

" Advertising's effect on the sale of edible oil in India"

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Abstract-

The purpose of this report is to analyze how commercials affect the purchase of edible oil. As is common knowledge, advertising play a significant role in sales promotion strategies, which in turn affect a product's sales. The goal of the study is to clarify how an advertisement for any brand of edible oil can be created to draw consumers to that brand and raise sales for that brand of edible oil. It will also discuss the opinions of several researchers regarding how advertisements affect the sale of edible oil. Advertising is the main factor influencing consumers' decisions to select a certain brand of edible oil. This essay aims to look at the numerous methods that could be used.

Keywords- edible oil, advertisement strategies, brand awareness, promotional campaign

Introduction

The edible oil market in India is enormous. The market for packaged food items with an edible oil component has the biggest proportion overall. Given that each person in India consumes around 15 kilograms of edible oil year, or more than 1 kg of oil on average per month, it is possible to estimate the size of the market. Even while this is a significant amount, it is still one of the lowest when compared to global norms. For instance, the average American consumes about 48 kilograms of oil, compared to 25 kg for Brazilians and 18 kg for Chinese consumers. Despite the size of the Indian edible oil business, it remains one of the most lucrative markets in the world. Some of the key strategies that can be used in developing the advertisements for edible oil industry are as follows:

- **Segmentation strategy** – One of the strategies that can be used in designing the advertisement for edible oil is the segmentation strategy. Here the advertisement can be designed for customers requiring specific brand of edible oil. The most common forms of segmentation are done based on demographics, lifestyle, usage, benefit sought and patterns. Once a particular segment is chosen, the ad campaign for edible oil can be structured according to that segment which has been targeted.
- **Message Strategy** – Another important strategy that can be used to design an ad campaign for edible oil industry is to design an appropriate message that can be conveyed in the form of ad campaign. For example, people who are health conscious the message can be conveyed through the advertising the health benefits of edible oil through suitable campaign.
- **Media strategy** – The third key method that can be utilised to develop the advertising

campaign for the edible oil industry is the selection of the media to be used to get the message to the ultimate consumer and help in generating a large number of sales. Communication could take place verbally or in writing, online or offline, on radio or television.

- **Measure the effectiveness of advertising** – The ability to measure advertising effectiveness allows for the creation of any advertisement for the edible oil business, allowing for the determination of whether or not the advertisement created for a specific brand of edible oil is effective. Despite best attempts, advertisements may fall short of expectations or even backfire.

Some of the recent trends in advertising

Advertisements for edible oil have changed a lot in the recent years. A lot of new trends have come up with respect to advertisements related to edible oil. Some of the recent trends in advertisements for edible oil according to me have been highlighted as follows

- **Video advertising**- Utilizing video commercials to boost sales of a certain brand of edible oil is one of the more recent marketing strategies for edible oils. The growing popularity of computers, mobile devices, and other devices offers additional opportunities for producing video advertising for a specific brand of edible oil. You may post a video ad for any brand of edible oil on a variety of platforms, including Facebook, YouTube, and others. However, adverts for edible oils can also be displayed on other social media platforms.
- **Personalized advertising** - Another major trend in advertising related to edible oil recently is the use of personalized advertising. For example, Safola giving advertisements by using certain sales promotion schemes for their brand of edible oil to increase their sales
- **Mobile first advertisements**- This is one of the recent trends that has come up in advertisements for edible oil. For example, while scrolling on google or face book and suddenly you come across an advertisement for Dalda edible oil, you get attracted towards it thereby helping in increasing the sale of that brand of edible oil.

Research methodology

The statistical analysis shown above supports the conclusion that advertisements do affect the sale of edible oil. Advertising is also thought to have a significant impact on the sale of edible oil in India. The tactics that can be used to create a successful advertisement for any brand of edible oil are covered in this paper. Here are a few of the tactics mentioned: - Media planning, segmentation method, Communication plan and evaluating the success of advertising

All of the aforementioned tactics are thought to be crucial and successful in ensuring the success of an advertising campaign. The major goal of the advertisement is to influence and encourage the viewers to purchase that specific brand of product. This article demonstrates the significance of advertising.

