



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2022; SP-11(6): 1650-1654
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www.thepharmajournal.com
Received: 26-04-2022
Accepted: 29-05-2022

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Customer involvement towards cold pressed and major edible oils in Coimbatore city

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Abstract

Market for cold pressed oils has expanded significantly during several years in food industry especially Tamil Nadu. The investigation was attempted to recognize the variables impacting the involvement of cold pressed oil and major edible oils and the mindfulness about the advantages of these oils. Information has been gathered by appropriate survey method among 150 purchasers of cold pressed and major edible oils in Coimbatore city. The collected information was analyzed by using FCB Grid. The result of the study indicated that customer involvement of cold pressed oil comes under quadrant one ('Learn-Feel-DO') whereas customer involvement of major edible oil comes under quadrant three ('Do-Learn-Feel'). Add more from your results including suggestions.

Keywords: Cold pressed oil, major edible oil, customer involvement, and FCB grid

Introduction

In the whole world, there are many oils are present such as vegetable oils, animal oils and petroleum oils. These oils are classified into two groups, namely non-edible oils and edible oils. The oil, which is not fit for eating and suitable for industrial usage is called as non-edible oil. There are all petroleum oil, animal fat and few vegetable oils come under non-edible oil such as castor oil, fuels, heating oil, waxes, etc. the oil which are suitable for human consumption are called as edible oil or cooking oil.

Cold pressed oils and major edible oils are being regularly used in our diets and had a large scope of business activity. The difference between the two oils was the cold pressed oil was extracted at room temperature (27 degree centigrade) and extracted oil was obtained after precipitation and filtration. Oil product from cold pressed oil has relatively low acid value and no refinement process. The other major edible oil was extracted in high temperature and rises in acid value and refinement process were done for consumption. Refinement processed oil has low nutritional quality

Objective of the study

1. To analyze the customer involvement in cold pressed and major edible oils using FCB Grid
2. To suggest suitable measures for further improvement of customer involvement in cold pressed oils

Review of Literature – check the alignment and also major reviews may be given

Yssel (1996) ^[1] conducted the study on the effectiveness of the FCB grid as a tool for writing superior advertising strategy and he revealed that FCB grid (quadrant and sextant versions) can be used by undergraduate advertising students to write superior advertising strategies when compared with a textbook formula.

Yoon and Kim (2001) ^[2] revealed about factors affecting the choice of media using FCB grid. The results were high involved products highly suits for internet advertisement when compare to low involvement products. Automobile were a highly involvement product which was suggested for internet advertisement and sales.

Mortimer (2002) ^[3] revealed about the benefits of FCB grid and the product under four grid was explained under this study. The life insurance was fitted under quadrant one which is economic quadrant (high involvement and thinking) and hotels and restaurant were fitted under quadrant two which is a psychological quadrant (high involvement and feel). The third quadrant (responsive) was filled with bank and photo processing (low involvement and think) and fast foods were fitted under quadrant four which is a social quadrant (low involvement and feel).

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Kantanen and Tikkanen (2006)^[6] studied about advertising in low and high involvement, cultural tourism attractions and the results were sightseeing cultural tourist was fitted under quadrant one (Learn-Feel-Do), purposeful cultural tourist was fitted under quadrant two (Feel-Learn-Do) followed by third quadrant (Do-Learn-Feel) was fitted by incidental cultural tourist and fourth quadrant (Do-Feel-Learn) was fitted by serendipitous culture tourist.

Dickinger and Zorn (2008)^[7] revealed the classification of compensation models for interactive advertising to the product, implication for advertiser and possible payment model for high involvement and low involvement and thinking and feeling in FCB grid.

Teng *et al.* (2010)^[8] revealed the influence advertising effectiveness for four product types in the FCB grid. This study showed that the usage of two technical terms with detailed explanation improves the consumer attitudes towards the advertisement and consumer evaluation of the advertised product for thinking and high involvement products. Using two technical terms together with a detailed/rough explanation improves the consumer attitudes towards the ad and consumer evaluation of the advertised product. Using two unexplained technical terms improves consumer attitudes towards the advertisement for feeling and high involvement products. No usage of technical terms improves consumer attitudes towards the ad for feeling and low involvement products.

