

FACTORS INFLUENCING CONSUMERS SHIFT TOWARDS COLD PRESSED OILS IN GUNTUR, ANDHRA PRADESH

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ABSTRACT

The study examined the consumer perceptions and factors influencing the consumers to shift from refined oils to cold pressed oils in Guntur and Tenali towns. A total of 120 respondents were interviewed using a structured and pre-tested schedule to ensure accuracy and engagement. The high KMO value and significant Bartlett is a strong justification for factor analysis. All participants were fully aware of cold-pressed oils but only 20.83 per cent currently used them. Health consciousness (70%), taste (41.67%) and traditional processing (35%) emerged as key reasons for preference. Using principal component analysis, nine influencing components were extracted, including brand trust, health awareness, social influence and product accessibility, accounting for over 67 per cent of the total variance. The findings aim to reduce the awareness and adoption gap by generating region-specific insights.

Keywords: Cold-pressed oils, Consumer behaviour, Edible oil preferences, Factor analysis, Health awareness

INTRODUCTION

India, being one of the largest producers and consumers of edible oils, has seen a growing interest in healthier, minimally processed alternatives such as cold-pressed oils. Among the nine major oilseed crops grown, edible varieties such as groundnut, sesame, sunflower, mustard and safflower were suitable for cold-pressed oil extraction (Ministry of Agriculture and Farmers Welfare, 2023). Global forecasts by Food and Agriculture Organization (FAO) and International Market Analysis Research and Consulting Group (IMARC, 2023) also project a steady rise in

demand for cold pressed oils due to increasing urbanization, dietary diversification, and wellness-focused consumer behaviour. According to Food Safety and Standards Authority of India (FSSAI), 2021 and IMARC, 2023), the cold-pressed oil market in India is expected to reach Rs.10,000 crore by 2027, with a Compound Annual Growth Rate (CAGR) of 6.5 per cent. The cold pressed oils extracted without heat or chemicals retain natural antioxidants, essential fatty acids, vitamins and minerals making these oils more nutritious, flavorful and aromatic and are perceived as beneficial for health-conscious consumers (Krishnaveni *et al.* 2022).

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Refined oils continue to dominate Indian households due to their lower prices, wider availability, and stronger brand presence. However, some consumers reported concerns about adulteration and artificial additives, preferring cold-pressed oils for their natural extraction methods (Kirubashini and Priyadharshini, 2018). The widely used refined oils have less nutrient content due to chemical treatment and thermal refining. The cold-pressed oils result in 30% fewer emissions and 92% less pollution than refined oils. Therefore, many of the health-conscious customers preferred cold pressed oils (Kanimozhi and Hariharan, 2023). This shift in consumer preference towards cold pressed oils resulted with the increase in health awareness, socio-cultural practices, and nutritional knowledge among consumers. Yamini *et al.* (2024) showed that health benefits with highest mean score of 4.34, followed by quality (4.08) and taste (3.54) were the main factors influencing consumers to shift from refined oils to cold pressed oils.

The cold-pressed oils gained prominence in urban and semi-urban markets post-covid resulting in the emergence of many cold pressed oil mills. These oils retain 40 per cent more antioxidants and polyphenols than refined oils, reducing cardiovascular risks (Kumar and Sharma, 2023). Nowadays, regional brands compete in the market using the terms like wood-pressed, chemical-free and traditionally made for attracting the health-conscious consumers (Sridevi and Ranjani, 2022). The Andhra Pradesh state is one of the top producers of groundnut and sesame, especially in districts like Guntur, Anantapur, and Kurnool (NABARD Annual Report, 2022–23). Favourable climate, supporting infrastructure, and traditional food preferences contributed to high production and consumption of cold pressed oils in the state. The cold-pressed oil units are promoted under

the PMFME scheme of Ministry of Food Processing Industries (MoFPI, 2023) in Guntur district. However, consumer preference largely remained in favour of refined oils. Previous studies showed that higher pricing, limited awareness, concerns related to product authenticity and established cooking habits acted as major constraints to adoption. However, the shift towards cold-pressed oils was more pronounced among urban and economically affluent consumers. Thus, pricing strategies that result in mass adoption need to be focused to reach maximum number of consumers (Lee and Gupta, 2023). Tang *et al.* (2024) established that consumers' attitudes and health beliefs greatly influenced oil-switching decisions along with the perceived behavioral control and peer influence.

