadequate local production, approximately 90% of the annual demand for these edible oils and fats is satisfied by imports. In recent years, per capita, oil consumption has increased by at least one kilogram, which is the largest increase of all developing countries. Per capita oil consumption in 2018/19 was close to 18 kg, slightly lower than India's level.

In recent years, the economy has grown steadily and the population has increased by approximately 1.7 million annually, mainly due to the aforementioned increase in fat intake. The following table will provide detailed information on trends in cooking oil intake of the previous five years.

In '000 Tonnes

Table-1: Consumption Trend of Oils and Fats: 2013-2017

Commodity	2018	2017	2016	2015	2014	2013
Soyabean Oil	1,030	1,008	849	699	593	466
Palm Oil	1,740	1,455	1,394	1,303	1,266	1,220
Mustard/Canola Oil	142	154	174	140	100	113
Butter	34	32	32	31	29	29
Sunflower seed Oil	14	4	1.6	1.4	1.2	0.7
Palm Kernel Oil	19	18	17	19	15	8.3
Coconut Oil	28	23	18	26	32	28
Others	4	1.5	1.4	2.5	1.8	1.9
Total:	**3,010**	**2,695.5**	**2,487**	**2,221.9**	**2,038**	**1,866.9**
Growth rate compared to previous year	**+11.67**	**+8.38**	**+11.93**	**+9.02**	**+9.16**	

Source: Oil World - 2018

The above-mentioned rise in intake vis-a-vis import, because of inadequate land for production of oilseed crop, regional production of oils and fats is mostly inactive since last five years. Moderate diversion of farmlands for cash crop production, provision of land for oilseeds production is narrowing day by day and correspondingly depending on import to fulfill the annual demand or need of vegetable oils and fats is in rising tendency and this tendency will also proceed in upcoming years. The under mentioned table below will suggest a concept about regional production during the 2013/14 to 2017/18 period.

In Tonne

Table-2: Indigenous Production of Oils and Fats: 2013/14-2017/18

Commodity	2017/18	2016/17	2015/16	2014/15	2013/14
Mustard/Canola Oil	125,400	122,100	119,460	118,470	97,680
Groundnut Oil	11,550	12,210	11,550	13,200	11,550
Coconut Oil	12,600	12,600	12,600	12,600	12,600
Sesame seed oil	11,550	10,890	11,220	11,880	14,850
Linseed	1,650	1,650	1,650	2,970	1,980
Rice bran oil	90,000	80,000	65,000	60,000	45,000
Butter/Ghee	27,300	27,000	26,300	25,300	24,900
Total:	**280,050**	**266,450**	**247,780**	**244,420**	**208,560**

Source: BBS/Oil World – 2018/MPOC Market Intelligence

On the above, yearly, almost 125,000 to 150,000 tonnes of soyabean produced in this country too, but the whole production of the same uses to poultry feed production and there is no contribution in cooking oil outcome of Bangladesh.

To fulfill the yearly demand, a tiny over 2.9 million tonnes of oils and fats, that contains the oil obtained regionally from imported oil seeds, such as soyabean as well as mustard/canola, were imported in this country in 2018, and that is why soyabean oil, palm oil and canola/mustard oil are the prime cooking oils, which makes up approximately 99% of total annual import of oils and fats in the country. Table – 3 could show a clearer picture of the import tendency of cooking oils and fats in the country from 2014 to 2018.

In '000 Tonnes

Table-3: Import of 3 Major Edible Oils vis-à-vis Total Oils and Fats (2014-2018)

Year	Total Oils and Fats	Change (%)	Palm Oil	Change (%)	Soyabean Oil	Change (%)	Canola/ Mustard oil	Change (%)
2018	2,923	9.07	1,770	15.31	1,137	2.99	30	(26.83)
2017	2,680	15.92	1,535	12.64	1,104	29.27	41	(51.13)
2016	2,312	0.74	1,374	(5.43)	854	3.77	83.9	334.72
2015	2,295	22.46	1,453	16.61	823	31.05	19.3	(0.5)
2014	1,874		1,246		628		19.4	

Source: MPOC Market Intelligence/Chittagong Port

Note:

1. Palm oil involves imported CPO, CPL & RBD PO/PL together
2. Soyabean oil figures involve the import quantity of CDSBO as well as oil equivalent of imported soyabean @ 18% oil extraction.
3. Canola/mustard oil is the oil alternate of imported seeds @ 38% oil extraction.
4. Recently, at C & F level Bangladesh spends about US$ 1.6 billion annually for import of cooking oils while yearly spent against import of oilseeds is about US$ 450 million on an average.

(In Million US$)

Table-4: Annual Expenses For import of Edible Oils and Oilseeds; 2014-15 to 2017-18				
Commodity	**2017-18 July-Feb.**	**2016-17 July--June**	**2015-16 July-June**	**2014-15 July-Jan**
Edible Oils	1,197	1,626	1,450	924
Oilseeds	329	432	534	374

Source: Bangladesh Economic Review 2018, Ministry of Finance

It can be seen that the yearly wholesale traded value of the intake of vegetable oils and fats in this country is around Taka 208.75 billion (US$ 2.5 billion @ Taka. 83.50 per US$), which in the supermarket is approximately Taka 230.0 billion (US$ 2.75 billion). So, approximately 92 – 93% of the regional need of cooking oils has been fulfilled via import, regional cost of cooking oils and fats fluctuates in keeping pace with the price trend of relevant vegetable oils and fats in the global market. It can be indicated that yearly around 500,000 tonnes of cooking oils have been sold out in consumer packs, whereas the rest quantity of edible oils has been sold in loose form. Purified soyabean oil is mainly the leader in the consumer pack market of vegetable oils, whereas purified palm oil dominates the loose trade market of cooking oils

In million US$

Table: 5: Year wise Annual Wholesale Traded Value of Major 3 Edible Oils : 2014-2018				
Year	**Soyabean Oil**	**Palm Oil**	**Canola/ Mustard Oil**	**Total**
2018	993	1,327	208	2,528
2017	1,020	1,296	221	2,537
2016	875	1,179	239	2,293
2015	696	1,018	193	1,907
2014	691	1,169	134	1,994

Source: MPOC Market Intelligence

Exchange rate: Taka. 83.50 in 2018; Taka. 80.17 in 2017, Taka. 78.5 in 2014-16

For a long period of time, there were nine prime vegetable purifying groups who were mostly active in edible oil field. Among them T.K. Group, City Group and Meghna Group had the significant roles of controlling around 60% of total vegetable oils and fats market

of this country. Although the yearly import quantity of Bangladesh Edible Co Ltd., the rest of the groups did not play significant roles in comparison to earlier mentioned 3 groups, but according to brand value, they have been leading since a long time. Below mentioned table could show a more clear image about the import tendency of CDSBO and palm oil in 2018.

In MT

Table: 6: Groupwise Import Quantity of CDSBO and Palm Oil in 2018

Name of the Group	Import Quantity CDSBO in 2018	Import Quantity Palm Oil in 2018	Total
T.K Group	239,880	392,912	632,792
City Group	238,940	429,514	668,454
Meghna Group	195,669	465,110	660,779
BEOL	148,750	105,200	253,750
S. Alam Group	62,000	177,217	239,217
Bashundhara Group	12,590	39,499	52,089
Globe Group	22,000	Nil	22,000
Sena Edible Oil	11,000	5,000	16,000
Majumdar Group	Nil	12,500	12,500
Total:	**930,829**	**1,626,952**	2,557,781

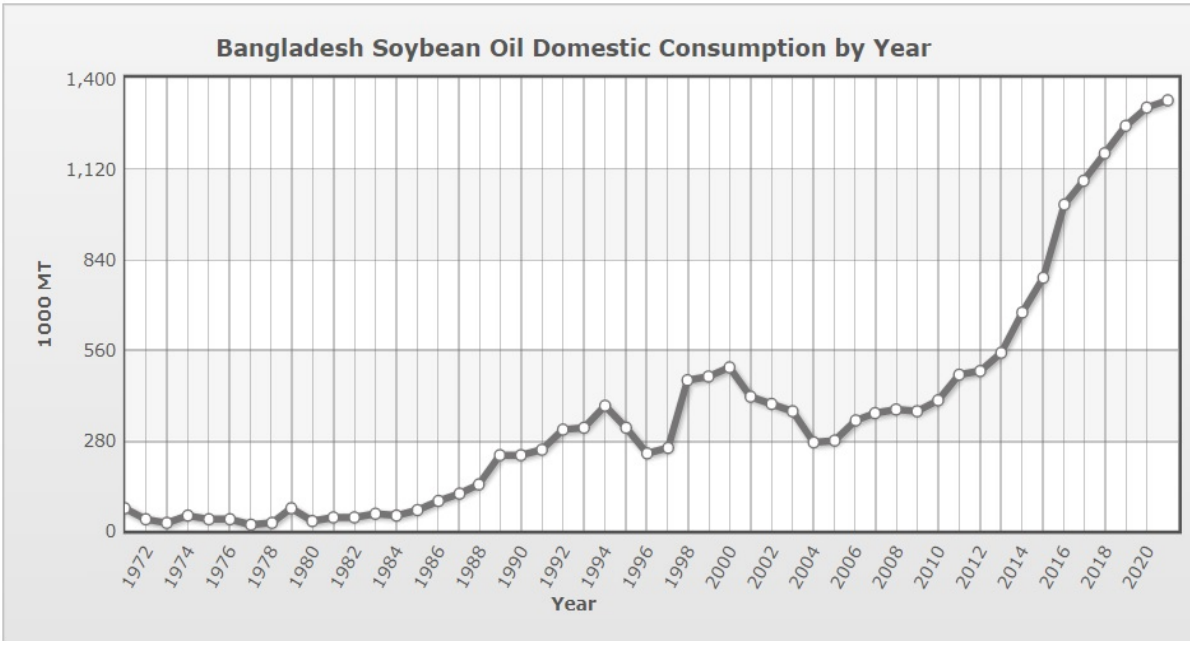
Source: Chittagong port/Bulk Storage facilities

Bashundhara Group, Sena Edible Oil, Globe Edible Oil, and Majumdar Group; these four groups had entered the vegetable oil purifying business in the year 2018. MEB Group, SA Group, Mostafa Group, and Nurjahan Group; these three groups had individual purifier numbers and were sincerely involved in the vegetable oil purifying sector. For a long period, all of them are currently closed due to financial difficulties. It is bleak for them to re-enter the edible oil refining business.