Choi *et al.* (2012)^[9] revealed about the high and low involvement and think and feel level of contemporary TV advertising using FCB model and the results were life insurance, contact lens, family car, credit card, motor oil and headache remedy in quadrant 1 (high involvement and thinking). In quadrant 2 (high involvement and feeling), the results were sports car, watch, perfume, eye glasses, hair coloring and jeans followed by in quadrant 3 (low involvement and thinking) were insecticide, lotion, shampoo, insect repellent and liquid bleach was placed by analysis and in quadrant 4 (low involvement and feeling), the results were toothpaste, chicken, soap, soft drinks, greeting cards and regular cigarettes.

Viksne *et al.* (2016)^[10] revealed about FCB grid model such as informative strategy was suitable for products like cars and insurance, affective strategy was appropriate for such product like cosmetic, fashion and jewellery, habitual strategy was fitting for daily routine product (edible oil) and satisfaction strategy was proper for products like customer individual personality (beer, cigarettes and candies)

Hamzeli *et al.* (2017)^[11] studied about involvement shapes consumers' response to product failure. This study were done with FCB grid and the result indicated that product failure were differ by different level of customer involvement. Silent killer were more in low involvement products and services and most of the silent killer were men.

Choi *et al.* (2018)^[4] revealed about clio winning advertisements, product classified by FCB grid model and the results indicated that low involvement with feel product were purchased by customer followed by high involvement with thinking product, high involvement with feel product and low involvement with think product.

Ghosh *et al.* (2019)^[5] have studied about identifying customer involvement during an organic food purchase through the FCB grid in India and the result was customer involvement during organic food purchase were high involvement and more thinking while purchasing organic food.

Methodology

Coimbatore district was purposively selected to know the customer involvement of cold pressed oil and major edible oils. Primary information was collected from the sample respondents who were came to purchase in specific store from five zone of Coimbatore city. From each zone 15 respondents were surveyed by using convenience sampling method and totally makes a sample size of 150. Data were analyzed with FCB grid using PLS analysis.

FCB Grid

FCB grid is also known as Foote, Cone and Belding model and it was found by Richard Vaugh in the year 1980. This grid was used to analysis the customer involvement of sample respondents, who were asked to express the statement of Likert's scales based on their knowledge, attitude and reliability scale with factor attributes of cold pressed and other edible oils. These three scales used to test models of FCB grid quadrants. Regression weights indicate path coefficient and P value of four models of FCB grid of cold pressed and major edible oils whereas RMSEA (The root mean square error of approximation) value help to find best fit quadrant among four models of FCB grid of cold pressed and major edible oils using partial least square regression (PLS) analysis. The FCB grid was made up of four quadrants build with level of involvement, feeling and thinking are given in the Table 1. (Ghosh *et al.*, 2019)^[5].

Table 1: Details of FCB Grid

	Think	Feel
High involvement	Quadrant 1 Informative strategy (economic) Learn-feel-do	Quadrant 2 Affective strategy (psychological) Feel-learn-do
Low involvement	Quadrant 3 Habitual strategy (responsive) Do-learn-feel	Quadrant 4 Satisfaction strategy (social) Do-feel-learn

Table 2: Models for Cold Pressed and Major Edible Oils of FCB Grid

Quadrant	Models of FCB Grid (Cold Pressed and Major Edible Oils)
1	Knowledge → Attitude → Behavior
2	Attitude → Knowledge → Behavior
3	Behavior → Knowledge → Attitude
4	Behavior → Attitude → Knowledge

RMSEA – The root mean square error of approximation attempts to correct for both model complexity and sample size by including each in its computation. Lower RMSEA value indicates a better fit (Hair *et al.*, 2006). It was calculated by

$$\sqrt{\frac{\chi^2 - df}{df(n - 1)}}$$

n = Sample size

df = Degrees of freedom of the model.

X² = Chi-square value

In this study, the root mean square error of approximation (RMSEA) was used to find the best fit quadrant of cold pressed and major edible oils quadrant model.