The rapid urbanization in towns like Guntur, Mangalagiri, Tenali, and Ponnur might have resulted in higher literacy rates and better health consciousness among consumers. The government programmes such as PM Formalisation of Micro Food Processing Enterprises (PMFME), National Mission on Edible Oils – Oil Palm (NMEO-OP), and NABARD-supported rural food clusters encouraged traditional processing methods and local entrepreneurship. In Guntur district, oilseeds such as groundnut and sesame are extensively cultivated and many cold-pressed oil mills were established with the support of the government. However, studies indicate that price sensitivity, low awareness, and traditional cooking habits still limit their adoption. Keeping this in view, the study focused on examining consumer preferences and perceived factors influencing their shift from refined oils to cold-pressed oils.

MATERIAL AND METHODS

The study was purposively conducted in Guntur district of Andhra Pradesh, with a special focus on Guntur and Tenali towns which

are the evolving centers for cold-pressed oil production under the PM Formalization of Micro Food Processing Enterprises (PMFME) scheme. This is evident from PMFME-supported enterprises such as KPS Natural oils and Morning Star oils in Guntur district (www.pmfmeap.org). A pre-structured interview schedule was used to collect data from 120 respondents (60 each in Guntur and Tenali towns). The study was restricted to cold-pressed edible oils extracted from groundnut, sesame, sunflower and coconut.

Factor analysis was used to identify the factors influencing consumer preferences and perceptions towards cold-pressed edible oils. Kaiser-Meyer-Olkin (KMO) measure of Sampling Adequacy (Acceptable if KMO > 0.6) and Bartlett's test of sphericity ensured data suitability for the analysis. The statements (24 No.) measured on a five-point likert scale ranging from strongly disagree (1) to strongly agree (5) were used for analyzing the factors influencing consumer preferences. The statements were made based on existing literature, expert consultation, and field relevance to consumer behaviour in edible oil usage. Extraction was done using Principal Component Analysis (PCA) followed by Varimax rotation to enhance interpretability. A Correlation Matrix was prepared to examine whether variables were sufficiently correlated. Further, extraction of initial factors was done with Eigenvalues $e \geq 1$. The Varimax orthogonal rotation was done to simplify factor loadings and the variables loading strongly (>0.5) on a factor were grouped and named accordingly.

The general linear form is:

$$F_i = a_1x_1 + a_2x_2 + \dots + a_nx_n$$

where:

- F_i = factor score for factor i
- x_n = observed variables

- a_n = factor loading (weight) of each variable on the factor.

RESULTS AND DISCUSSION

Purchasing behaviour of the respondents towards shift to cold pressed oils

The sample consumers were categorized into regular and irregular users based on the usage frequency of cold pressed oils over time. All the 120 respondents were aware of cold-pressed oils, but only 20.83 per cent were the regular users of cold pressed oils exclusively. The remaining 79.17 per cent of respondents are found to be irregular users of cold pressed oils i.e., using less frequently.

The purchasing behaviour of the sample respondents is depicted in Table 1. Purchase frequency reported for both regular and irregular users of cold pressed oils in the study. Table 1 indicates that 45.83 per cent of respondents bought oils monthly while 32.5 per cent every 15 days. Additionally, 12.51 per cent purchase oil less frequently i.e., beyond one month and 9.16 per cent make weekly purchases. This indicates that majority of consumers prefer to purchase oil on a monthly basis.

The effect of packaging on consumer preferences was assessed based on the level of importance given to packaging when selecting cold-pressed oils. The respondents (52.51%) considered packaging to be moderately important when choosing cold pressed oils while 28.33 percent rated it as highly important. Some of them (19.16%) felt that packaging was not important in their purchase decision. These findings indicate a moderate influence of packaging on buying decisions.

