

A STUDY ON CONSUMER SATISFACTION OF AACHI MASALA PRODUCTS IN DHARMAPURI DISTRICT

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Abstract—“Aachi Masala” is the popular of Masala as the household among the millions of people today, it is doing Masala trading into the field of pure spice powders like Turmeric, Chilli, Coriander powders, and Matten, Chicken, Kulambu Masalas etc., this curiosity lets to enter into masala world with boldness. This masala encountered a lot of hurdles, since selling masala products during those days to the oriental women who are traditionally conservative. It is not easy to sell. It is concept sealing on “Easy Cooking” rather than marketing food products with self-determination and persistent attempts, it is able to get into the kitchens of our country and the rest of the world. The store may look like a wonder, but the hard work, the pot holes and the bumps on the way to producer. The person who stood behind produce masala for all those achievements was with help of their business partner. The main objective of this research is to identify the consumer satisfaction of Aachi masala products in Dharmapuri District. The suggestion is help to improve the quality of the Product.

Keywords—Competitor, Consumer, Easy Cooking, Satisfaction, Self-determination.

INTRODUCTION

Over centuries the Masala have gained greater foothold, not only in India, but also all over the world wherever good food is considered as necessity. A well-equipped Indian kitchen has all major varieties of spices stocked. In India, Masala are available in almost all grocery shops. The common spices which are used in their raw and fresh forms are available in vegetable shops. A company needs to view the retailers in the same way it views its end users. Masalas play a very important role in Indian cooking. “Masala” is the Hindi word for “Spice”. When a combination of Masala, herbs and others condiments are ground together, it is also called “Masala” Masala trade is a big business from time immemorial. Masala from India and far Eastern Asia were in demand from Ancient times. Indian Masalas are famous all over the world for their rich taste and unique flavour. India produces variety of Masala all across the country varying with the climatic conditions. India has been cultivating Masala for ages and also exporting them to other countries around the world. Indian Masala add to the taste of food, giving it a delicious flavour and making it absolutely yummy.

IMPORTANCE OF CONSUMER’S SATISFACTION

Every consumer has certain expectations, needs and a strong desire to satisfy them. To satisfy the expectations they purchase certain goods under the impression that the goods would satisfy his expectations. If they are satisfied with the product they shall become the consumer of the firm and also tell about the product to their friends and others. The advertising improves the effectiveness of the producers and other sales effort. Such factors finally lead to better volume of sales. Satisfaction is important to the consumer because it reflects a positive outcome from the outlay of scarce resources and the fulfillment of unmet needs. Today’s market is consumer oriented. Consumer satisfaction is a major element to survive in the marketing field. The goods produced by the producers and the traders must satisfy the consumer. The service provided by the firms should not only satisfy the existing consumers but also attract the potential consumers. Thus, minimizing dissatisfaction and maximizing satisfaction are seen as important goals for both the firm and the consumer.

COMPETITOR

Competitors means who are produce the same types of masala products other than the Aachi masala products, Close Competitors of Aachi masala in Dharmapuri district is sakthi masala and some other masala around Tamilnadu and India like Devi masala, Everest, MDH (Mahashian Di Hatti Limited), Catch, Mothers Recipe, Cookme, Priya Pushp, Ramdev, Nilon's etc., the sales turnover of the Aachi masala powders is fluctuating frequently. So the Aachi Masala Company is in a position to know the causes for the fluctuation of sales in the Aachi Masala products.

SCOPE OF THE STUDY

The area of study is limited to the segment selected within Dharmapuri district. This study is mainly confined to the consumer satisfaction of Aachi masala Products in Dharmapuri district during the study period of 6 months from January 2015 to June 2016 only.

REVIEWS OF THE LITERATURE

Abinaya. P, Kanimozhi.S and Subramani. A.K, 2015, this article examine that Aachi Masala products encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative, it was not easy to sell. It was concept sealing on "Easy Cooking" rather than marketing food products with self-rule and tenacious attempts it was able to get into the kitchens of our country and the rest of the world. The main objective of this research is to identify the customer satisfaction towards Aachi chicken masala in Avadi. Descriptive research was used in this research. The research was based on the customer satisfaction of Aachi chicken masala and the product preference of the customers to identify the competitors of Aachi.

