



RESEARCH ARTICLE

ASSESSING THE KNOWLEDGE OF PEOPLE TOWARDS COOKING OILS IN MODINAGAR CITY (GHAZIABAD) U.P.

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ABSTRACT

There is a variety of cooking oils from plant and animal origin which are used in the various parts of India, depending upon the region and availability. For example, people in south and west prefer groundnut oil, coconut oil etc, while those in east and north use mustard/rapeseed oil. Hence, edible oils play a crucial role in cooking and thus it is important to choose them wisely for maintaining a good health. The choices and using the cooking oil is influenced by the attitude, knowledge and perception of people towards cooking oil. In the present study "Assessing the knowledge of people towards cooking oils in Modinagar (Ghaziabad) U.P." an approach is made to collect information regarding people's knowledge regarding cooking oils. For assessing the knowledge of people, a questionnaire cum interview method was administered on the total of number of 50 randomly selected female respondents between the age group of 20-60 yrs residing in Modinagar, Ghaziabad (UP). From the findings it can be said that people do not have adequate knowledge regarding the cooking oils, their usage, storing, purchasing etc.

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INTRODUCTION

The buyer's behaviour changes according to their age, income, sex and other factors. Buyer's purchasing always depends on the quality and price. Edible oils constitute an important component of food expenditure in Indian households. India is a vast country and inhabitants of several regions have developed specific preference for certain edible oils largely depending upon the oils available in the region. For example, people in the South and West prefer groundnut oil while those in the East and North use mustard seed/rapeseed oil. Likewise several pockets in the South have a preference for coconut and sesame oil. Thus attitude of consumer towards cooking oils vary from region to region.

- General profile
- Attitude towards purchasing the cooking oils
- Attitude towards using
- Storing habits
- Statistical analysis

RESULTS AND DISCUSSIONS

The following results were obtained on conducting a survey regarding the knowledge of people towards cooking oils. Table no. 1 shows that mustard oil was found to be the most commonly used oil by 98% respondents for cooking, followed by soybean oil contributing 42% and ghee 32%. Rice bran oil was used up to 12%, olive oil 6%. Canola oil and groundnut oil were least used i.e. 4% each.

MATERIALS AND METHODS

A questionnaire cum interview method was used to collect the relevant data for the study. Respondents were selected by Random Sampling method. A total number of 50 respondents were selected for the study. To collect the data regarding the knowledge of people towards cooking oil, the questionnaire was structured in the following manner

Table 1. Variant of edible oils consumed (n=50)

S. No.	Type of oil	Yes	%	No	%
1.	Mustard oil	49	98	1	2
2.	Soybean oil	21	42	29	58
3.	Ghee	16	32	34	64
4.	Rice bran oil	6	12	44	88
5.	Olive oil	3	6	47	94
6.	Groundnut oil	2	4	48	96
7.	Canola oil	2	4	48	96

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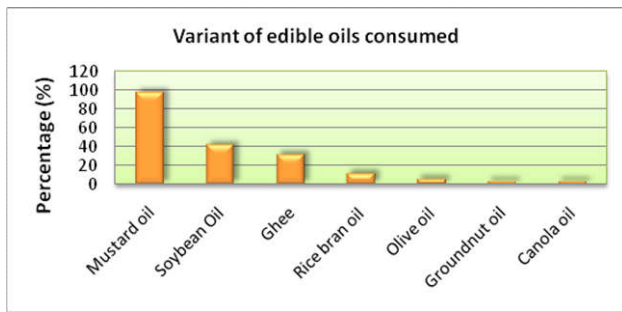


Figure 1.

Table 2. Brand and Type of cooking oil used (n=50)

S. No.	Brand	No. of Respondents	Percentage (%)
1.	Fortune	21	42
2.	Bharat	19	38
3.	Saffola	4	8
4.	Nature fresh	2	6
5.	Dhara	2	6
6.	Nutrela	2	6
7.	Sundrop	0	0
S. No.	Type of oil	No. of Respondents	Percentage (%)
1.	Mustard oil	49	98
2.	Soybean oil	21	42
3.	Ghee	16	32
4.	Rice bran oil	6	12
5.	Olive oil	3	6
6.	Groundnut oil	2	4
7.	Canola oil	2	4

Table no.2 reveals that fortune was the most commonly preferred brand for cooking oils (42%) followed by soybean oil (38%) and saffola (8%) Nature fresh, Dhara, Nutrela were preferred only upto (6%).