Price was a major concern (62.5%) while 27.5 per cent had moderate concern and 10

Table 1. Consumer perceptions towards purchase of cold pressed oils (n=120)

S.No.	Particulars	Frequency	Percentage
A	Frequency of purchase		
1	Weekly	11	9.16
2	Every15 days	39	32.5
3	Monthly	55	45.83
4	Above 1 month	15	12.51
B	Importance of packaging		
1	Highly Important	34	28.33
2	Moderately Important	63	52.51
3	Not Important	23	19.16
C	Price concern		
1	Major	75	62.5
2	Moderate	33	27.5
3	No concern	12	10
D	Willingness to pay		
1	Yes	72	60
2	No	48	40
E	Recommend cold-pressed oils to others		
1	Very Unlikely	0	0
2	Unlikely	0	0
3	Neutral	21	17.51
4	Likely	44	36.66
5	Very Likely	55	45.83
F	Intention to shift from refined to cold-pressed oils		
1	Already shifted	47	39.17
2	Planning	60	50
3	Not planning	13	10.83

per cent reported none. Thus, high pricing remained a significant barrier. Majority (60%) were willing to pay more for genuine cold-pressed oil. Recent studies confirm that high price concern and willingness to pay can coexist, reflecting a shift in modern consumer behaviour (Andika and Setyanta, 2024).

Consumers valued authenticity and quality while price remained a concern for a considerable portion. Furthermore, 45.83 per cent were very likely and 36.66 per cent were likely to recommend cold-pressed oils. Some (17.51%) remained neutral, and none were unlikely to recommend, indicating high

satisfaction. Majority (50%) were planning to shift while 39.17 per cent had already shifted and 10.83 per cent were not planning to. This showed an encouraging trend toward adoption. Despite this, complete adoption remained elusive due to the intention-behaviour gap driven by price sensitivity (62.5%), limited retail availability (Rank VI, mean score 14.27), and brand authenticity concerns, with the non-adopting 10.83 per cent representing habit-driven consumers preferring refined oils (Tang *et al.*, 2024).

Factors Influencing Consumers to Shift from Edible Refined Oils to Cold Pressed Oils

In recent years, cold pressed oils have emerged as a healthier alternative to refined edible oils, attracting consumer interest due to their nutritional value, chemical-free nature, and natural extraction process. However, consumer decision-making is influenced by multiple underlying factors, including health concerns, brand trust, social influence and economic considerations. Kumari and Gowthamy (2019) highlighted that cold-pressed oils were perceived as safer and word-of-mouth recommendations from family members (31.4%) significantly influenced the shift from refined to cold pressed oils. Health consciousness emerged as the primary driver, associating cold-pressed oils with lower cholesterol and fewer chemical additives. Higher income levels and education were positively correlated with adoption (Devi and Rao, 2021).

The SPSS software was used to perform the factor analysis for identifying the factors that influence the consumers to shift towards cold pressed oils. The exploratory factor analysis was conducted on all 120 respondents comprising both regular and irregular users of

cold pressed oils. Overall, 24 perception statements on cold pressed oils were considered for the analysis. The objective is to cluster the statements into key dimensions representing different aspects that drive the shift from refined to cold pressed edible oils. The mean score was estimated and ranked for each statement and presented in Tables 2 and 3.

Table 2 shows that the most influential factor encouraging consumers to shift from refined to cold-pressed oils was Health and Wellness (HW), as reflected by the strong agreement on statements related to disease prevention, overall health benefits and the perception that cold-pressed oils are chemical-free and healthier. This was followed closely by Product Quality and Functional Attributes (QA), where consumers rated cooking benefits, aroma and purity as important aspects. Price Sensitivity and Perceived Value (PV) also played a considerable role, indicating that affordability, discounts and the belief in value for money significantly impacted purchase decisions. Factors like Brand Trust and Credibility (TC) and Social Influence and Awareness (IA) were also noted to be important, suggesting that recommendations from family and friends, exposure through advertisements and trust in certified or well-known brands shaped purchasing behaviour of the respondents.