Tools used

- 1) The project report was written using MS-WORD, and the charts and graphs were created using MS-EXCEL. The graphs exhibit my own statistical data that I obtained using Google Forms.
- 2) sources for gathering data
- 3) primary sources for gathering data
- 4) Questionnaires

The questionnaire has been prepared based on advertisements pertaining to edible oil. The main aim of preparing the questionnaire is to judge the impact of advertisements on the sale of edible oil. The questionnaire has been prepared by the investigator himself **Secondary sources of data collection**

- 1) Articles
- 2) Journals

Techniques of data collection

Data collection was done using the questionnaire approach. A questionnaire was created and distributed via email to 30 respondents using a random sampling method. Rows and columns were used to tabulate the data after it was received. In order to determine the effect of advertisements on the sale of edible oil, a percentage was then calculated for each question.

Method of data collection

The responses that were collected were tabulated question wise and then the percentage was drawn for each answer and accordingly classification was done into table and charts.

Sampling technique

The technique of sampling that has been followed was on the bases of random sampling

Sample size

No. of people chosen – 30

Sample age profile

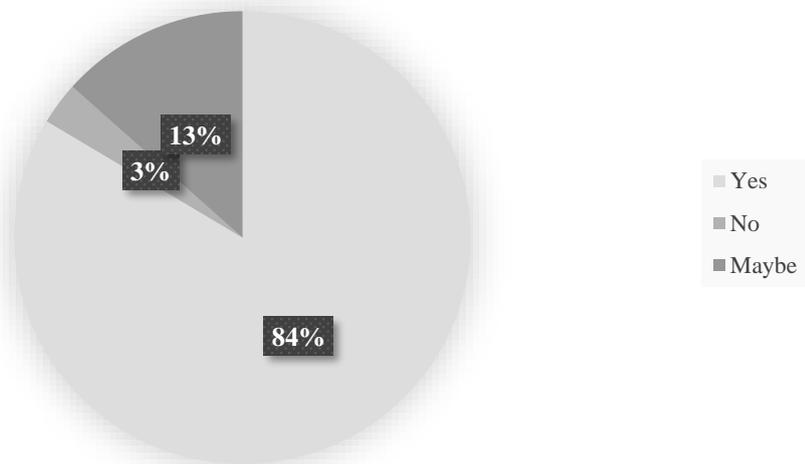
- 18-30
- 30-55
- 55 and above

Data Analysis

Question1- Do you see advertisements related to edible oil?

Question 1		
S. no .	Answer	Percentage
1	Yes	83%
2	No	3%
3	Maybe	13.30%

Do you see advertisements related to edible oil?



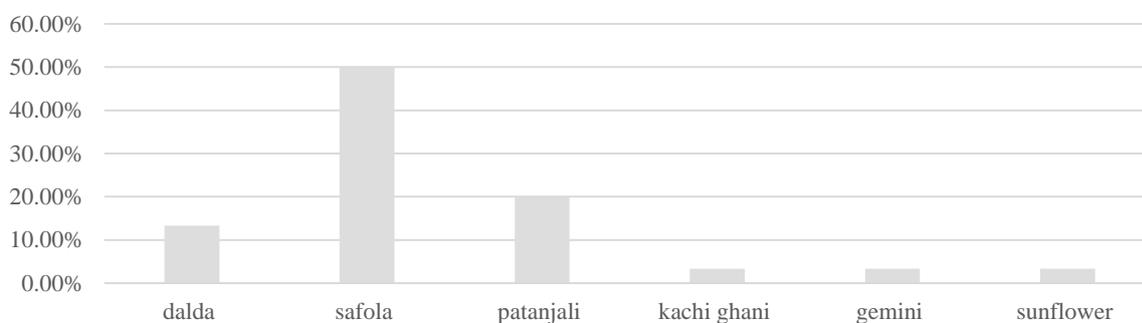
Interpretation-

When the question was asked whether people see advertisements related to edible oil or not, most of them said that “84% of the respondents claimed that they have seen advertisements related to edible oil.

Question 2- Which brand of edible oil do you use?