Thangamani. S, and Arthi. E, 2015, The study was undertaken to find out the customer satisfaction level towards Sakthi Masala. Many management thinkers consider marketing to be the most critical function of a business. In a business organization, the marketing division generates the revenues essential for the survival and growth of the firm, the finance department like R&D, production and manufacturing use them to create products and services. But the real challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner. The key to generated high customer loyalty is delivering of high customer value. Today there are number of brands of products available in the market which differ in price, taste & preference, quality etc., but customers prefer to purchase their brands due to various reasons. The attitude of customers may change their preference of the choice of the product that may influence because of various factors like price, appearance, performance etc., so the manufacturers may give more attention to the customer preference which may host the possession of the company in the market. The present study reveals that majority of the respondents preferred to buy Sakthi masala for taste & preference, so the company should maintain it and increase the more number of customers.

Poonam Bagal, 2015, this article analysis that Spices have been an integral part in every Indian food is prepared at home or elsewhere. In recent times, large scale production of spice powders, curry seasonings, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been aggressive since there are several brands firmly rooted in the market. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference such dishes are called by specific names that refer to their ingredients, spicing and cooking methods. The general satisfaction level is very high among people with regards to Everest Masala. Another heartening trend in market is that people like spices in their daily food for change.

Palanivel. V and Manikanda Muthukumar. C, 2014, this article examines that "Sakthi masala" the Queen of spices as the household name among the millions today, it was doing Turmeric trading for some time. Later entered into the arena of pure spice powders like Turmeric, Chilli and Coriander. This inquisitiveness lets to enter into masala world with boldness. This masala encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative, it was not easy to sell. It was concept sealing on "Easy Cooking" rather than marketing food products with self-determination and persistent attempts it was able to get into the kitchens of our country and the rest of the world. The store may look like a miracle, but the hard work, the pot holes and the bumps on the way and the stormy inclement weather are known only to producer. The person who stood behind produce masala for all those achievements was with help of their business partner. This project entitled that customer satisfaction of Sakthi Masala Products. The overall analyse of the study indicate that at presents so many varieties of products available even the customer were satisfied product smell, taste, quality, cost, packing of the Sakthi masala products in Dharmapuri District.

Krishnakumar. K. Dr and Kavitha. S, 2014, this article is to investigate the influence of brand loyalty on Masala product buying behaviour of consumers of Salem city in the Tamil Nadu. The study concluded that there is a high level

of influence of product attributes on brand loyalty among women in Salem. The study concluded that there is a high level of influence of product attributes on brand loyalty among women in Salem. Product attributes such as longer shelf life, taste, exotic flavour and varieties, excellent grade of ingredients, pleasant aroma /distinctive flavour aroma, taste enhancer, delicious, hygienically and good packaged, fresh and safe to use, optimum processed, price worthiness, promotion and offers, and availability of various quantity are most important aspects of brand. It is found that Sakthi branded Masala powder create high level of brand loyalty among consumer.

NEED OF THE STUDY

Most of the companies want to know about the consumer satisfaction normally. They had made a huge amount of investment to make the product known to the consumers. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey. If the consumers are not satisfied they would switch over to the other products it is very difficult to bring back those consumers to make purchase and encourage them to make a word of mouth

STATEMENT OF THE PROBLEM

Nowadays, a lot of masala products producing companies have started masala products production all over the world. One of the famous one is Aachi masala product. The Aachi Masala producers produce many varieties of masala product like Masalas, Pickles, Thokku, Ready to eat and Ready to Cook Product, for large scale under the brand name of Aachi. This interest makes the researcher to study about this issue. It is essential to study about the Consumer satisfaction of Aachi Masala products in Dharmapuri district. In this fast-moving world, people have very less time to do a lot of work in their day-to-day life. In order to complete their works quickly, make use of readymade processed spices products, pickles, etc., that save them a lot of time in doing a work, since it is less time consuming, saving energy, etc., require of consumer awareness about the Aachi Masala products in Dharmapuri District.