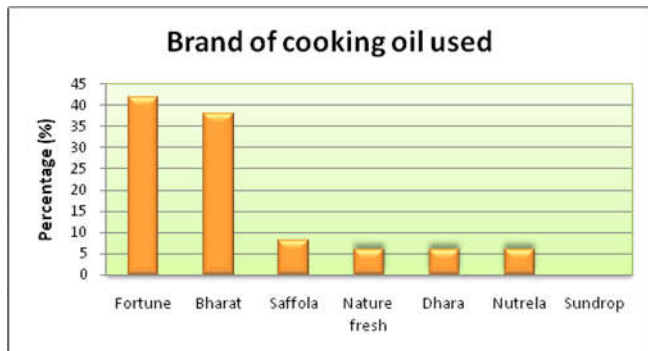


Figure 2.

Table 3. Purchasing and storing habits (n=50)

S. No.	Read the labels	No. of Respondents	Percentage
1.	Yes	16	32
2.	No	34	68
S. No.	Container Used store	No. of Respondents	Percentage
1.	Plastic containers	22	44
2.	Stainless steel containers	27	54
3.	Aluminum containers	1	2

Table 3 reveals that maximum i.e 68% Consumers do not bother to go in details of the nutritional information and other characteristics of cooking oil before purchasing. Stainless steel containers are used by 54% consumers to store the oil.

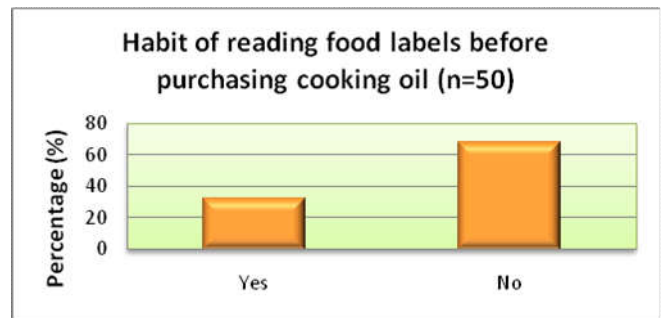


Figure 3.

Table 4. Knowledge regarding the cooking oils (n=50)

S. No.	Knowledge regarding Health effects	No. of Respondents	Percentage
1.	Heart health	36	72
2.	Respiratory organs	-	-
3.	Bone health	1	2
4.	Eyes	-	-
5.	Others /don't know	13	26
S. No.	Knowledge regarding the fats	No. of Respondents	Percentage
1.	Saturated	7	14
2.	Unsaturated	36	72
3.	Trans fat	-	-
4.	Don't know	7	14
S. No.	Knowledge about effect of re-heating	No. of Respondents	Percentage (%)
1.	Yes	44	88
2.	No	2	4
3.	Don't Know	4	8

Table no. 4 shows that maximum i.e 72% people were aware that cooking oils affects the heart health while others have lesser knowledge. Also, 72% people considered unsaturated cooking oils to be healthier than others.

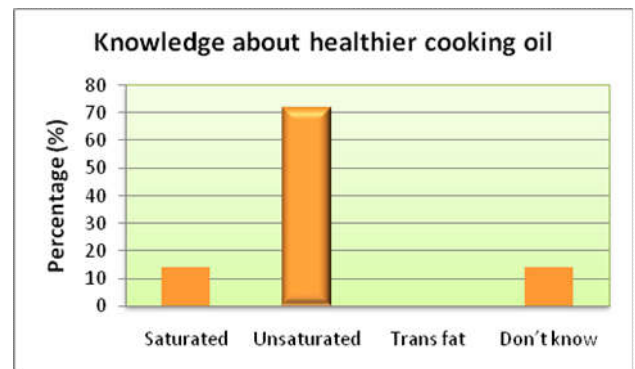


Figure 4.

**Summary and Conclusion**

Mustard oil was found to be the most commonly used oil by 98% respondents for cooking. Fortune was the most commonly preferred brand for cooking oils used b 48% of consumers. 14% of people posses the knowledge that saturated fats are healthier, 72% considered unsaturated as healthier while 14% lack the knowledge regarding healthy cooking oils.72% people were aware that cooking oils affects the heart health while others consider them responsible for other health problems.96% consumers heat the oils at higher temperatures and 76% use them within a week, 20% after a week and for 4% it was variable.92% of respondents re- heat the cooking oil for

various other purposes while 8% do not prefer to re-heat the oil considering it as unsafe for health.

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