Question 2		
S. no.	Answer	Percentage
1	Dalda	13.30%
2	Safola	50%
3	Patanjali	20%
4	Kachi ghani	3.30%
5	Gemini	3.30%
6	Sunflower	3.30%

Which brand of edible oil do you use?



Interpretation-

When asked which brand of edible oil do you use the most, most of the respondents answered that they prefer using Safola as their edible oil which came out to be almost 50%, followed by Patanjali brand.

Question 3- Which factor do you consider while buying any brand of edible oil?

Question 3		
S.no.	Answer	Percentage
1	Brand image	56.70%
2	Brand equity	33.30%
3	Advertisement	10%

What factor are considered while buying any brand of edible oil?



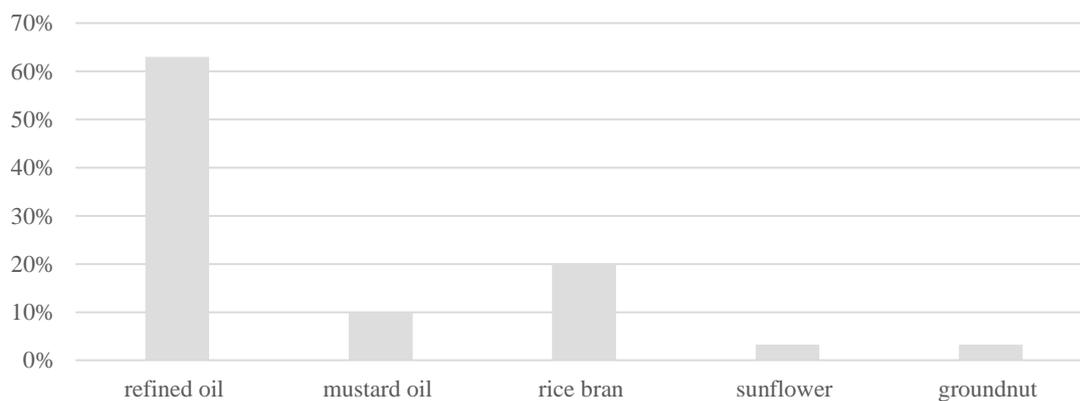
Interpretation-

This question was about the factor that is considered while making purchase of any brand of edible oil. The results were quite counter intuitive. Only 10% of the respondents felt that advertisement acts as an important factor affecting the purchase of edible oil.

Question 4- Which type of edible oil do you use?

Question 4		
S. no.	Answer	Percentage
1	Refined oil	63%
2	Mustard oil	10%
3	Rice bran	20%
4	Sunflower	3.30%
5	Groundnut	3.30%

Which type of edible oil do you use?