By 2019, the total annual oil imports are expected to exceed the 3 million tonnes mark. With economic growth and population growth, the intake of vegetable oils and fats in this country is on the rise. Recently, World Economic Union (WELT)-2019 disclosed that Bangladesh is at present the 43rd largest economy in the world and our country will become the 24th greatest economy in the world in the following 15 years. Given that the intake of cooking fats, as well as oils, is directly connected to economic progress, therefore increasing the buying capacity of the population, compared with imported fats and oils, consumption is likely to continue increasing in the next few years.
(https://www.bangladesh2030.org/2019/01/30/bd-oils-and-fats-market/)

6.1(B) Bangladesh Soybean Oil Domestic Consumption by Year

Figure 6.1(B): Bangladesh Soybean Oil Domestic Consumption



Market Year	Domestic Consumption	Unit of Measure	Growth Rate
1971	67	(1000 MT)	67.50 %
1972	35	(1000 MT)	-47.76 %
1973	23	(1000 MT)	-34.29 %
1974	46	(1000 MT)	100.00 %
1975	35	(1000 MT)	-23.91 %
1976	35	(1000 MT)	0.00 %
1977	19	(1000 MT)	-45.71 %
1978	22	(1000 MT)	15.79 %
1979	66	(1000 MT)	200.00 %
1980	28	(1000 MT)	-57.58 %
1981	41	(1000 MT)	46.43 %
1982	39	(1000 MT)	-4.88 %
1983	51	(1000 MT)	30.77 %
1984	43	(1000 MT)	-15.69 %
1985	61	(1000 MT)	41.86 %
1986	90	(1000 MT)	47.54 %
1987	114	(1000 MT)	26.67 %

1988	142	(1000 MT)	24.56 %
1989	234	(1000 MT)	64.79 %
1990	235	(1000 MT)	0.43 %
1991	252	(1000 MT)	7.23 %
1992	310	(1000 MT)	23.02 %
1993	315	(1000 MT)	1.61 %
1994	385	(1000 MT)	22.22 %
1995	315	(1000 MT)	-18.18 %
1996	240	(1000 MT)	-23.81 %
1997	255	(1000 MT)	6.25 %
1998	467	(1000 MT)	83.14 %
1999	476	(1000 MT)	1.93 %
2000	503	(1000 MT)	5.67 %
2001	416	(1000 MT)	-17.30 %
2002	393	(1000 MT)	-5.53 %
2003	366	(1000 MT)	-6.87 %
2004	273	(1000 MT)	-25.41 %
2005	276	(1000 MT)	1.10 %
2006	342	(1000 MT)	23.91 %
2007	360	(1000 MT)	5.26 %
2008	372	(1000 MT)	3.33 %
2009	369	(1000 MT)	-0.81 %
2010	404	(1000 MT)	9.49 %
2011	483	(1000 MT)	19.55 %
2012	493	(1000 MT)	2.07 %
2013	551	(1000 MT)	11.76 %
2014	673	(1000 MT)	22.14 %
2015	785	(1000 MT)	16.64 %
2016	1010	(1000 MT)	28.66 %
2017	1085	(1000 MT)	7.43 %
2018	1170	(1000 MT)	7.83 %
2019	1250	(1000 MT)	6.84 %
2020	1310	(1000 MT)	4.80 %
2021	1333	(1000 MT)	1.76 %

Source: United States Department of Agriculture

6.2 Recent Adulterated Food List of Bangladesh

Food is vital to human survival, but it has been easily adulterated since ancient times. Food contamination involves different types of practices, such as blending or mixing, substituting, mislabeling to hide the food quality, placing rotten or putting date expired food, and adding harmful materials. In fact, it's a long-standing issue that has an impact on all sectors of society. Health hazards can be caused by adding harmful substances or removing important ingredients. Food adulteration can be intentional, unintentional, or natural. Deliberately adulterating food is usually for financial gain. Unplanned contamination is the consequence of illiteracy or insufficient opportunities to protect proper food quality. Natural adulteration occurs because certain chemical substances, organic compounds, or free radicals are easily present in food, which is health hazardous, but sellers are not adding these willingly or unwillingly.

A study conducted in the Indian state of Haryana found that almost all of the food accumulated from the interviewees' residents had been contaminated. The key adulterators in the food tests included water mixing in milk, turmeric, or powdered sugar, non-natural food coloring in chili powder, and soluble in water. Moreover, the color of green and black grams, the non-natural coloring in chickpea flour, and the necessary oil extracted from cardamom. Over half of the food samples tested by Dhaka Institute of Public Health in the year 2002 were contaminated; of those samples examined and found that almost 100% of butter oil and banaspati dalda, 90% condensed milk/candy, 72.3% ghee and honey, and 57.2% milk of cow were contaminated.

From the year 2002 to 2003, the Bangladesh Standards and Testing Institute (BSTI) had 250 mobile courts or monitoring teams, they collected around 226 food samples from the open market for testing and they issued 117 unqualified product display notices to producers and called off 45 business licenses as well as 35 legal proceedings were taken. In the year 2005, mass and news media published reports on terrible food contamination, and mobile court raids against food adulteration have increased. In research in Bangladesh, 64% of suppliers/producers reported that they used chemical substances in their products or goods, while 74% knew very well that adding chemicals to food was health hazardous. Producers use toxic chemicals to make those products extra profitable, extend lifespan, replace inaccessible natural basic materials, and decrease prices of products or goods. At present, people have paid more and more attention to the application of banned colorings (like textile dyes) in several foods to improve the acceptableness of

foods. In Pakistan, almost half of the sweets and candy samples contained unlicensed food coloring. In India, the intake of unlicensed textile colors and the misuse of harmful colors had been attributed to food-borne illnesses.

In this country, there are different rules and regulations to guarantee the quality of food production and sales standards of food (Table 1). Proper implementation of food laws, rules and regulations in our country is a kind of joint responsibility of several ministries and other related departments. The food samples are mainly examined at particular government food laboratories. Moreover, the Consumer Right Protection Ordinance 2008 had been permitted in Parliament on 1 April 2009.

Recently, in Bangladesh, the High Court banned the sale of 52 foods from different renowned brands that had been identified as deficient via the Bangladesh Standards and Testing Institute (BSTI) in a current report. Before reaching BSTI standards, the court banned the production of the items in question and instructed the goods to be taken out from the store and immediately demolished.

BSTI identified 18 defective foods from 52 companies, including renowned cooking oils such as Teer, Rupchanda, and Pusti.

A BSTI report found that the popular brands ACI and Molla contained adulterated iodine salt. After BSTI tested consumer products before Ramadan, on 3rd May 2019 in Dhaka city, a list of goods was published at a press conference. BSTI said in a statement that the agency secretly collected 406 samples of 27 goods that are usually used to prepare the foods during Sahri as well as Iftar.

(https://bdnews24.com/business/2019/05/12/hc-prohibits-sales-of-18-substandard-products-from-52-consumer-brands)

It also stated that unqualified product brand companies have received the notice and will take action against them in the near future.

The BSTI lists of substandard products include

Category of products	BRANDS
Mustard oil:	Teer of City Oil, Rupchanda of Bangladesh Edible Oil, Pusti of Shabnam Vegetable Oil, GB of Green Blessings Oil.
Salt with adulterated iodine:`	ACI, Molla, Madhumati, Dada Super, Tin Teer, Madina, Starship, Taz, Noor.

Lachchha vermicelli:	Mishtimela, Madhuban, Mithai, Wellfood, Baghabarhi Special, Pran, Jeddah, Kiron, Amrita.
Noodles:	Doodley of New Zealand Dairy.
Adulterated turmeric Powder:	Danish, Fresh, Baghabarhi Special, Pran, Sun.
Coriander powder:	ACI Pure.
Chips:	Sun Chips of Quasem Food Products.

Source: bdnews24.com

6.3 Data Analysis and Interpretations

The study is related to the analysis of customers' switching behavior towards cooking oil usage. All the responses from the interviewees had been followed through to simple percentage technique, with a view to understand the inferences out from the data collection.

TABLE 6.3.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

DEMOGRAPHIC VARIABLES	NO. OF RESPONDENTS	PERCENTAGE (%)
Age (Yrs)		
18-25	0	0
26-35	73	36
36-45	109	55
46-55	18	9
56-Above	0	0
Total Respondents	**200**	**100%**
Gender		
Male	73	36
Female	127	64
Total Respondents	**200**	**100%**
Occupation		
Housewife	76	38
Business	4	2
Service Holder	120	60
Total Respondents	**200**	**100%**
Marital Status-		
Married	182	91
Unmarried	18	9
Total Respondents	**200**	**100%**

Source: Fieldwork

The presented information in above table no 6.3.1 shows, 64% respondents are females and 36% are males which implies that females were more than the males in the gender category of interviewees. In fact, the majority of the respondents (91%) are married and only 9% are unmarried which reveals that most of the interviewees are married. Moreover, age-wise classification is considered to be an attribute of demographic profile, the analysis presented in Table 6.3.1 also shows that the sample is dominated by the middle age category of respondents ranging in the age group of 36-45 years as it contributes 55% in the sample while least number of interviewees are less than 50 years of age. Most importantly, the majority of the respondents are service holders (60%).

TABLE 6.3.2 MONTHLY SPENDING PATTERN ON EDIBLE OIL

Sl NO	DESCRIPTION	NO. OF RESPONDENTS	PERCENTAGE (%)
A	Less than tk. 500	60	30
B	From 500 to 1000	90	45
C	From 1000 to 2000	50	25
D	From tk 2000 & above	0	0
	Total	**200**	**100%**

Source: Fieldwork

From the above table, it can be seen that 45% of interviewees spend 500 to 1000 taka on monthly basis on cooking oil, 30% spend less than 500 taka in every month, 25% interviewees spend 1000 to 2000 and none of the respondents spend money 2000 & above on edible oil.