OBJECTIVES OF THE STUDY

- To study the consumer satisfaction of Aachi Masala Products in Dharmapuri District.
- To examine the factors, influence the purchasing patterns of consumer of the Aachi Masala products in Dharmapuri District.
- To offer few suggestions to improve the consumer satisfaction of Aachi Masala products in Dharmapuri District.

HYPOTHESES

The hypothesis has been framed to test the relationship between the level of satisfaction and factors influencing consumer satisfaction.

H₀ - There is no significant difference between Gender, age, marital status and income of the respondents with respect to the factors of consumer satisfaction of Aachi Masala.

RESEARCH METHODOLOGY

The researcher is using both types of data which as primary and secondary data which is collected from consumer of Aachi Masala Products in Dharmapuri District. The primary data are gathered through well-structured Questionnaire. The secondary data have been collected from books, journals, magazines, newspaper, official web site of the Aachi masala Product, etc.,

RESEARCH DESIGN:

This research design was adapted to study the analytical and descriptive nature. Researcher using non-probability convenience sampling technique is employed for selection of 255 samples from the Aachi masala consumer. The personal judgment method has used for the resulting of sampling.

STATISTICAL TOOLS

The collected data is analysed and interpreted properly to find the result of the research work and statistical tools used for analyse the data like simple percentage and chi-square test with help of the SPSS the results is given through tables forms.

LIMITATIONS OF THE STUDY

The area of study is limited to the selected within Dharmapuri District. This study is mainly confined to the consumer satisfaction of Aachi Masala product. The primary data is collected through a structured questionnaire cum interview schedule and the sample size has limited only 255 respondents.

ANALYSIS AND INTERPRETATION

TABLE: 1

THE TABLE SHOWS THAT GENDER WISE LEVEL OF SATISFACTION

		<i>Level of Satisfaction</i>					<i>Total (%)</i>
		<i>Highly Dissatisfied</i>	<i>Dissatisfied</i>	<i>Neutral</i>	<i>Satisfied</i>	<i>Highly Satisfied</i>	
Gender	Male	12	22	22	42	20	118 (46%)
	Female	9	24	51	41	12	137 (54%)
Total		21 (8%)	46 (18%)	73 (29%)	83 (33%)	32 (12%)	255 (100%)

Sources: Primary data

From the above table.1 inferred that out of 255 respondents, 118 of the respondents are male buyer of the Aachi masala products and 137 of the respondents are female buyer of the Aachi masala products, out of both buyers 83 of the respondents are satisfied. Hence, the majority of the female buyers are Neither Satisfied nor dissatisfied. The following table 2 shows that that chi – square test for test relationship between the genders with respect to level of satisfaction of consumers.

TABLE: 1a

CHI-SQUARE TESTS

	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	12.703 ^a	4	0.013

From the above table.1a shows that chi- square test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected. Hence, there is significant difference between Genders of the respondents with respect to the factors of consumer level of satisfaction of Aachi Masala.

TABLE: 2

THE TABLE SHOWS THAT MARITAL STATUS WISE LEVEL OF SATISFACTION

		<i>Level of Satisfaction</i>					<i>Total (%)</i>
		<i>Highly Dissatisfied</i>	<i>Dissatisfied</i>	<i>Neutral</i>	<i>Satisfied</i>	<i>Highly Satisfied</i>	
Marital Status	Married	3	27	27	33	10	100 (39%)
	Unmarried	18	19	46	50	22	155 (61%)
Total		21 (8%)	46 (18%)	73 (29%)	83 (33%)	32 (12%)	255 (100%)

Sources: Primary data

It is evident from the above table. 2 shows that out of 255 of the respondents, 100 respondents are married buyer of masala products and 155 of the respondents are unmarried buyer of the masala products. Hence, the majority of the unmarried respondents are satisfied the Aachi masala products. The following table.4 is explaining the chi square test to find the satisfaction level of between married and unmarried buyer.