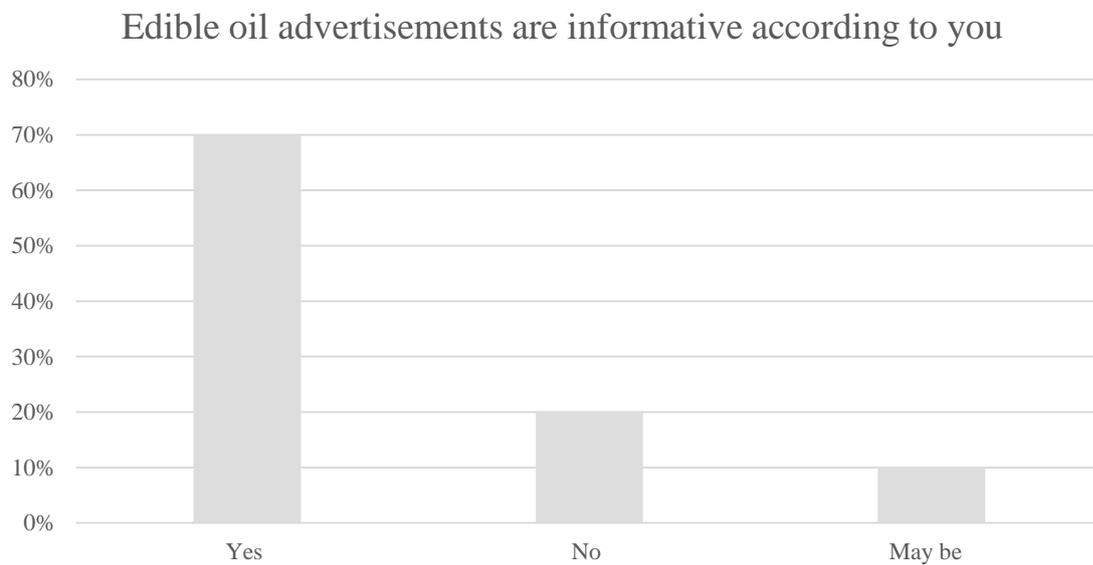


Interpretation-

This question brings me to the point that most of the people ended up using refined oil as a type of edible oil. This is as high as 63% of the respondents choosing refined oil as their preferred choice of oil. This choice also could be because of advertising as a factor affecting the sale of edible oil.

Question 5- Are edible oil advertisements informative according to you?

Question 5		
S. no.	Answer	Percentage
1	Yes	70%
2	No	20%
3	May be	10%



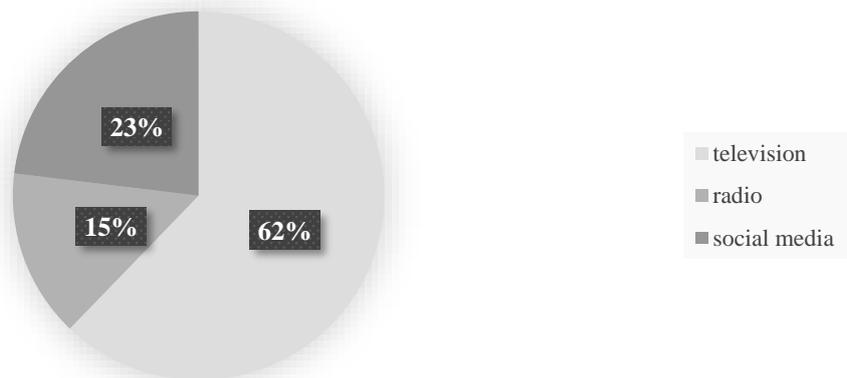
Interpretation-

The above graph helps us understand whether edible oil advertisements are informative or not. When this question was asked to the respondents, almost 70% of them said that they found that edible oil advertisements very informative. They believed that edible oil advertisements provide a lot of information regarding the health benefits and other uses etc.

Question 6- Where do you see edible oil advertisements?

Question 6		
S. no.	Answer	Percentage
1	Television	97%
2	Radio	23%
3	Social Media	36%

Where do you see edible oil advertisements?



Interpretation-

This graph shows which platform communicates the most to the people about edible oil. When this question was asked to the respondents, most of them said that they tend to see a lot of edible oil advertisements on television. 62% of the respondents agreed to that. This acts as one major factor influencing the sale of edible oil.

Question 7: Do you think celebrity endorsement will help in the increase of sale of edible oil?

Question 7		
S.no.	Answer	Percentage
1	Yes	70%
2	No	16%
3	May be	13%

Do you think celebrity endorsements promote sales?



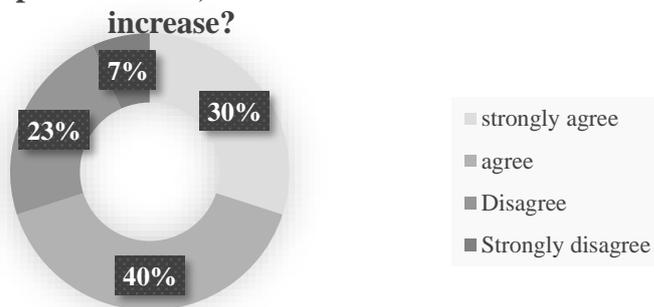
Interpretation-

When the question was posed whether celebrity endorsement help in increasing sale of edible oil, most of the respondents agreed that it helps in giving a boost to the sale of edible oil and also increases the recall value of the product, for instance Amitabh Bachhan helped increase the recall value of Navratan tel.