TABLE 6.3.3 RESPONDENTS' CHOICE TOWARDS TYPE OF COOKING OILS

SI NO	TYPE OF OIL	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Soyabean	138	69
2.	Sunflower	32	16
3.	Rice Bran	14	7
4.	Mustard	8	4
5.	Olive	8	4
	Total	**200**	**100%**

Source: Fieldwork

From table 6.3.3, it is seen that still now majority of people (69%) prefer soyabean oil most, while about 16% of the consumers use sunflower oil and 7% of them like to use rice bran oil that is good for the functioning of heart.

TABLE 6.3.4 BRAND PREFERENCE FOR EDIBLE OIL

SI NO.	VARIETIES	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Rupchada Soyabean	100	50
2.	Teer Soyabean	28	14
3.	Super Fresh Soyabean	8	4
4.	King's	6	3
5.	Fortune	18	9
6.	Fresh Mustard	8	4
7.	ACI Pure	8	4
8.	Olitalia	10	5
9.	Bashundhara Fortified Soyabean	4	2
10.	Kernel	2	1
11.	Romania	2	1
12.	Pusti	8	4
	Total	**200**	**100%**

Source: Fieldwork

At present, there is rigid competition among the cooking oil industries, and several companies are trying to do best for developing their brand to differentiate the product than others. In fact, brand preferences mainly represent those brands which are mostly preferred under the acceptance of equivalence in price, quality and availableness of cooking oil. It can be noticed in table 6.3.4, out of total 200 interviews approximately 50% people prefer Rupchada oil, 14% consumers prefer Teer oil & only 9% interviewees prefer Fortune, so maximum percentage of consumers choose Rupchada brand.

TABLE 6.3.5 MONTHLY INTAKE PATTERN OF COOKING OIL

SI NO.	QUANTITY (IN LITRES)	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	01-02	8	4
2.	02-04	44	22
3.	04-06	84	42
4.	06-08	32	16
5.	08-10	32	16
	Total	**200**	**100%**

Source: Fieldwork

The information presented in the table 6.3.5 reveals, maximal percentage (42%) of interviewees prefers to purchase cooking oil 04-06 liters in a month.

TABLE 6.3.6 BRAND DECISION MAKER FOR EDIBLE OIL

SI NO.	DECISION MAKER	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Wife	94	47
2.	Husband	84	42
3.	Both	15	7
4.	Parents	7	4
	Total	**200**	**100%**

Source: Fieldwork

The above table 6.3.6 depicts, in 47% cases housewife plays the role as decision maker of edible oil and in 42% cases husband takes the responsibility of making decision about cooking oil.

TABLE 6.3.7 FACTORS INFLUENCING ON BRAND DECISION TAKING

SI NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1.	Brand	66	33
2.	Price	10	5
3.	Quality	26	13
4.	Taste	26	13
5.	Packaging	2	1
6.	Health Consciousness	34	17
7.	Nutrition Value	28	14
8.	Availability	0	0
9.	Others	8	4
	Total	**200**	**100%**

Source: Fieldwork

There can be several elements that influence customers to purchase a specific brand of vegetable oil. According to table no. 6.3.7, brand consciousness is the prime reason as 33% consumer's select cooking oil based on brand recognition, 17% people select due to health awareness and 14% because of nutrition value. Factors like taste as well as quality also have 13% impact. Brand and health consciousness are the prime influencing factors.

TABLE 6.3.8 SOURCE OF INFORMATION FOR EDIBLE OIL

SI NO.	SOURCE	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Advertisement	48	29

2.	Family	70	42
3.	Friends & Relatives	20	12
4.	Neighbors	24	15
5.	Doctors	0	0
6.	Past Experience	3	2
	Total	**200**	**100%**

Source: Fieldwork

Nowadays, most of the media plays an important role in a customer's purchasing decision-making procedure. Though, many other effective ways are also available for the customer to obtain information about several brands of vegetable oil. Moreover, advertising can also be used as several media in creating brand consciousness among customers. Those can be aired, for instance, radio, television and internet ads, etc. On the above table 6.3.8, out of 200 interviewees, 42% of respondents got the details about the brand through family members, 29% knew about the brand through advertisement,15% got information from neighbors & 12% got information from friends and relatives.

TABLE 6.3.9 PREFERRED PLACE TO PURCHASE

SI NO.	DESCRIPTION	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Wholesaler	9	5
2.	Retailer	65	39
3.	Super Shop	91	55
4.	Ration Shop	0	0
5.	Factory	0	0
	Total	**200**	**100%**

Source: Fieldwork

As seen in table 6.3.9, 55% of respondents purchase edible oil from super shops, whereas 39% interviewees prefer to buy from local stores and only 5% people buy from wholesalers.

TABLE 6.3.10 SWITCHING TO OTHER BRAND

SWITCHING RATE	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	**146**	**73**
No	**54**	**27**

Source: Fieldwork

Table 6.3.10 illustrates that 73% like to switch brand to know other types of edible oils available in market, while 27% are loyal and prefer to stick with one brand.

TABLE 6.3.11 LABEL CHECKING BEHAVIOUR OF CUSTOMERS

READING RESPONSE	NO OF RESPONDENTS	PERCENTAGE (%)
YES	140	70
NO	60	30

Source: Fieldwork

In this table, it is seen that 70% people check the packaging label of edible oil, while 30% don't prefer to read the lables.

TABLE 6.3.12 PRICE CONSIDERING BEHAVIOR OF CUSTOMERS

READING RESPONSE	NO OF RESPONDENTS	PERCENTAGE (%)
YES	156	78
NO	44	22

Source: Fieldwork

In table 6.3.12, it can be seen that 78% people prefer to consider price when they purchase oil, but 22% people don't value price.

TABLE 6.3.13 CONSIDERING BRAND IMAGE DURING PURCHASE

READING RESPONSE	NO OF RESPONDENTS	PERCENTAGE (%)
YES	163	81.5
NO	37	18.5

Source: Fieldwork

In table 6.3.13, it can be seen that 81.5% people like to buy edible oil depending on brand image, while 18.5% consider other factors to buy oil.

TABLE 6.3.14 CONSIDERING QUALITY DURING PURCHASE

READING RESPONSE	NO OF RESPONDENTS	PERCENTAGE (%)
YES	170	85
NO	30	15

Source: Fieldwork

In table 6.3.14, it can be seen that 85% people like to buy edible oil depending on quality of oil, while 15% consider other factors to buy oil.

TABLE 6.3.15 CONSIDERING FOOD ADULTERATION DURING PURCHASE

READING RESPONSE	NO OF RESPONDENTS	PERCENTAGE (%)
YES	130	65
NO	70	35

Source: Fieldwork

In table 6.3.15, it can be seen that 65% people like to buy edible oil considering food adulteration, while 35% consider other factors to buy oil.

Table 6.3.16 Regression of Profession and Effect of Label on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.011[a]	.000	-.005	.461	.000	.022	1	198	.883

a. Predictors: (Constant), PROFESSION

Correlations

		READ_LABEL	PROFESSION
Pearson Correlation	READ_LABEL	1.000	.011
	PROFESSION	.011	1.000
Sig. (1-tailed)	READ_LABEL	.	.441
	PROFESSION	.441	.
N	READ_LABEL	200	200
	PROFESSION	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.005	1	.005	.022	.883[b]
	Residual	41.995	198	.212		
	Total	42.000	199			

a. Dependent Variable: READ_LABEL

b. Predictors: (Constant), PROFESSION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.288	.089		14.422	.000
	PROFESSION	.009	.063	.011	.148	.883

a. Dependent Variable: READ_LABEL

As indicated in the table 6.3.16 above, there was a weak correlation within the two variables, profession and the effect of label in the purchase of edible oil (r=.011) and P value is not also significant which is p=.883) Here, R square is .000 means 0% consumption decision is explained by profession. Secondly, a weak correlation can be

seen within two variables in pearson correlation which is (r= .011, p= .441). On the other hand, in ANOVA test, it can also be seen that the estimated value F= .022, at 1 and 198 degrees of freedom.

Table 6.3.17 Regression of Gender and Effect of Label on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.232[a]	.054	.049	.448	.054	11.238	1	198	.001

a. Predictors: (Constant), GENDER

Correlations

		READ_LABEL	GENDER
Pearson Correlation	READ_LABEL	1.000	.232
	GENDER	.232	1.000
Sig. (1-tailed)	READ_LABEL	.	.000
	GENDER	.000	.
N	READ_LABEL	200	200
	GENDER	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.256	1	2.256	11.238	.001[b]
	Residual	39.744	198	.201		
	Total	42.000	199			

a. Dependent Variable: READ_LABEL

b. Predictors: (Constant), GENDER

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.962	.106		9.090	.000
	GENDER	.215	.064	.232	3.352	.001

a. Dependent Variable: READ_LABEL

According to the above table 6.3.17, a weak correlation can be noticed within the two variables, gender and the effect of label in the purchase of cooking oil (r=.232,p=.001) Here, R square is .054 means 5.4% consumption decision is explained by gender. Secondly, it was a weak correlation within two variables in Pearson correlation which is (r= .232, p= .000). In addition, in ANOVA test, the evaluated value F= 11.238, at 1 and 198 degrees of freedom.