Results and Discussion

Customer Involvement in Consumption of Cold Pressed and Major Edible Oils using FCB Grid

Customer involvement is part of customer behavior and it is used for decision making of product while purchasing. Customer involvement varies from person to person because if the person is interested in product whereas involvement of

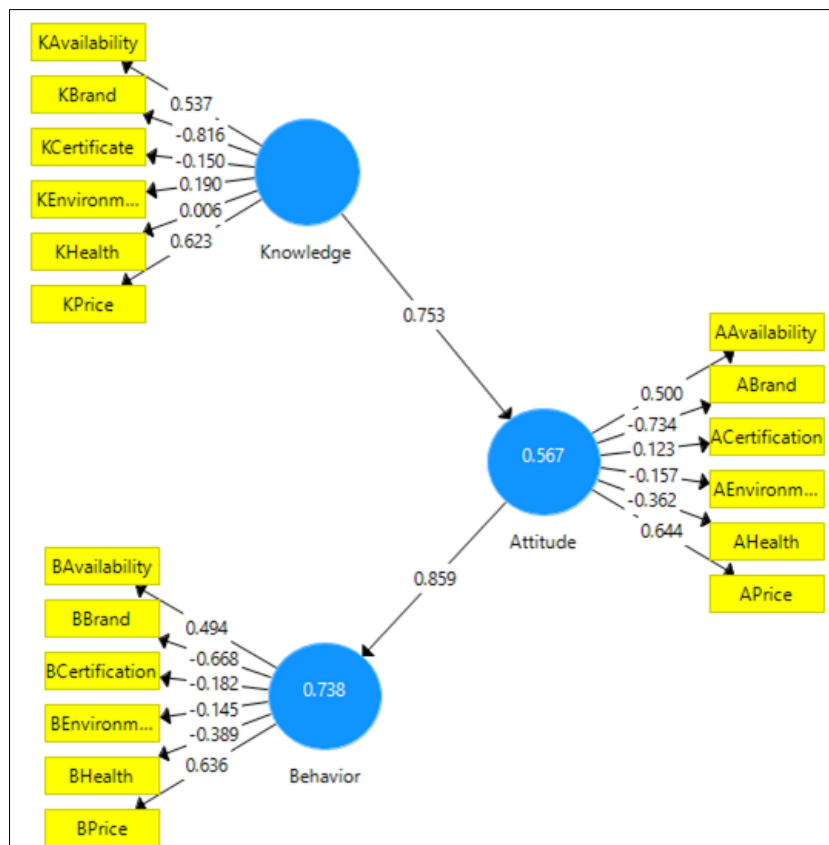
person was high such as the person will take lot of time for purchase decision. If the involvement of person is low, the person implies dormancy. Likewise, in case of cold pressed and major edible oils of sample respondents were analyzed using FCB grid by prelisted interview schedule. The results were analyzed and presented in Table 3.

Table 3: Regression Weights in FCB Quadrant of Cold Pressed Oil Customers

Quadrant	Path	Path Coefficient	P value	RMSEA	Fit into Quadrant
1	Knowledge → Attitude	0.753	0.002	0.072	Supported (Best Fit)
	Attitude → Behavior	0.859	0.000		
2	Attitude → Knowledge	0.776	0.096	0.092	Not Supported
	Knowledge → Behavior	0.623	0.093		
3	Behavior → Knowledge	0.633	0.096	0.093	Not Supported
	Knowledge → Attitude	0.776	0.100		
4	Behavior → Attitude	0.869	0.004	0.075	Supported
	Attitude → Knowledge	0.703	0.006		

It could be concluded from the table 3 that sample respondents of cold pressed oil comes under quadrant one ('Learn-Feel-DO'). The data exhibited reasonably supported with quadrant one and four (significant) but the best fit quadrant was first quadrant as compare to quadrant two, quadrant three and quadrant four because the RMSEA (Root

mean square error of approximation) were low (0.072) when compare to other quadrant. According to RMSEA, lower value is a best fit. As per quadrant one, Regression weights indicated that increase in knowledge about cold pressed oil to increase in attitude towards cold pressed oil, there by increases in purchase behavior of cold pressed oil.



Hence the sample respondents were based on highly involved and thinking of the cold pressed oil. The first quadrant

customer first learn about the product, feels about the product and finally to purchase the product. (Ghosh *et al*, 2019) [5].