Question 8- In the time of Soups and salads, when everyone is health conscious, do you think that the sale of edible oil could increase?

Question 8		
S. no.	Answer	Percentage
1	Strongly agree	30%
2	Agree	40%
3	Disagree	23.30%
4	Strongly disagree	6.70%

In the time of soups and salads, could the sale of edible oil increase?



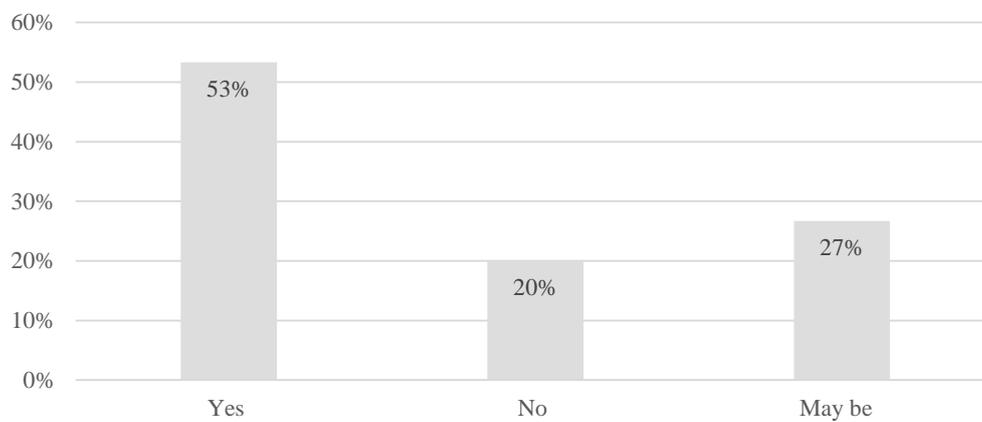
Interpretation-

This graph shows respondents' perspectives on the current state of society, which they see as one in which people are becoming more health conscious and concerned about their calorie intake. Will they purchase edible oil, and will its sales rise as a result? The majority of respondents thought that the sale of edible oil might still rise since modern advertising has become so educational that it is no longer perceived as a source of bad fats but rather as a healthy substitute for conventional oils.

Question9- Big companies who spend a lot of money on advertisements for edible oil. Do you think they would pose a threat to local producers who rely on word of mouth?

Question 9		
S. no.	Answer	Percentage
1	Yes	53%
2	No	20%
3	May be	27%

Advertisement vs word of mouth



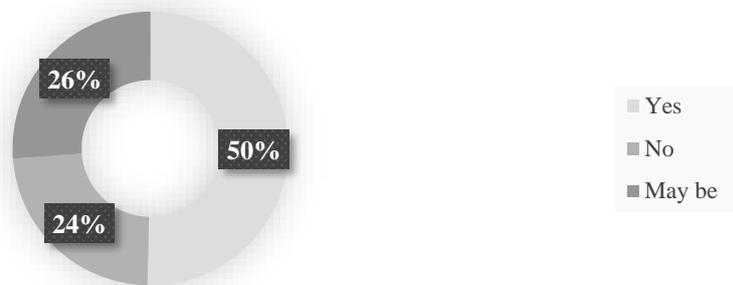
Interpretation-

This question poses a comparison between advertisements for edible oil and reliance of local producers on word of mouth for making customers aware of the product. Most of the respondents believed that yes it would pose a threat to the sale of edible oil of the local sellers who rely more on local means of informing their customers. The reason could be advertising through word of mouth might not be able to make an impact left by advertisements through

Question-10 Do you believe that marketing for edible oil influence your decision to purchase a specific brand of edible oil?