Table 3 reveals that “Health and Wellness” emerged as the most influential factor with the highest mean score of 14.99 and therefore secured the first rank. This indicates that factors such as health benefits, nutritional value, disease prevention and overall well-being played a major role in motivating consumers to shift towards cold-pressed oils. The second rank was obtained by “Product

Table 2. Factors influencing consumers to shift from refined to cold pressed oils (n=120)

Factor	Statement	Mean score
Health & Wellness (HW)	I use cold-pressed oil to prevent lifestyle diseases (HW1)	3.78
	Cold-pressed oil is healthier than refined oil (HW2)	3.75
	Using cold-pressed oil makes me feel more health-conscious (HW3)	3.74
	I prefer cold-pressed oil because it is free from chemicals (HW4)	3.72
Product Quality & Functional Attributes (QA)	Cold-pressed oil has better cooking properties than refined oil (QA1)	3.79
	The natural extraction process makes cold-pressed oil superior in quality (QA2)	3.75
	Cold-pressed oil retains its original aroma and flavor (QA3)	3.61
	I trust the purity of cold-pressed oil (QA4)	3.51
Price Sensitivity & Perceived Value (PV)	Cold-pressed oil is too expensive compared to other oils (PV1)	3.75
	I look for discounts or offers when buying cold-pressed oil (PV2)	3.67
	Cold-pressed oil offers good value for money (PV3)	3.66
	I am willing to pay more for the quality of cold-pressed oil (PV4)	3.46
Brand Trust & Credibility (TC)	I avoid buying cold-pressed oil from unfamiliar brands (TC1)	3.63
	Organic certification influences my purchase decision (TC2)	3.60
	I trust cold-pressed oil from established or reputed brands (TC3)	3.58
	I prefer brands that clearly mention the source of oilseeds (TC4)	3.53
Social Influence & Awareness (IA)	My friends and family influenced my decision to use cold-pressed oil (IA1)	3.66
	I have seen many advertisements or social media posts about cold-pressed oil (IA2)	3.65
	People around me recommend using cold pressed oil (IA3)	3.57
	I am aware of the health and environmental benefits of cold-pressed oil (IA4)	3.43
Availability & Convenience (AC)	Cold-pressed oil is available at my nearby stores (AC1)	3.61
	I prefer brands that offer cold-pressed oil in multiple pack sizes (AC2)	3.60
	The product packaging makes it easy to store and use (AC3).	3.56
	I find it easy to order cold-pressed oil online (AC4)	3.50

Quality and Functional Attributes” with a mean score of 14.66, highlighting the strong impact of cooking performance, aroma, taste and other functional characteristics on purchasing decisions. “Price Sensitivity and Perceived

Value” ranked third with a mean score of 14.54, suggesting that cost considerations, perceived value for money and affordability significantly influenced consumer preferences. “Brand Trust and Credibility” secured the fourth rank

Table 3. Summary of the Factors Influencing Consumers to Shift from Edible Refined Oils to Cold Pressed Oils.

S.No.	Factor	Mean score	Rank
1	Health & Wellness (HW)	14.99	I
2	Product Quality & Functional Attributes (QA)	14.66	II
3	Price Sensitivity & Perceived Value (PV)	14.54	III
4	Brand Trust & Credibility (TC)	14.34	IV
5	Social Influence & Awareness (IA)	14.31	V
6	Availability & Convenience (AC)	14.27	VI

with a mean score of 14.34, indicating that trust in reputed brands, organic certifications and transparent sourcing practices were also considered important by consumers. “Social Influence and Awareness” ranked fifth with a mean score of 14.31, showing that although family members, friends, social media and consumer awareness remained important considerations, they were comparatively less influential than health and quality factors among the respondents. Finally, “Availability and Convenience” received the lowest mean score of 14.27 and was ranked sixth, implying that while consumers valued easy accessibility, nearby store availability, and online purchasing options, convenience considerations were relatively less important in influencing their shift towards cold-pressed oils.