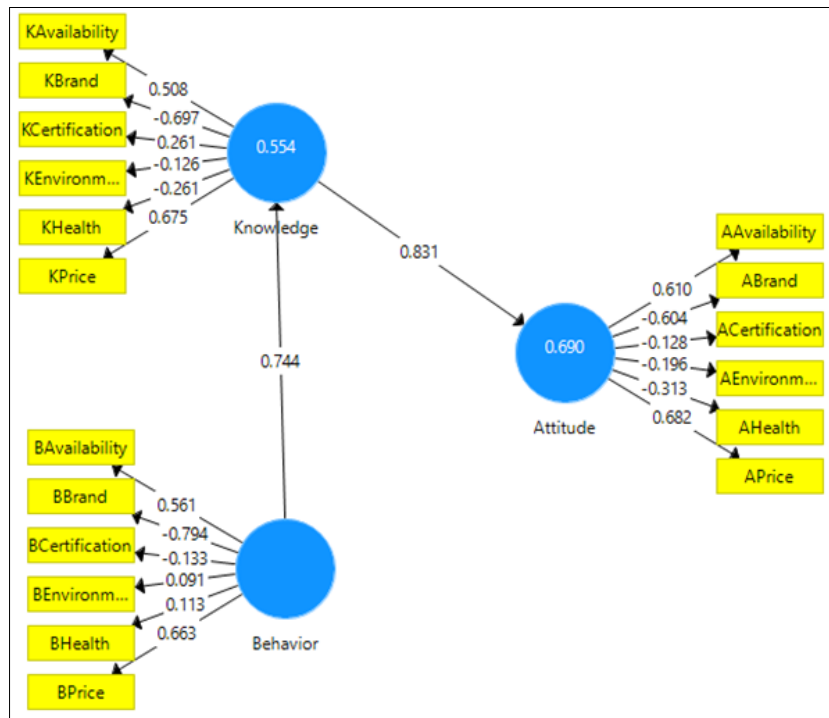
Table 4: Regression Weights in FCB Quadrant of Major Edible Oil Customers

Quadrant	Path	Path Coefficient	P value	RMSEA	Fit into Quadrant
1	Knowledge → Attitude	0.832	0.076	0.092	Not Supported
	Attitude → Behavior	0.581	0.062		
2	Attitude → Knowledge	0.835	0.003	0.067	Supported
	Knowledge → Behavior	0.747	0.007		
3	Behavior → Knowledge	0.744	0.000	0.062	Supported

	Knowledge → Attitude	0.831	0.000		(Best Fit)
4	Behavior → Attitude	0.581	0.074	0.092	Not Supported
	Attitude → Knowledge	0.832	0.030		

It could be concluded from table 4 that sample respondents of major edible oils comes under quadrant three ('Do-Learn-Feel'). The data exhibited reasonably supported with quadrant two and three (significant) but the best fit quadrant was third quadrant as compare to quadrant two, quadrant one and quadrant four because the RMSEA (Root mean square error

of approximation) were low (0.062) when compare to other quadrant. According to RMSEA, lower value is a best fit. As per quadrant three, regression weights indicated that increase in purchase behavior of major edible oils to increase in Knowledge towards major edible oils, there by increases in attitude of major edible oils.



Sample respondents of major edible oils come under quadrant third ('Do-Learn-Feel'). Hence, the sample respondents were based on lowly involved and thinking of the major edible oils. The third quadrant customers learn the product after purchasing and then aware about the product. (Ghosh *et al*, 2019)^[5].

Suggestions to Improve the Customers Involvement in Cold Pressed Oils

The sample respondents listed several suggestions to improve the customer involvement of cold pressed oils. The suggestions were analyzed and given in Table 5.

Table 5: Suggestion for Further Improvement of Customer Involvement in Cold Pressed Oils (n=75)

Sl. No	Suggestions	No. of Sample Respondents	Percentage
1.	Delivering the importance of cold pressed oils to customers	63	84.00
2.	Proper packaging with product information	59	78.66
3.	Proper quality test to maintain purity	37	49.33
4.	Proper marketing channel for cold pressed oils for easy availability	24	32.00

It could be inferred from the table 5 that majority of the sample respondents (84 percent) suggested that in order to improve the customer involvement of cold pressed oil, the manufacture and retailer should deliver the importance of cold pressed oil to customers, followed by 78.66 percent of sample respondents who suggested that the cold pressed oil must be properly packed with product information. Proper quality test of cold pressed oil may be carried out to maintain purity (49.33 percent) followed by proper marketing channel for cold pressed oil for easy availability to customer (32 percent). It could be concluded that delivering the importance of cold pressed oils to customers and proper packaging with product information were the major suggestion for further improvement of customers involvement in cold pressed oils.

Conclusion

Based on survey and analysis, processors should ensure that product is delivered with right information because of the fact that customers seek more information about the product. Processors may establish own retail outlets to enhance involvement of their brand with customers. Processors may adopt competitive pricing strategy for their products. Processors could obtain proper certification from qualified institutions. It is suggested to improve the display and availability of cold pressed oils in retail shops and supermarkets.

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