Table 6.3.18 Regression of Age Group and Effect of Label on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.078[a]	.006	.001	.459	.006	1.216	1	198	.271

a. Predictors: (Constant), AGE GROUP

Correlations

		READ_LABEL	AGE GROUP
Pearson Correlation	READ_LABEL	1.000	.078
	AGE GROUP	.078	1.000
Sig. (1-tailed)	READ_LABEL	.	.136
	AGE GROUP	.136	.
N	READ_LABEL	200	200
	AGE GROUP	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.256	1	.256	1.216	.271[b]
	Residual	41.744	198	.211		
	Total	42.000	199			

a. Dependent Variable: READ_LABEL

b. Predictors: (Constant), AGE GROUP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.159	.132		8.784	.000
	AGE GROUP	.051	.047	.078	1.103	.271

a. Dependent Variable: READ_LABEL

As indicated in table 6.3.18 above, a weak correlation is observed within the variables, age group, and effect of the label in purchasing of cooking oil (r=.078,p=.271) Here, R square is .006 means 0.6% consumption decision is explained by gender. Secondly, a weak correlation is seen over there within two variables in Pearson correlation which is (r= .078, p= .136). On the other hand, in the ANOVA test, it can also be seen that the estimated value F= 1.216, at 1 and 198 degrees of freedom.

Table 6.3.19 Regression of Marital Status and Effect of Label on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.016[a]	.000	-.005	.461	.000	.054	1	198	.817

a. Predictors: (Constant), MARITAL STATUS

Correlations

		READ_LABEL	MARITAL STATUS
Pearson Correlation	READ_LABEL	1.000	.016
	MARITAL STATUS	.016	1.000
Sig. (1-tailed)	READ_LABEL	.	.408
	MARITAL STATUS	.408	.
N	READ_LABEL	200	200
	MARITAL STATUS	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.011	1	.011	.054	.817[b]
	Residual	41.989	198	.212		
	Total	42.000	199			

a. Dependent Variable: READ_LABEL

b. Predictors: (Constant), MARITAL STATUS

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.274	.115		11.037	.000
	MARITAL STATUS	.023	.098	.016	.232	.817
a. Dependent Variable: READ_LABEL						

It is indicated in the above table 6.3.19, a weak correlation within the variables can be observed there, marital status and the effect of label in buying of cooking oil (r=.098, p=.817) Here, R square is .000 means 0% consumption decision is explained by marital status. Secondly, it can also be seen that there was a weak correlation within two variables in pearson correlation which is (r= .016, p= .408).On the other hand, in ANOVA test, it can also be seen that the estimated value F= .054 at 1 and 198 degrees of freedom.

Table 6.3.20 Regression of Gender and Effect of Price on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.057[a]	.003	-.002	.470	.003	.638	1	198	.425

a. Predictors: (Constant), GENDER

Correlations

		PRICE CONSIDERING BEHAVIOR	GENDER
Pearson Correlation	PRICE CONSIDERING BEHAVIOR	1.000	.057
	GENDER	.057	1.000
Sig. (1-tailed)	PRICE CONSIDERING BEHAVIOR	.	.213
	GENDER	.213	.
N	PRICE CONSIDERING BEHAVIOR	200	200
	GENDER	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.141	1	.141	.638	.425[b]
	Residual	43.734	198	.221		
	Total	43.875	199			

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR

b. Predictors: (Constant), GENDER

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.240	.111		11.178	.000
	GENDER	.054	.067	.057	.799	.425

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR

According to the above table 6.3.20, it was a weak correlation within the two variables, gender and the price considering behavior in buying of cooking oil (r=0.057, p=0.425). Here, R square is .003 means 0.3% consumption decision is explained by gender. Secondly, a weak correlation can be seen within these variables in pearson correlation which is (r= 0.057, p= 0.213).On the other hand, in ANOVA test, it can also be seen that the evaluated value F= 0.638 at 1 and 198 degrees of freedom.

Table 6.3.21 Regression of Profession and Effect of Price on Customer Purchase of Edible Oil

Model Summary

a. Predictors: (Constant), PROFESSION	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.285[a]	.081	.077	.451	.081	17.556	1	198	.000

Correlations

		PRICE CONSIDERING BEHAVIOR	PROFESSION
Pearson Correlation	PRICE CONSIDERING BEHAVIOR	1.000	.285
	PROFESSION	.285	1.000
Sig. (1-tailed)	PRICE CONSIDERING BEHAVIOR	.	.000
	PROFESSION	.000	.
N	PRICE CONSIDERING BEHAVIOR	200	200
	PROFESSION	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.573	1	3.573	17.556	.000[b]
	Residual	40.302	198	.204		
	Total	43.875	199			

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR

b. Predictors: (Constant), PROFESSION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.984	.087		11.247	.000
	PROFESSION	.258	.061	.285	4.190	.000

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR

It has been noticed in the above table 6.3.21, a moderate correlation was there within the two variables, profession and price considering behavior during the purchase of vegetable oil (r=.285, p=.000). Here, R square is .081 means 8.1% consumption decision is explained by profession. Secondly, there was a moderate correlation is seen between the variables in pearson correlation which is (r= 0.285, p= .000). In the opposite, in ANOVA test, it is observed that the estimated value F=17.56 at 1 and 198 degrees of freedom.

Table 6.3.22 Regression of Age Group and Effect of Price on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.172[a]	.030	.025	.464	.030	6.037	1	198	.015

a. Predictors: (Constant), AGE GROUP

Correlations

		PRICE CONSIDERING BEHAVIOR	SELECT THE RIGHT AGE GROUP
Pearson Correlation	PRICE CONSIDERING BEHAVIOR	1.000	.172
	AGE GROUP	.172	1.000
Sig. (1-tailed)	PRICE CONSIDERING BEHAVIOR	.	.007
	AGE GROUP	.007	.
N	PRICE CONSIDERING BEHAVIOR	200	200
	AGE GROUP	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.298	1	1.298	6.037	.015[b]
	Residual	42.577	198	.215		
	Total	43.875	199			

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR, b. Predictors: (Constant), AGE GROUP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.008	.133		7.563	.000
	SELECT THE RIGHT AGE GROUP	.115	.047	.172	2.457	.015

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR

In the above table 6.3.22, a weak correlation can be observed within the two variables, age group and price considering behavior during purchasing of cooking oil (r=.172, p=.015). Secondly, a weak correlation was there within two variables in pearson correlation which is (r= .172, p= .007).Here, R square is .030 means 3% consumption decision is explained by age group. On the other hand, in ANOVA test, it can also be seen that the evaluated value F= 6.037 at 1 and 198 degrees of freedom.

Table 6.3.23 Regression of Marital Status and Effect of Price on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.061[a]	.004	-.001	.470	.004	.728	1	198	.395

a. Predictors: (Constant), MARITAL STATUS

Correlations

		PRICE CONSIDERING BEHAVIOR	MARITAL STATUS
Pearson Correlation	PRICE CONSIDERING BEHAVIOR	1.000	.061
	MARITAL STATUS	.061	1.000
Sig. (1-tailed)	PRICE CONSIDERING BEHAVIOR	.	.197
	MARITAL STATUS	.197	.
N	PRICE CONSIDERING BEHAVIOR	200	200
	MARITAL STATUS	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.161	1	.161	.728	.395[b]
	Residual	43.714	198	.221		
	Total	43.875	199			

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR

b. Predictors: (Constant), MARITAL STATUS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.229	.118		10.429	.000
	MARITAL STATUS	.086	.100	.061	.853	.395

a. Dependent Variable: PRICE CONSIDERING BEHAVIOR

According to table 6.3.23, a weak correlation was there within the two variables, marital status and price considering behavior during the purchase of cooking oil (r=.061, p=.395). Here, R square is .004 means 0.4% consumption decision is explained by marital status. Secondly, a weak correlation can be seen within two variables in pearson correlation which is (r= .061, p= .197). On the other hand, in ANOVA test, it can also be seen that estimated value F= .728 at 1 and 198 degrees of freedom.

Table 6.3.24 Regression of Marital Status and Effect of Brand Image on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.218[a]	.048	.043	.425	.048	9.900	1	198	.002

a. Predictors: (Constant), MARITAL STATUS

Correlations

		BRAND_CONSIDERING_BEHAVIOR	MARITAL STATUS
Pearson Correlation	BRAND_CONSIDERING_BEHAVIOR	1.000	-.218
	MARITAL STATUS	-.218	1.000
Sig. (1-tailed)	BRAND_CONSIDERING_BEHAVIOR	.	.001
	MARITAL STATUS	.001	.
N	BRAND_CONSIDERING_BEHAVIOR	200	200
	MARITAL STATUS	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.786	1	1.786	9.900	.002[b]
	Residual	35.714	198	.180		
	Total	37.500	199			

a. Dependent Variable: BRAND_IMAGE_CONSIDERING_BEHAVIOR

b. Predictors: (Constant), MARITAL STATUS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.571	.106		14.758	.000
	MARITAL STATUS	-.286	.091	-.218	-3.146	.002

a. Dependent Variable: BRAND_IMAGE_CONSIDERING_BEHAVIOR

According to table 6.3.24, a weak correlation was there within the two variables, marital status and brand image considering behavior during buying of cooking oil (r= .218, p=.002). Here, R square is .048 means 4.8% consumption decision is explained by marital status. Secondly, a weak negative correlation can be noticed within two variables in pearson correlation which is (r= -.218, p= .001).On the other hand, in ANOVA test, it can also be seen that the estimated value F= 9.900 at 1 and 198 degrees of freedom.

Table 6.3.25 Regression of Profession and Effect of Brand Image on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.028[a]	.001	-.004	.435	.001	.153	1	198	.696

a. Predictors: (Constant), PROFESSION

Correlations

		BRAND_CONSIDERING_BEHAVIOR	PROFESSION
Pearson Correlation	BRAND_CONSIDERING_BEHAVIOR	1.000	-.028
	PROFESSION	-.028	1.000
Sig. (1-tailed)	BRAND_CONSIDERING_BEHAVIOR	.	.348
	PROFESSION	.348	.
N	BRAND_CONSIDERING_BEHAVIOR	200	200
	PROFESSION	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.029	1	.029	.153	.696[b]
	Residual	37.471	198	.189		
	Total	37.500	199			

a. Dependent Variable: BRAND_CONSIDERING_BEHAVIOR

b. Predictors: (Constant), PROFESSION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.281	.084		15.185	.000
	PROFESSION	-.023	.059	-.028	-.391	.696

a. Dependent Variable: BRAND_CONSIDERING_BEHAVIOR

According to table 6.3.25, a weak correlation was there within the two variables, profession and brand image considering behavior during purchasing of cooking oil (r= .028, p=.696). Here, R square is .001 means .1% consumption decision is explained by profession. Secondly, a weak negative correlation can be seen within two variables in pearson correlation which is (r= -.028, p= .348).On the other hand, in ANOVA test, it can also be seen that the estimated value F= .153 at 1 and 198 degrees of freedom.