“Health and Wellness” (HW), assigned Rank I in Table 3, recorded the highest mean score of 14.99, indicating that health benefits, nutritional value, disease prevention and overall well-being were highly prioritized by consumers while purchasing cold-pressed oils. “Product Quality and Functional Attributes” (QA) obtained a mean score of 14.66 and was assigned Rank II, showing that cooking performance, aroma, taste and functional characteristics considerably influenced

consumer behaviour. “Price Sensitivity and Perceived Value” (PV) with a mean score of 14.54 secured Rank III, reflecting the importance of affordability, cost consciousness, and perceived value for money in purchasing decisions. “Brand Trust and Credibility” (TC) received a mean score of 14.34 and was placed in Rank IV, indicating that trust in reputed brands, organic certifications, and transparent sourcing practices were valued by consumers. “Social Influence and Awareness” (IA) with a mean score of 14.31 was assigned Rank V, suggesting that family members, friends, social media, and public awareness remained a major consideration among respondents. Finally, “Availability and Convenience” (AC) obtained the lowest mean score of 14.27 and was placed in Rank VI, implying that accessibility and convenience factors had relatively less influence on consumers’ shift towards cold-pressed oils.

The results of Kaiser Meyer Olkin (KMO) measure of sample adequacy and Bartlett’s test of sphericity used to examine the relevance of factor analysis are presented in Table 4.

It can be observed from table 4 that the KMO value was 0.635, indicating that the sample was sufficiently large to proceed with factor analysis. The approximate chi square value of 739.938 with 276 degrees of freedom,

Table 4. Kaiser-Meyer-Olkin and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		635
Bartlett's Test, of Sphericity	Approx. Chi-Square	739.938
	DF	276
	P-value	<0.001

as determined by Bartlett's test of sphericity was significant ($p < 0.001$) confirming substantial intercorrelations among variables, thereby justifying factor analysis.

Principal Component Analysis

The results of the principal component analysis using the 24 statements that grouped the benefits derived by shifting to cold pressed oils to the respondents are depicted in Table 5. The initial eigen value scolumn in Table 5 indicated that SPSS initially extracted all 24 benefits from the variable analyzed. However, only nine factors with eigenvalue greater than one were ultimately extracted.

The scree plot in Fig. 1 shows that the curve begins to flatten after the

ninth benefit, hence nine components were extracted from the 24 variables analysed for research. The total variance explained presented in table 5 also suggests to retain up to 9 factors as per Kaiser's rule. The factors 1 to 9 have eigen values more than or equal to one and contribute meaningfully. The model explains 67.46 per cent of the total variance at 9th component which exceeds the typical minimum threshold of 60 per cent.

Exploratory Factor Analysis (EFA) was conducted using Principal Component Analysis with Varimax rotation to identify the major factors influencing consumer decisions to shift from refined oils to cold-pressed oils. The rotated solution converged in 11 iterations,

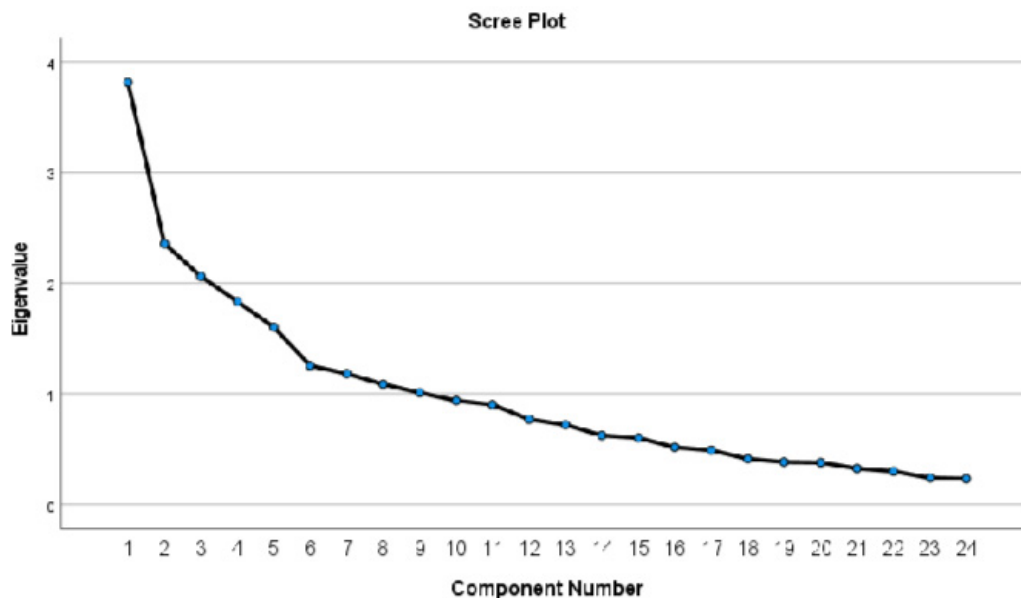
**Fig. 1. Scree Plot showing eigenvalues against component number**