Question 10		
Sno	Answer	Percentage
1	Yes	50%
2	No	23%
3	May be	26%

Aid in buying behavior



Interpretation-

When the question “Do you think edible oil advertisements alter your behaviour to buy a particular brand of edible oil?” was posed, the answer that came up from most of the respondents is that their decision to buy a particular brand of edible oil is influenced by advertisements. This is in line with a lot of market research which says advertisement is a good means to inform the prospective customers about the benefits and advantages of the

Recommendation

Based on the above discussion, we understand the impact of advertisement in the edible oil industry. It can be summaries in the form of the below points:

- One of the criteria for the market of the edible oil which can in turn lead to increase in the sale of edible oil is advertising which is one of the heavy factors because the product related information is made available to a large number of people in a quick and an efficient manner.
- Various forms of advertising medium like television, social web sites, newspapers; marketing sites are used to expose their product quality and other information with effective manner and to persuade the customers to buy that particular brand of edible oil.
- From the various advertising medium, television was one of the mediums which could be used by large producers of edible oil to reach a vast market and increase their sales.
- We have seen that even small edible oil mills also sell use advertising as a medium to increase the sale of their brand of edible oil. And therefore, the biggest edible oil mills must use the advertisements for increasing the product sale with minimum time period up to 70 to 85% with efficient manner.
- Advertisements should be considered as an important factor affecting the sale of edible oil. Effective advertising campaigns can be used to engage large number of customers and generate large number of sales.
- The preference of the customer should be kept in mind while developing any advertising campaign for any brand of edible oil.
- Edible oil advertisements shouldn't be ignored because they may influence consumers to purchase a specific brand of edible oil.
- To influence the sale of edible oil, advertising for any brand can be done through channels other than television, such as social media and radio.
- Whether it's a nutritious salad or any other type of cuisine, edible oil should be a key component.
- There should be no longer be a perception that marketing for edible oils is not instructive. It is possible to learn a lot from the commercials for edible oil. Additionally, these details can aid in choosing which brand of edible oil to purchase.

Conclusion

On the bases of the above data analysis it can be concluded that advertisements do create an impact on the sale of edible oil. It is also believed that advertisements act as an important factor influencing the sale of edible oil in India. This report discusses the strategies that can be followed while designing an effective advertisement for any edible oil brand. Some of the strategies are mentioned as follows: -

- 1) Media strategy
- 2) Segmentation strategy
- 3) Message strategy
- 4) Measuring the advertising effectiveness

All the above strategies are considered very important and effective in making an advertisement campaign effective. The main objective of the advertisement is to convince and persuade the customers to buy that particular brand of product.

This report shows how advertising plays an important role in helping in increasing the sale of edible oil. This report correctly points out certain steps that are important to design an effective advertisement for a particular brand of edible oil which could further aid in the increase in the sale of a particular brand of edible oil. Further this report proves that advertisement is an important factor affecting the sale of edible oil in India.

We discovered that several researchers had diverse opinions on how advertisements affect the sale of edible oil. The majority of researchers concluded that advertisements do, in some way, influence the sale of edible oil. A survey was done to determine the effect of advertising on the sale of edible oil, and the results were astounding. We came to the conclusion as a result of this those advertisements do affect the sale of edible oil.

Appendix

- 1) Do you see advertisements related to edible oil?
 - a. Yes
 - b. No
 - c. Maybe

- 2) Which brand of edible oil do you use
 - a. Dalda
 - b. Safola
 - c. Patanjali
 - d. Other

- 3) Which factor do you consider while buying any brand of edible oil
 - a. Brand image
 - b. Brand equity
 - c. Advertisement

- 4) Which type of edible oil do you use?
 - a. Refined oil
 - b. Mustard oil
 - c. Rice bran oil
 - d. Other

- 5) Edible oil advertisements are informative according to you
 - a. Yes
 - b. No
 - c. Maybe

- 6) Do edible oil advertisements alter your behaviour to buy a particular brand of edible oil
 - a. Yes
 - b. No
 - c. Maybe

- 7) Where do you see edible oil advertisements
 - a. Television
 - b. Radio
 - c. Social media

- 8) Do you think celebrity endorsements help in increasing the sale of edible oil
 - a. Yes
 - b. No
 - c. Maybe

- 9) In the time of soups and salads, the sale of edible oil would increase?
 - a. Agree
 - b. Strongly agree
 - c. Disagree
 - d. Strongly disagree

- 10) Big companies who spend a lot of money on advertisements for edible oil. Do you think they pose a threat to local producers who rely on word of mouth?
 - a. Yes
 - b. No
 - c. Maybe

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