Table 6.3.26 Regression of Age Group and Effect of Brand Image on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.124[a]	.015	.010	.432	.015	3.094	1	198	.080

a. Predictors: (Constant), AGE GROUP

Correlations

		BRAND_CONSIDERING_BEHAVIOR	AGE GROUP
Pearson Correlation	BRAND_CONSIDERING_BEHAVIOR	1.000	.124
	AGE GROUP	.124	1.000
Sig. (1-tailed)	BRAND_CONSIDERING_BEHAVIOR	.	.040
	AGE GROUP	.040	.
N	BRAND_CONSIDERING_BEHAVIOR	200	200
	AGE GROUP	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.577	1	.577	3.094	.080[b]
	Residual	36.923	198	.186		
	Total	37.500	199			

a. Dependent Variable: BRAND_IMAGE_CONSIDERING_BEHAVIOR

b. Predictors: (Constant), AGE GROUP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.038	.124		8.369	.000
	AGE GROUP	.077	.044	.124	1.759	.080

a. Dependent Variable: BRAND_CONSIDERING_BEHAVIOR

According to table 6.3.26, a weak correlation was there within the two variables, age group and brand image considering behavior in purchasing of cooking oil (r= .124, p=.080). Here, R square is .015 means 1.5% consumption decision is explained by age group. Secondly, a weak correlation can be seen within two variables in pearson correlation which is (r= .124, p= .040). On the other hand, in ANOVA test, it can also be seen that the estimated value F= 3.094 at 1 and 198 degrees of freedom.

Table 6.3.27 Regression of Gender and Effect of Brand Image on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.088[a]	.008	.003	.434	.008	1.531	1	198	.217

a. Predictors: (Constant), GENDER

Correlations

		BRAND_CONSIDERING_BEHAVIOR	GENDER
Pearson Correlation	BRAND_CONSIDERING_BEHAVIOR	1.000	-.088
	GENDER	-.088	1.000
Sig. (1-tailed)	BRAND_CONSIDERING_BEHAVIOR	.	.109
	GENDER	.109	.
N	BRAND_CONSIDERING_BEHAVIOR	200	200
	GENDER	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.288	1	.288	1.531	.217[b]
	Residual	37.212	198	.188		
	Total	37.500	199			

a. Dependent Variable: BRAND_CONSIDERING_BEHAVIOR

b. Predictors: (Constant), GENDER

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.371	.102		13.392	.000
	GENDER	-.077	.062	-.088	-1.237	.217

a. Dependent Variable: BRAND_CONSIDERING_BEHAVIOR

On the above table 6.3.27, it is indicated that a weak correlation was there within the two variables, gender and brand image considering behavior during purchasing of cooking oil (r= .088, p=.217). Here, R square is .008 means .8% consumption decision is explained by gender. Secondly, a weak correlation is noticed within two variables in pearson correlation which is (r= -.088, p= .109).On the other hand, in ANOVA test, it can also be seen that the estimated value F = 1.531 at 1 and 198 degrees of freedom.

Table 6.3.28 Regression of Profession and Effect of Quality on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.047[a]	.002	-.003	.358	.002	.442	1	198	.507

a. Predictors: (Constant), PROFESSION

Correlations

		QUALITY_CONSIDERING_BEHAVIOR	PROFESSION
Pearson Correlation	QUALITY_CONSIDERING_BEHAVIOR	1.000	-.047
	PROFESSION	-.047	1.000
Sig. (1-tailed)	QUALITY_CONSIDERING_BEHAVIOR	.	.253
	PROFESSION	.253	.
N	QUALITY_CONSIDERING_BEHAVIOR	200	200
	PROFESSION	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.057	1	.057	.442	.507[b]
	Residual	25.443	198	.129		
	Total	25.500	199			

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR

b. Predictors: (Constant), PROFESSION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.193	.069		17.167	.000
	PROFESSION	-.032	.049	-.047	-.665	.507

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR

According to table 6.3.28, a weak correlation was there within the two variables, profession and quality considering behavior during purchasing of cooking oil (r= .047, p=.507). Here, R square is .002 means .2% consumption decision is explained by profession. Secondly, a weak correlation is observed within two variables in pearson correlation which is (r= -.047, p= .253). On the other hand, in ANOVA test, it can also be seen that the evaluated value F= 0.442 at 1 and 198 degrees of freedom.

Table 6.3.29 Regression of Gender and Effect of Quality on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.007[a]	.000	-.005	.359	.000	.010	1	198	.921

a. Predictors: (Constant), GENDER

Correlations

		QUALITY_CONSIDERING_BEHAVIOR	GENDER
Pearson Correlation	QUALITY_CONSIDERING_BEHAVIOR	1	-0.007
	GENDER	-0.007	1
Sig. (1-tailed)	QUALITY_CONSIDERING_BEHAVIOR	.	0.46
	GENDER	0.46	.
N	QUALITY_CONSIDERING_BEHAVIOR	200	200
	GENDER	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.001	1	.001	.010	.921[b]
	Residual	25.499	198	.129		
	Total	25.500	199			

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR

b. Predictors: (Constant), GENDER

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.158	.085		13.667	.000
	GENDER	-.005	.051	-.007	-.100	.921

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR

According to table 6.3.29, a very weak correlation was there within the two variables, gender and quality considering behavior during the buying of cooking oil (r= .007, p=.921). Here, R square is .002 means .2% consumption decision is explained by gender. Secondly, a weak negative correlation is seen between the variables in pearson correlation which is (r= -.007, p= .460). On the other hand, in ANOVA test, it can also be noticed that the estimated value F= .010 at 1 and 198 degrees of freedom.

Table 6.3.30 Regression of Age Group and Effect of Quality on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.030[a]	.001	-.004	.359	.001	.179	1	198	.672

a. Predictors: (Constant), AGE GROUP

Correlations

		QUALITY_CONSIDERING_BEHAVIOR	AGE GROUP
Pearson Correlation	QUALITY_CONSIDERING_BEHAVIOR	1.000	.030
	AGE GROUP	.030	1.000
Sig. (1-tailed)	QUALITY_CONSIDERING_BEHAVIOR	.	.336
	AGE GROUP	.336	.
N	QUALITY_CONSIDERING_BEHAVIOR	200	200
	AGE GROUP	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.023	1	.023	.179	.672[b]
	Residual	25.477	198	.129		
	Total	25.500	199			

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR;

b. Predictors: (Constant), AGE GROUP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.108	.103		10.747	.000
	AGE GROUP	.015	.036	.030	.423	.672

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR

According to table 6.3.30, a very weak correlation was there within the two variables, age group and quality considering behavior during purchasing of cooking oil (r= .030, p=.672). Here, R square is .001 means .1% consumption decision is explained by age group. Secondly, a very weak correlation is noticed within two variables in pearson correlation which is (r= .030, p=.336). On the other hand, in ANOVA test, it can also be observed that the estimated value F= 0 .179 at 1 and 198 degrees of freedom.

Table 6.3.31 Regression of Marital Status and Effect of Quality on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.011[a]	.000	-.005	.359	.000	.022	1	198	.882

a. Predictors: (Constant), MARITAL STATUS

Correlations

		QUALITY_CONSIDERING_BEHAVIOR	MARITAL STATUS
Pearson Correlation	QUALITY_CONSIDERING_BEHAVIOR	1.000	.011
	MARITAL STATUS	.011	1.000
Sig. (1-tailed)	QUALITY_CONSIDERING_BEHAVIOR	.	.441
	MARITAL STATUS	.441	.
N	QUALITY_CONSIDERING_BEHAVIOR	200	200
	MARITAL STATUS	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.003	1	.003	.022	.882[b]
	Residual	25.497	198	.129		
	Total	25.500	199			

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR

b. Predictors: (Constant), MARITAL STATUS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.137	.090		12.639	.000
	MARITAL STATUS	.011	.077	.011	.149	.882

a. Dependent Variable: QUALITY_CONSIDERING_BEHAVIOR

As indicated in the table 6.3.31 above, there was a very weak correlation between the variables, marital status and quality considering behavior during the purchase of cooking oil (r= .011, p=.882). Here, R square is .000 means 0% consumption decision is explained by marital status. Secondly, there was a very weak correlation is seen between the variables in Pearson correlation which is (r= .011, p=.441). On the other hand, in ANOVA test, it can also be seen that the calculated value F is .022 at 1 and 198 degrees of freedom.

Table 6.3.32 Regression of Profession and Effect of Food Adulteration on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.035[a]	.001	-.004	.479	.001	.248	1	198	.619

a. Predictors: (Constant), PROFESSION

Correlations

		CONSIDERING_FOOD_ADULTERATION	PROFESSION
Pearson Correlation	CONSIDERING_FOOD_ADULTERATION	1.000	-.035
	PROFESSION	-.035	1.000
Sig. (1-tailed)	CONSIDERING_FOOD_ADULTERATION	.	.310
	PROFESSION	.310	.
N	CONSIDERING_FOOD_ADULTERATION	200	200
	PROFESSION	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.057	1	.057	.248	.619[b]
	Residual	45.443	198	.230		
	Total	45.500	199			

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

b. Predictors: (Constant), PROFESSION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.393	.093		14.998	.000
	PROFESSION	-.032	.065	-.035	-.498	.619

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

As indicated in the table 6.3.32 above, there was a very weak correlation between the variables, profession and food adulteration during the purchase of vegetable oil (r= .035, p=.619). Here, R square is .001 means .1% consumption decision is explained by profession. Secondly, there was a very weak negative correlation is seen between the variables in pearson correlation which is (r= -.035, p=.310). On the other hand, in ANOVA test, it can also be seen that the calculated value F is .248 at 1 and 198 degrees of freedom.