Table 5. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.814	15.890	15.890	3.814	15.890	15.890	2.624	10.935	10.935
2	2.355	9.814	25.704	2.355	9.814	25.704	2.614	10.890	21.825
3	2.060	8.584	34.289	2.060	8.584	34.289	1.901	7.921	29.746
4	1.833	7.636	41.925	1.833	7.636	41.925	1.777	7.406	37.151
5	1.601	6.671	48.596	1.601	6.671	48.596	1.686	7.025	44.176
6	1.253	5.219	53.815	1.253	5.219	53.815	1.566	6.525	50.702
7	1.181	4.919	58.734	1.181	4.919	58.734	1.499	6.245	56.947
8	1.085	4.520	63.254	1.085	4.520	63.254	1.295	5.395	62.342
9	1.009	4.202	67.456	1.009	4.202	67.456	1.227	5.114	67.456
10	.936	3.901	71.357						
11	.901	3.753	75.110						
12	.767	3.197	78.307						
13	.718	2.993	81.300						
14	.622	2.592	83.892						
15	.601	2.502	86.394						
16	.515	2.145	88.539						
17	.488	2.032	90.571						
18	.411	1.712	92.283						
19	.382	1.593	93.876						
20	.378	1.573	95.449						
21	.324	1.352	96.801						
22	.298	1.243	98.044						
23	.239	.994	99.038						
24	.231	.962	100.000						

Extraction Method: Principal Component Analysis.

Table 6. Rotated Component Matrix

Component	Items	Factor loadings
Brand Trust and Health Awareness	TC3	0.812
	HW1	0.804
	AC2	0.644
	IA4	0.609
	TC1	0.490
Product Quality and Accessibility	QA2	0.823
	QA4	0.757
	AC1	0.676
	IA3	0.655
	PV2	0.547
Social Influence and Chemical-Free	HW4	0.663
	IA1	0.650
	HW3	0.521
	PV4	0.460
Online Convenience and Value for Money	AC4	0.812
	PV3	0.721
Functional Benefits and Price Concern	QA1	0.867
	PV1	0.675
Certification and Media Influence	TC2	0.834
	IA2	0.555
Sensory and Packaging Appeal	QA3	0.768
	AC3	0.711
Transparency in Sourcing	TC4	0.706
Comparative Health Belief	HW2	0.851
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^a		
a. Rotation converged in 11 iterations.		

resulting in the extraction of nine different components with eigenvalues greater than one. These components explained the maximum variance among the observed variables. The rotated component matrix in Table 6 revealed a clear factor structure with

all items loading significantly above or equal to 0.50 on their respective constructs confirm construct validity.

The factor, Brand Trust and Health Awareness, included high loadings on

statements such as “I trust cold-pressed oil from established or reputed brands” (0.812) and “I use cold-pressed oil to prevent lifestyle diseases” (0.804). This indicates that consumers are influenced by trusted brands and health motivations.

