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# A Comparative Study of Consumer Preference towards Roja Chekku Coconut Oil vs Parachute Coconut Oil in Coimbatore City

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**ABSTRACT:** This study aims to compare consumer preferences towards two prominent coconut oil brands - Roja Chekku Coconut Oil and Parachute Coconut Oil in Coimbatore City. With rising awareness about health and natural products, consumers are increasingly inclined towards traditional cold-pressed oils like Roja Chekku, while Parachute continues to hold a strong market position as a refined and widely recognized brand. The research investigates factors influencing consumer choice, including product quality, price, packaging, brand trust, availability, and health benefits. A structured questionnaire was administered to a sample of 109 respondents across different age groups and income levels within Coimbatore. The data was analysed using statistical tools to identify trends, preferences, and satisfaction levels. The findings reveal a growing preference for Roja Chekku among health-conscious consumers, particularly in younger demographics, due to its natural extraction process and perceived purity. However, Parachute maintains loyalty among long-term users due to its brand reputation and consistent availability. The study concludes that both brands serve distinct segments, with Roja Chekku appealing to the niche health-focused market and Parachute dominating the mainstream segment. The insights from this study may assist marketers in refining their positioning strategies and help new entrants understand consumer behavior in the edible oil sector.

## I. INTRODUCTION

Coconut oil is an essential component of Indian households, widely used for cooking, hair care, and medicinal purposes. In recent years, the Indian edible oil market has witnessed a growing shift in consumer preferences due to increasing awareness of health, nutrition, and the benefits of natural products. Particularly in South India, traditional cold-pressed oil locally known as "chekku" oil have gained popularity for their natural extraction process and minimal processing. Roja Chekku Coconut Oil, a brand rooted in traditional values and natural production methods, has seen a rise in demand among health-conscious consumers. In contrast, Parachute Coconut Oil, a market leader for decades, is recognized for its brand legacy, refined production, and widespread availability. While both brands cater to coconut oil users, they represent different segments of the market natural/traditional versus refined/mass-market. This study aims to compare consumer preferences for these two brands in Coimbatore City, a region known for its cultural inclination towards traditional products and a growing urban consumer base. By examining the factors influencing consumer choices such as quality, price, brand image, availability, and perceived health benefits this research seeks to provide insights into shifting consumption patterns. Understanding these preferences will help marketers, retailers, and producers better align their offerings with consumer expectations in a competitive and evolving market.

## II. LITERATURE REVIEW

Several studies have explored consumer behavior, preferences, and satisfaction regarding edible oils, particularly focusing on the shift from refined to cold-pressed and organic oils. These studies collectively provide a strong foundation for understanding the changing dynamics of consumer preferences in the edible oil market.

1. Maheswari (2019) conducted a study in Kumbakonam Town to understand consumer perceptions and satisfaction levels regarding organic edible oils. Her findings indicated that approximately 69% of participants were content with the





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organic oil brands they used, reflecting a notable consumer shift toward products perceived as pure and health-oriented. Although the research covered organic oils broadly, it underscores the increasing consumer demand for chemical-free and natural oil options. (V, 2019)

2. Krishna Kumari and Gowthamy (2019) explored the awareness and preferences related to cold-pressed oils among consumers in Coimbatore. Their study observed a growing presence of cold-pressed oils in the market, particularly within the culinary segment. Key drivers of preference included health advantages, product purity, and traditional processing techniques. However, preferences were influenced by demographic factors such as education, social class, and family type. (Krishna Kumari, 2019)

3. Ruchi (2016) focused on understanding consumer behavior and brand preferences within the edible oil sector. Her research pointed to brand recognition and consistent product quality as critical elements shaping consumer loyalty. The study also emphasized that the frequency of use and perceived value of a brand significantly influenced purchasing decisions, particularly for well-established refined oil brands. (Ruchi, 2016)

4. Prasad (2016) identified the main factors guiding consumer purchases of edible oils. His research revealed that health considerations played a pivotal role, with a strong preference shown for branded oils. Consumers tended to prioritize oils that offered health benefits and were reasonably priced, indicating that concerns about well-being often took precedence over cost alone. (Prasad, 2016)

5. Srujana (2021) undertook a study in Hyderabad, Telangana, to assess how consumers perceive and buy cold-pressed oils. The results indicated that while general awareness about cold-pressed oils is modest, health remained a primary motivation for their purchase. Additional influencing factors included pricing, nutritional content, product aesthetics, and service quality. The study also found that consumers' educational qualifications and income levels had a significant impact on their purchasing patterns. (Srujana, 2021)

### III. METHODOLOGY OF PROPOSED SURVEY

#### 3. RESEARCH METHODOLOGY

##### 3.1 Research Design

A descriptive research design will be used to understand consumer preferences towards Roja Chekku Coconut oil vs. Parachute Coconut Oil. Descriptive research helps in depicting the participants accurately and systematically, which in this case are the consumers of Roja Chekku Coconut oil vs. Parachute Coconut Oil.

##### 3.2 Data Collection Methods:

- Questionnaire: A structured questionnaire will be used to collect quantitative data on consumer preference, usage habits, satisfaction and health awareness from consumers.
- Interview Schedule: In-depth interviews with a subset of respondents to gather more detailed information on their experiences and perceptions.

##### 3.3 Sampling Techniques

- No of Population: Consumers who purchase and use Roja Chekku coconut oil and Parachute coconut oil.
- Convenient Sampling: Simple random sampling to ensure representation across different demographics such as age, gender, income level, qualification and family size.
- Sample Size: A sample of 109 consumers who purchase coconut oils in Coimbatore city will be targeted to ensure the data's reliability and validity.

### IV. CONCLUSION AND FUTURE WORK

This research was conducted to examine and contrast the buying preferences of consumers for Roja Chekku and Parachute coconut oils within Coimbatore City. Findings indicate that a large portion of respondents, especially those aged 20–30, are health-conscious and prefer natural, chemical-free products. Many are employed in private sectors or manage their own businesses and play an active role in household purchase decisions. Factors such as health awareness, cost, aroma,



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purity, taste, and traditional values were important in shaping preferences with Roja Chekku oil being preferred over Parachute."

Roja Chekku has established itself as a trusted brand for natural, chemical-free coconut oil, resonating well with modern consumers who prioritize wellness and authenticity. To further strengthen its brand position, the Roja Chekku oil mill can focus on digital marketing campaigns targeting young adults, while also improving accessibility through local distribution and convenient delivery services.

Overall, the study concludes that Parachute coconut oil continue to dominate due to their widespread availability and brand familiarity, Roja Chekku are rapidly gaining market share and preference among health-conscious consumers who values health, purity, and traditional processing methods. To capitalize on this trend, Roja Chekku should continue to emphasize its natural extraction process, strengthen digital marketing, and expand distribution channels and position it as the preferred healthy alternative in the competitive coconut oil market.

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