Table 6.3.33 Regression of Gender and Effect of Food Adulteration on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.005[a]	.000	-.005	.479	.000	.006	1	198	.941

a. Predictors: (Constant), GENDER

Correlations

		CONSIDERING_FOOD_ADULTERATION	GENDER
Pearson Correlation	CONSIDERING_FOOD_ADULTERATION	1.000	-.005
	GENDER	-.005	1.000
Sig. (1-tailed)	CONSIDERING_FOOD_ADULTERATION	.	.470
	GENDER	.470	.
N	CONSIDERING_FOOD_ADULTERATION	200	200
	GENDER	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.001	1	.001	.006	.941[b]
	Residual	45.499	198	.230		
	Total	45.500	199			

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

b. Predictors: (Constant), GENDER

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.358	.113		11.998	.000
	GENDER	-.005	.069	-.005	-.075	.941

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

As indicated in the table 6.3.33 above, there was a very weak correlation between the variables, gender and food adulteration during the purchase of cooking oil (r= .005, p=.941). Here, R square is .000 means 0% consumption decision is explained by gender. Secondly, there was a very weak negative correlation is seen between the variables in pearson correlation which is (r= -.005, p=.470). On the other hand, in ANOVA test, it can also be seen that the calculated value F is .006 at 1 and 198 degrees of freedom.

Table 6.3.34 Regression of Age Group and Effect of Food Adulteration on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	.083[a]	.007	.002	.478	.007	1.359	1	198	.245

Correlations

		CONSIDERING_FOOD_ADULTERATION	AGE GROUP
Pearson Correlation	CONSIDERING_FOOD_ADULTERATION	1.000	.083
	AGE GROUP	.083	1.000
Sig. (1-tailed)	CONSIDERING_FOOD_ADULTERATION	.	.123
	AGE GROUP	.123	.
N	CONSIDERING_FOOD_ADULTERATION	200	200
	AGE GROUP	200	200

a. Predictors: (Constant), AGE GROUP

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.310	1	.310	1.359	.245[b]
	Residual	45.190	198	.228		
	Total	45.500	199			

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

b. Predictors: (Constant), AGE GROUP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.195	.137		8.704	.000
	AGE GROUP	.056	.048	.083	1.166	.245

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

As indicated in the table 6.3.34 above, there was a very weak correlation between the variables, age group and food adulteration in purchasing of cooking oil (r= .083, p=.245).

Here, R square is .007 means 0.7% consumption decision is explained by age group. Secondly, there was a very weak correlation is seen between the variables in pearson correlation which is (r= .083, p=.123). On the other hand, in ANOVA test, it can also be seen that the calculated value F is 1.359 at 1 and 198 degrees of freedom.

Table 6.3.35 Regression of Marital Status and Effect of Food Adulteration on Customer Purchase of Edible Oil

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.024[a]	.001	-.004	.479	.001	.112	1	198	.738

a. Predictors: (Constant), MARITAL STATUS

Correlations

		CONSIDERING_FOOD_ADULTERATION	MARITAL STATUS
Pearson Correlation	CONSIDERING_FOOD_ADULTERATION	1.000	-.024
	MARITAL STATUS	-.024	1.000
Sig. (1-tailed)	CONSIDERING_FOOD_ADULTERATION	.	.369
	MARITAL STATUS	.369	.
N	CONSIDERING_FOOD_ADULTERATION	200	200
	MARITAL STATUS	200	200

Significance Testing through ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.026	1	.026	.112	.738[b]
	Residual	45.474	198	.230		
	Total	45.500	199			

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

b. Predictors: (Constant), MARITAL STATUS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.389	.120		11.557	.000
	MARITAL STATUS	-.034	.102	-.024	-.335	.738

a. Dependent Variable: CONSIDERING_FOOD_ADULTERATION

As indicated in the table 6.3.35 above, there was a very weak correlation between the variables, marital status and food adulteration during the purchase of cooking oil (r= .024, p=.738). Here, R square is .001 means 0.1% consumption decision is explained by marital status. Secondly, there was a very weak correlation is seen between the variables in pearson correlation which is (r= -.024, p=.369). On the other hand, in ANOVA test, it can also be seen that the calculated value F is 0 .112 at 1 and 198 degrees of freedom.

TABLE 6.3.36 DESCRIPTIVE STATISTICS

		Strongly disagree	**disagree**	**Neither agree or disagree**	**Agree**	**Strongly Agree**	**Total**	**Percentage**
	Question	**1**	**2**	**3**	**4**	**5**	**6**	
1	**Overall I am satisfied with the Edible oil used at home**	0%	2%	16%	73%	9%		**100%**
		0	4	32	146	18	**200**	
2	**I am health conscious about amount of edible oil consumed**	0%	9%	11%	67%	13%		**100%**
		0	18	22	134	26	**200**	
3	**I like to switch brands to check the quality and taste**	13%	15%	20%	47%	5%		**100%**
		26	30	40	94	10	**200**	
4	**When price increased of my regular edible oil brand, I prefer to switch**	25%	15%	13%	38%	9%		**100%**
		50	30	26	76	18	**200**	
5	**If my preferred edible oil brand does not maintain same quality and nutrients, I change brand**	11%	4%	9%	58%	18%		**100%**
		22	8	18	116	36	**200**	

6	**My preferred edible oil brand, if not available in nearest store, I will look for an equivalent one to switch**	27%	20%	7%	36%	9%		**100%**
		54	40	14	72	18	**200**	
7	**If the container cannot hold the amount of cooking oil which is labeled, I choose to switch**	60%	11%	13%	13%	4%		**100%**
		120	22	26	26	8	**200**	
8	**All the available Brands are not maintaining quality**	4%	0%	13%	44%	40%		**100%**
		8	0	26	88	80	**200**	
9	**We should abandon non-branded edible oil**	5%	4%	9%	49%	33%		**100%**
		9	6	15	81	54	**200**	
10	**Government should control the market and Quality of Banded and Non-Branded Edible Oil**	2%	0%	0%	60%	38%		**100%**
		4	0	0	120	76	**200**	

Source: Fieldwork

In table 6.3.36, it can be seen that 73% of people agreed which edible oil they were using at home was satisfactory. Secondly, 63% of people agreed that they were health conscious about the amount of edible oil they consumed at home. Thirdly, 47% of people agreed that they had changed brands to check the taste and quality. Fourthly, 38% of people agreed that they liked to switch their regular oil when the price increased of that edible oil. In fact, 58% of people agreed that they changed brands when they did not get same the quality and nutrients as their regular edible oil brands. Moreover, 36% of people preferred to switch brands when their preferred edible oil brands were not available in the nearest store. On another side, 60% of people strongly disagreed that they did not switch brands if the container could not hold the amount of cooking oil that was labeled. On the other hand, 44% of people agreed and the other 40% people strongly agreed that all the available Brands were not maintaining the expected quality. Most important that 49% of people agreed and the other 33% people strongly agreed that we should abandon non-branded edible oil. Lastly, 60% of people agreed and the other 38% people strongly agreed that government should control the market and quality of banded and non-branded edible oil.

TABLE 6.3.37 CONSUMERS' OVERALL PERCEPTION ON EDIBLE OIL

		1	2	3	4	5	6	7	
1	**Satisfied**	24%	33%	27%	9%	5%	2%	0%	**Unsatisfied**
2	**Available**	38%	44%	13%	4%	2%	0%	0%	**Not Available**
3	**Nutritious**	9%	25%	33%	22%	2%	9%	0%	**Not Nutritious**
4	**Standard Quality**	15%	29%	20%	31%	5%	0%	0%	**Below standard**
5	**Expensive**	13%	13%	9%	18%	5%	25%	16%	**Fair**

Source: Fieldwork

In 6.3.37 table, it can be seen that 33% of people were satisfied with their preferred edible oil brands. Secondly, 44% of people claimed that it was available in their nearest stores. In fact, 33% of people agreed that their preferred brands were averagely nutritious while 9% thought that those edible oils were quite nutritious. Moreover, 31% of people claimed that their preferred edible oil brands were moderately maintaining standard quality, while 15% of people are thought, they were maintaining standard quality. Lastly, 25% of people said, edible oil brands' prices were fair while 13% people think those brands were quite expensive to buy and the other 18% people's thought, the price was quite moderate.

6.4 Summary of Research Findings

From the above, we can see the below findings at a glance.

Most of the consumers in Dhaka city use soybean oil as their cooking oil and the soyabin oil users are 69%. Secondly, most of them prefer to use 'RUPCHADA' brand edible oil and that is 50%. Thirdly, most of the time, the purchasing edible oil decision-maker are wives and that is 47%. Thirdly, 34% of consumers prefer brand image during the purchase of edible oils and 42% of consumers are influenced by their family during the purchase of edible oil, and 55% of consumers buy edible oils from super shops. Fourthly, 73% of people prefer to switch their brand to taste and check another brand of edible oil.

In fact, 70% of consumers check labels during the purchase of edible oils and 78% consider price buying edible oils. Moreover, 81.5% of consumers prefer the brand image to buy edible oil and 85% also like to prefer the quality of edible oil. Lastly, 65% of customers consider food adulteration during the purchase of edible oil.

Most importantly, it can be seen, in between gender and label (.001) of edible oil, profession and price (.ooo) of edible oil, age group and price (.015) of edible, marital status and brand image (.002) of edible oil have a positive and significant relationship with consumers' switching intention to another edible oil brand. On the flip side, other variables like quality and food adulteration do not have any significant correlation with the consumers' switching to another edible oil brand.

The findings showed the price of cooking oils had a significant influence on its intake with a comparatively minor variation of data. It had been maintained by the cooking oil's quality and smoothly pouring it while it is used for cooking. The minimal factor for the intake of vegetable oil was the quality and food adulteration of cooking oil.

The research findings, even more, indicated that the tags or labels had been assisted them to decide on the kind of cooking oil that consumers were willing to purchase with a comparatively wide range of data. These findings are as opposed to Bell and Rolls (2001) argument that labeling does not supply sufficient information to a buyer. In such a case, the labels or tags informed the goods undoubtedly needed by a consumer in taking a decision to purchase.