The Product Quality and Accessibility factor included items like “The natural extraction process makes cold-pressed oil superior in quality” (0.823) and “Cold-pressed oil is available at my nearby stores” (0.676) indicating that purity, accessibility, and peer recommendations drive purchase. The Social Influence and Chemical-Free Preference factor featured “My friends and family influenced my decision” (0.650) and “I prefer cold-pressed oil because it is free from chemicals” (0.663) highlighting the importance of social circles and chemical-free products.

The Online Convenience and Value for Money factor included items such as “I find it easy to order cold-pressed oil online” (0.812) and “Cold-pressed oil offers good value for money” (0.721) emphasizing how digital access and affordability shaped consumer choices. The Functional Benefits and Price Concern factor combined items like “Cold-pressed oil has better cooking properties than refined oil” (0.867) and “It is too expensive compared to other oils” (0.675) showing that consumers weigh cooking performance against cost.

The Certification and Media Influence factor involved items such as “Organic certification influences my purchase decision” (0.834) and “I have seen advertisements or social media posts” (0.555) indicating the influence of labels and media exposure. The Sensory and Packaging Appeal factor included items such as “Cold-pressed oil retains its original aroma and flavor” (0.768) and “The product packaging makes it easy to store and

use” (0.711) reflecting the importance of sensory experience and packaging design. The Transparency in Sourcing factor was defined by a single item “I prefer brands that clearly mention the source of oilseeds” (0.706) pointing to a consumer preference for traceability. The Comparative Health Belief factor with item “Cold-pressed oil is healthier than refined oil” (0.851) revealed strong perception of health superiority as a key driver.

A blend of factors such as accessibility, social validation, brand reliability and perceived health benefits supported by both emotional and functional considerations together resulted in transition from refined to cold-pressed oils. These findings are in line with Kanimozhi and Hariharan (2023), Krishnaveni *et al.* (2022), Sridevi and Ranjani (2022). Thus, the factor analysis identified nine key factors influencing the shift to cold-pressed oils including health awareness, brand trust, product purity, price sensitivity, convenience, social influence, certification, packaging and source transparency.

Thus, a multi-dimensional strategy is needed for increasing the consumption of cold pressed oils. A deeper awareness among target consumer segments, building credibility through certification and professional endorsements, ensuring affordability and expanding availability both offline and online may foster the consumers to shift towards cold pressed oils. There is limited knowledge about the health benefits and processing methods of cold-pressed oils in the region. Hence, awareness programs through mass media, health camps and educational content on packaging can help the common man to make informed decisions. The cold-pressed oils may be sold in small trial packs and usage guides may be provided to educate consumers about cooking applications and flavor compatibility.

CONCLUSION

The study revealed that all 120 respondents were fully aware of cold-pressed oils. However, only 20.83 per cent were regular users, highlighting a persistent awareness-adoption gap. The remaining 79.17 per cent were found to be irregular users. Monthly purchase was the dominant buying pattern (45.83%), while price remained a major concern for 62.5 per cent of respondents. Despite this, 60 per cent expressed willingness to pay a premium for genuine cold-pressed oil and 89.49 per cent were likely or very likely to recommend these oils to others, reflecting high satisfaction levels. The nine principal components, namely Brand Trust and Health Awareness, Product Quality and Accessibility, Social Influence and Chemical-Free Preference, Online Convenience and Value for Money, Functional Benefits and Price Concern, Certification and Media Influence, Sensory and Packaging Appeal, Transparency in Sourcing and Comparative Health Belief extracted through factor analysis collectively explaining 67.46 per cent of the total variance. Interest in cold-pressed oils was primarily driven by Health and Wellness (rank I, mean score 14.99), followed by Product Quality and Functional Attributes (rank II, mean score 14.66) and Price Sensitivity and Perceived Value (rank III, mean score 14.54). Brand Trust and Credibility (rank IV) and Social Influence and Awareness (rank V) also shaped consumer decisions, while Availability and Convenience ranked last. However, persistent concerns about price, limited access and brand credibility acted as significant deterrents. This gap between awareness and adoption revealed critical areas for intervention. The cold-pressed oil millers, policy makers and nutritionists seeking to promote healthier edible oil choices

must address these barriers for increasing the consumption of cold-pressed oils.

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