Here, least factors were the tags or labels which gave enough details about the product's application and the tags did not satisfy the supplier's information. Satisfaction with the labeling requirement was very low. According to the regulations, processed products should be labeled with a statement that explains what the product is made of or the processed product is made from what (Bloch et al., 2006). This study had revealed that most of the interviewees claimed, decreasing the price may encourage consumers to purchase cooking oil as compared to when it has risen with a relatively minor variation of data. In addition, the choice of healthier edible oil is dependent on the price because the healthier it is the more expensive for the customer to afford (Zhong and Ding, 2004).

Henceforth, price, budget, and value are used to use to eradicate or assure cooking oil preferences.

On the other hand, purchasing edible oils on credit and insufficient information about the costs or prices of vegetable oils were the minimal factors. Not every household responds to price minimizations and offers correspondently. Available evidence suggests that households with ample resources (a strong financial base rather than a high income) are more likely to take advantage of deals than are other households (Wirthgen et al., 1999). Thus, stores oriented toward financially established consumers can anticipate a strong response to price reductions and other promotional deals (Bell and Rolls, 2001).

In fact, these findings also indicated that edible oils had helped to improve or help a person's healthy immune system as mentioned by a majority of the interviewees. Additionally, a strong relationship was there within gender and edible oil reducing heart disease among female respondents. Risk and benefit perceptions towards a product are found to be conditioned to what is known as "individual values" such as environmentalism, conservationism, materialism, equity (Bell and Rolls, 2001).

The minimal factors were that the customers had insufficient knowledge of cooking oil brands. In markets where consumers have limited knowledge of edible oil, one would expect to find information searchers whilst in those with very negative (positive) information conveyed one might find pessimistic (optimistic) attitudes (Zhong et al., 2006). Somehow, values can be usually debated to preordination knowledge in the process of screening information with the help of factors like trust and confidence. Henceforth, the degree of loyalty of customers from various sources of information should also be considered in buying decisions.

Most of the citizens know that the contamination of food through chemicals and poisonous substances has already been reached in a frightening position in our country, specifically in hotels, departmental stores, shops as well as restaurants at a low price, what may be the prime source of health threats in this country. Carbide in different types of seasonal fruits, formalin in fish, colors of the fabric in various sweet items and baked products, pesticides in raw green vegetables, etc., have been used nowadays for increasing the life-span of food.

Even though the citizens become more aware of the dangers of food contamination, they cannot prevent food contamination in this country. Observation with strict regulations should be assured with the maximum penalty to prevent food contamination, especially to keep us healthy and energetic. Consumers can only expect that the power in question will come to address these troubles very soon.

CHAPTER SEVEN
SOME CASE STUDY ANALYSIS

During the interviews, researcher could know some of the reasons behind brand switching and brand loyalty from the interviewees, henceforth researcher has tried to share six of the experiences on different brands through case study in this chapter.

The case studies are given below:

Case Study 1: Customers' Switching Behavior for Health Consciousness

Mr. Jabed is 45 years old and educated man, he has been living in Uttara since 2005 and for an interview purpose, the researcher met with him accidentally in 2020 at Shawano departmental store. Mr. Jabed informed that he was always a loyal consumer of 'TEER' for about ten years, but suddenly in 2018, he could know that he had a 40% block at his heart. From then, he had changed his edible oil brand and started to use 'ROYAL CHEF" sunflower oil which has many health benefits. He also mentioned that after starting to use sunflower oil he got some health benefits like promoting heart health, lowering cholesterol, getting more work energy, and strengthening the immune system with digestion.

Hence, in case study 1, it can be seen that consumers are nowadays so much health conscious and that is why, being a loyal consumer for several years of 'TEER' edible oil brand, Mr. Jabed changed his edible oil brand from being health awareness.

Case Study 2: Customers' Brand Loyalty because of Brand Image

Mrs. Sajia is an inhabitant of Motijheel and has been living there since 2010. She was asked, "which edible oil she used, was she satisfied with her current edible oil and its benefits, did she have any intention to switch her edible oil brand?" In those questions, Mrs. Sajia informed that she had been using 'RUPCHADA' for about twelve years, she was so much loyal and satisfied with the edible oil brand. She also mentioned that she saw her mother using this edible oil from her childhood and that is why she had also been influenced by her family to use this edible oil brand. Moreover, she concluded by saying

that she was fully satisfied with Rupchada edible oil brand and she had no wish to switch to any other edible oil brand.

From case study 2, it can be seen that consumers can be loyal to a particular edible oil brand and they might be influenced by their family, friends, and relatives. Henceforth, Mrs. Sajia had been using 'RUPCHADA' edible oil brand for twelve years as she had been influenced to use this brand by her family.

Case Study 3: Customers' Brand Switching Behavior because of Food Adulteration

Mr. Imtiaz is a 60 years old affluent consumer who is a permanent inhabitant of Tikatuly area and he has been living there since 1970. He informed that in the past, her wife preferred to use 'RUPCAHDA Mustard Oil' as cooking oil, but one day he came to know through the newspaper that Rupcahda mustard oil was also in the adulterated edible oil list. From then, he became so health-conscious for his family and it had been two years that he started to use 'OLITALIA' extra virgin olive oil'. Most importantly, he also informed that after starting to use extra virgin olive oil, his diabetes improved, his high blood pressure decreased and blood cholesterol improved. Moreover, he said that he is now totally satisfied with his edible oil brand with its good quality and taste.

Henceforth, in case study 3, it can be observed that affluent consumers are motivated to higher-value products and they are much more conscious about brand image and health, so they choose the best products even if the price of that brand's product is much higher. That is why, being an affluent and educated consumer, Mr. Imtiaz could not take the adulterated edible oil brands lightly and he chooses the good quality edible oil brand for his family.

Case Study 4: Customers' Brand Switching Behavior from Curiosity

Mrs. Ameena is a 48 years old woman and she has been living in Maghbazar area for five years. She informed that she had been using 'TEER' soybean oil for eight years, but in 2017, from her curiosity, she wanted to taste rice bran edible oil and she bought 'FORTUNE' rice bran edible oil. Unfortunately, she could not be satisfied with its quality and taste as the rice bran edible oil is so sticky and shallowed. As a result, being dissatisfied with that edible oil, she again changed that edible oil brand and started to use

'TEER' soybean oil. Moreover, she said that she was totally satisfied with her preferred edible oil brand but from her curiosity, she just wanted to taste the rice bran edible oil. She was asked,' if she liked the quality of rice bran edible oil, would she permanently switch to that edible oil?' She replied that if she liked its quality and taste, she would prefer to switch to rice bran edible oil as she heard from her relatives that rice bran edible oil has many health benefits like improving heart health, managing blood sugar levels, having anti-cancer and anti-inflammatory effects.

From the above of case study 4, it can be noticed that like Mrs. Ameena, other consumers can also temporarily switch their preferred edible oil brand just because of curiosity and to taste another type of edible oil exist in the market, but that does not mean that they are dissatisfied or disappointed with their preferred edible oil brand.

Case Study 5: Customers' Brand Switching Behavior because of Price Sensitivity

Mr. Abdur Rob is a 55 years old man and he has been living in Uttara since 2005. He informed that he was using "OLITALIA" sunflower oil for 6 years, but one day he came to know from one of his friends that 'ROYAL CHEF' sunflower brand's oil price is less than 'OLITALIA' sunflower oil. Thus, he decided to change his edible oil brand and started to use 'ROYAL CHEF' sunflower oil. He also informed that he had no regret as he switched his edible oil brand, because not only he was getting the same benefits from another sunflower oil brand but also he was saving some money after starting to use 'ROYAL CHEF' sunflower oil.

From the above case study 5, it can be observed that like Mr. Abdur Rob, there can be many consumers who are also price sensitive and switching their preferred edible oil brands because of the price rising of some edible oil brands.

Case Study 6: Customers' Brand Switching Behavior because of the Unavailability of Preferred Edible Oil Brand

Mrs. Rameesa is a forty years old woman who had been living in Uttara for 8 years. She informed me that she had been using 'Rupchada soybean oil' for five years. But due to some financial problem, suddenly she had to shift her house from Uttara to Dakshin khan,

and in that area, she found that her preferred edible oil was not available in the nearest stores. So, she consulted with her husband and decided to switch her preferred edible oil brand and it was almost one year that she started to use ‘Fresh Soybean Oil’ which was available in nearest stores. She was asked whether she was satisfied or not with her present edible oil brand. She told that she was satisfied with the present edible oil and she was happy that she could purchase this oil from the very nearest store.

From the above case study, it can be noticed that such as Mrs. Rameesa, there can be other consumers too who are compelled to switch their preferred brand of edible oil when it is not available in nearest stores or shops.

In the conclusion of this chapter, it can be said from the above experiences of interviews that consumers can switch edible oil brands for many reasons, like from health awareness, price sensitivity, curiosity for another edible oil brand, unavailability of preferred oil brands, or because of the increase of food adulteration. However, some other consumers are also showing loyalty to their preferred edible oil brands because of brand image, quality, taste, labeling, and good packaging.

CHAPTER EIGHT
RECOMMENDATIONS AND CONCLUSION

In this chapter, some recommendations have been suggested for manufacturers as well as marketers which can help to reduce customers' switching behavior on brands. So, the following recommendations and conclusion have been indicated on the basis of the findings:

8.1 Recommendations with Policy Implications

Quality of edible oil should also be maintained properly. High quality edible oils are a healthy addition to the human diet, but the different fatty acids do not only determine type of the oil and its nutritional value. In fact, it also influences the physical properties its stability. Oleic acid is for instance is very desirable from a nutritional point of view. So, edible oil industries must be aware that they can supple quality oils to consumers.

Labels are also an important driver in the consumption of the cooking oil. The labels should be printed in attractive packages as well as provide product information on the ingredients used, product size, texture, storage and use. Labels should entitle consumers to help in decision making by providing enough information on the kind of cooking oil which they are willing to purchase and use. The tangible labeling of cooking oils should be visually attractive to distinguish the vegetable oils in respect of the product features. Also, the labels should enable the consumers to acquire enough knowledge about the components used to produce vegetable oils. The details given on the edible oil's use and labels or tags should meet those standards in relation to marketing the products to consumers.

The **price** of cooking oils should be observed continuously in purchasing of the product, high standards and quality of the edible oil are essential. The oil should be manufactured in such a way that it can be easy to use when cooking meals.

Decreasing the price can inspire consumers to purchase cooking oil in comparison to when the edible oil price has been increased. The product should offer very good value for money because the prices of edible oils are also a major consideration in its purchase. While, edible oils manufacturers need to develop edible oils products which will have

nutrition and health benefits as the majority of consumers linked consumption of edible oils with healthy defense mechanism and reduced risk of developing coronary illness. The health and nutritional benefits need to be communicated to consumers in order for them to make more informed choices to choose their tastes and preferences.

Food adulteration is also an important driver in the consumption of the cooking oil. The type of contamination applications causes several health problems and harsh threats to consumer health; especially, most of the children are prone to these types of risks. As a result of insufficient health awareness, majority of citizens do not have enough knowledge how to store food appropriately, which may create food poisoning and cholera. Though this practice of food contamination lingers for long period of time, crucial organs like liver and kidneys can be malfunctioned, even it can cause cancer. Consumers can only hope that government will take measurable steps to reduce food and oil adulteration in our country.

8.2 Recommendation for Further Study

The study has been concentrated on the points which mostly impacts on consumers' switching behavior of cooking oils in **Dhaka city** area. Henceforth, it is suggested that a related research can be conducted in another district, like **Chattrogram** area, to authenticate the similarities or analyze the dissimilarities with the findings of this research.

8.3 Conclusion

Rivalry has increased drastically among diverse companies since it is the era of global marketing now. For the purpose of grasping the best opportunity from the marketplace, marketers now-a-days are adopting multifarious strategies to establish their triumph in the long run. In order to do this, building and maintaining customer satisfaction and loyalty have become the best option for marketers. Edible oil marketers in our country, correspondingly marketers of other consumer goods, have been facing fierce competition as demand for this cooking oil has been expanded. Additionally, they have also been adopting several techniques for the assurance of their sustainable growth as well as market holdings. Here, bringing down consumers' expectation and choice is a great challenge for a marketer which is precondition to customer satisfaction.

In the current scenario, consumers do not like to get any type of product, from which they do not get entire satisfaction, and it is the main reason why many brands become successful and unsuccessful in the consumer market. Quality is always regarded as one of the most significant elements in the case of cooking oil, because it is mainly connected with health. In fact, currently most of the consumers are very health conscious based on several inspections made in the research, thus the consumers feel that vegetable oil is so essential for day-to-day life. Henceforth, the manufacturers of cooking oil should try to pay attention to the concept of being hygienic and healthy oil for attracting customers. If the consumer is pleased with the brand they purchase and use, it aims to constructive perception, loyalty towards the brand, positive word of mouth and it can also help to make a long-term relationship with that cooking oil brand. Consumers have particular preferences toward different brands, such as pricing, taste, label, packaging, offers, discount, product design, advertisements, etc.

Although customers' craving is not inbound to the brand's taste or quality. It is also located in this research that customers also claim for a fair price, proper labeling on products, attractive packaging, availableness of nearest shops or departmental stores, opportunity to give back the product if it is essential, and even, appropriate focusing by companies. Each of the elements comes together in consumers' minds to regard a brand as a chief one and soon after they tend to call up a brand as their preferred one and also encourage other people to give a try for that particular brand. All of the variables are necessary for a marketer to make a solid relationship with customers. In fact, it is

extensively accepted among researchers that customer satisfaction is an effective predictor of behavioral variables such as repurchases intentions and loyalty. According to many other researchers, companies should try to keep loyal consumers for building a strong customer base. The old rules of successful and profitable management still hold good; customer retention is still a key to long-term profits, while other side of the coin there is a high cost-penalty to low loyalty. Indeed, the important fact that customers can so immediately evaluate the offers of the competing services and products, and then so comfortably make the new purchase does in itself for giving added weight to the importance of developing strong ties of loyalty with customers. Additionally, it is also required to concentrate on male and female customers in a different way to fulfill their desire and needs. While it is found that male customers are extra loyal naturally than women, hence marketers should apply different strategies to catch male as well as female customers in the spider net of this brand.

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APPENDIX
QUESTIONNAIRE

Dear Participant

I am Taslima Rahman, Student of M.Phil, Department of Marketing and University of Dhaka, is conducting a research on the "Factors Affecting Customers' Brand Switching Behavior on Edible Oil: A Study on Edible Oil Brands in Bangladesh". The output of the research will assist me to figure out the main characteristics which influence consumers' attitude towards brand switching on edible oils. This survey is conducted as a partial fulfillment of M.Phil program at the Department of Marketing from University of Dhaka, Bangladesh. The details will be used for only academic purpose.

Your amiable response in this survey is really essential for the completion of the study smoothly.

Honestly yours,

Taslima Rahman
Student of M.Phil
Registration No -124
Session: 2015-2016
Department of Marketing
Faculty of Business Studies
University of Dhaka.

Questionnaire

Dear Respondent,

Thank you for spending some time for us. This survey is devised as part of the students' Marketing Research report to be submitted at Faculty of Business Studies, Dhaka University. It tries to analyze the ***Consumers' Switching Behavior on Edible Oil in the context of Bangladesh***. *The* information provided by you will be confidential.

Please supply the following details about yourself:

Part A:

1. Occupation: .....
2. Sex: Male/Female/Transgender.
3. Religion: .....
4. Type of family: Joint Family/Nuclear Family
5. Total Family Members: .....
6. Name: .....
7. Total earning members: .....
8. Which **type** of cooking oil do you often use? (Please tick the most appropriate box.)

a) Sun Flower Oil	b) Olive Oil	c)Palm Oil
d)Soya bean Oil	e) Coconut Oil	f) Mustard Oil
g) Others (_____)		

9. Which **brand** of cooking oil do you often use?

a) Rupchanda Soya bean Oil
b) PUSTI soya bean Oil
c) Super Fresh Soya bean Oil
d) Fresh Mustard Oil
e) Teer Refined Soya bean Oil
f) Others (_____)

10. What is the brand of the cooking oil did you buy in last three months?

a) Rupchanda Soya bean Oil

b) PUSTI soya bean Oil

c) Super Fresh Soya bean Oil

d) Fresh Mustard Oil

e) Teer Refined Soya bean Oil

f) Others (_____)

11. How do you buy edible oil?

a) daily b) weekly c) fortnightly d) Monthly e) yearly

12. Monthly Spending pattern on edible oil_____.

a) Less than 500 tk; b) From 500 to 1000; c) From 1000 to 2000 d) From 2000 & above

12. From where do you often buy edible Oil?

a) Whole saler b) Retailer c) Super Bazar

d) Ration Shop e) Co-operative Store f) Factory

13. Who takes the decision at your family that which brand of edible oil to buy?

14. Who makes the actual purschase of cooking oil at your family? _____

15. The family member who influences to buy edible oil? _____

16. How much quantity of edible oil do you buy in a month? ……liters.

17. Total expenditure on edible oil in a month: .....

18. What factors will you consider when you buy cooking oil?

(a) Brand (b) Quality (c) Nutrition Value (d) Value for Money

(e)Taste (f) Health (g) Others

19. Will you read the food label when you buy cooking oil?

a) Yes b) No

20. Do you consider price when you buy edible oil?

a) Yes b) No

21. Do you give importance to brand image when purchasing cooking oil?

a) Yes b) No

22. Do you consider quality during the purchase of edible oil?

a) Yes b) No

23. Do u consider food adulteration when to buy edible oil brand?

a) Yes b) No

24. How long do you often store the edible oil after opening?

(a) Less than 1 month (b) 1-3 months

(c) 4-6 months (d) Over 6 months

25. Which type of fat do you think is healthier?

a) Saturated fat b) Unsaturated fat

c) Trans Fat c) I do not know

26. How did you know this brand of edible oil?

a) Through family members;

b) Through friends and relatives;

c) Through neighbors;

d) Through advertisement in TV/Radio/Newspaper.

e) Doctors

f) Past experience

27. Do you often buy edible oil after watching advertisement?

A) Yes b) No

28. Do you feel that high priced edible oil contains best quality?

a) Yes b) No

29. Have you ever changed/switched the brand of oil?

a) Yes b) No

30. If there is another type of oil which is good for health, will you buy?

a) Yes b) No

Part B:

Based on the item, the respondent will have to choose a number from 1 to 5 using the criteria below:

		Strongly disagreed	**disagree**	**Neither agree or disagree**	**Agree**	**Strongly Agree**
	Question	**1**	**2**	**3**	**4**	**5**
1	Overall I am satisfied with the Edible oil used at home					
2	I am health conscious about amount of edible oil consumed					
3	I like to switch brands to check the quality and taste					

4	When price increased of my regular edible oil brand, I prefer to switch					
5	If my preferred edible oil brand does not maintain same quality and nutrients, I change brand					
6	My preferred edible oil brand, if not available in nearest store, I will look for an equivalent one to switch					
7	If the container cannot hold the amount of cooking oil which is labeled, I choose to switch					
8	All the available Brands are not maintaining quality					
9	We should abandon non-branded edible oil					
10	Government should control the market and Quality of Banded and Non-Branded Edible Oil					

Part C:

Please rate your overall satisfaction with your most recent used edible oil brands

1	Satisfied	_: _: _: _: _: _: _:	Unsatisfied
2	Available	_: _: _: _: _: _: _:	Not Available
3	Nutritious	_: _: _: _: _: _: _:	Not Nutritious
4	Standard Quality	_: _: _: _: _: _: _:	Below standard
5	Expensive	_: _: _: _: _: _: _:	Fair

Thank you for completing this questionnaire.