TABLE: 2a

CHI-SQUARE TESTS

	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	13.813 ^a	4	0.008

From the above table.2a shows that chi- square test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected. Hence, there is significant difference between marital statuses of the respondents with respect to consumer level of satisfaction of Aachi Masala.

TABLE: 3

THE TABLE SHOWS THAT AGE GROUP WISE LEVEL OF SATISFACTION

		<i>Level of Satisfaction</i>					<i>Total (%)</i>
		<i>Highly Dissatisfied</i>	<i>Dissatisfied</i>	<i>Neutral</i>	<i>Satisfied</i>	<i>Highly Satisfied</i>	
Age Group	Below 20 Years	5	4	16	16	6	47 (18%)
	20-30 Years	14	27	41	45	20	147 (58%)
	30-40 Years	0	13	8	15	2	38 (15%)
	40-50 Years	2	0	6	4	4	16 (6%)
	Above 50 Years	0	2	2	3	0	7 (3%)
Total		21 (8%)	46 (18%)	73 (29%)	83 (33%)	32 (12%)	255 (100%)

Sources: Primary data

From the above table.3 clear that out of 255 of the respondents, 47 of the respondents are below 20 years of the age group, 147 of the respondents are 20 – 30 years of the age group, 38 of the respondents are 30 – 40 years of the age group, 16 of the respondents are 40 – 50 years of the age group and 7 of the respondents are above 50 years of the age group buyer of the aachi masala products. Hence, the majority of the respondents are satisfied with the age group of 20 to 30 year of the aachi masala products. The following table.3a shows that the chi – square rest result of age group of the respondents.

TABLE: 3a

CHI-SQUARE TESTS

	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	23.461 ^a	16	0.102

It is inferred that from the above table.3a shows that chi- square test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected. Hence, there is significant difference between age group of the respondents with respect to consumer level of satisfaction of Aachi Masala.

TABLE: 4

THE TABLE SHOWS THAT INCOME WISE LEVEL OF SATISFACTION

		<i>Level of Satisfaction</i>					<i>Total (%)</i>
		<i>Highly Dissatisfied</i>	<i>Dissatisfied</i>	<i>Neutral</i>	<i>Satisfied</i>	<i>Highly Satisfied</i>	
Monthly Income	Below Rs 5000	2	8	19	12	3	44 (17%)
	Rs 5000-Rs 8000	6	20	21	22	6	75 (29%)
	Rs 8000- Rs 11000	5	5	6	11	6	33 (13%)
	Rs 11000-Rs 14000	6	8	8	18	16	56 (22%)
	Above Rs 14000	2	5	19	20	1	47 (18%)
Total		21 (8%)	46 (18%)	73 (29%)	83 (33%)	32 (12%)	255 (100%)

Sources: Primary data

It is inferred from the above table. 4 that out of 255 respondents, 44 of the respondent are earn below Rs. 5000 per month, 75 of the respondents are earn Rs. 5000 to 8000 per month, 33 of the respondents are earn Rs. 8000 to 11000 per month, 56 respondents are earning Rs. 11000 to 14000 and 47 respondents are earning above Rs. 14000 per month. Hence, the majority of the respondents are satisfied with earning group of Rs. 5000 to 8000 per month. The following table shows the chi – square test result with regarding monthly income of the respondents.

TABLE: 4a
CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.731 ^a	16	0.001

It is evident that from the above table.4a shows that chi- square test at 5% level of significance p-value is less than the 0.05. Hence, there is significant difference between monthly incomes of the respondents with respect to consumer level of satisfaction of Aachi Masala.

TABLE: 5
THE TABLE SHOWS THAT TYPES OF MASALA WISE LEVEL OF SATISFACTION

		Level of Satisfaction					Total (%)
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Types of Masala Using	Vegetarian	6	7	22	16	4	55 (22%)
	Non-Vegetarian	8	13	18	22	11	72 (28%)
	Both	6	11	18	27	9	71 (28%)
	Others	1	15	15	18	8	57 (22%)
Total		21 (8%)	46 (18%)	73 (29%)	83 (33%)	32 (12%)	255 (100%)

Sources: Primary data

It is clear from the above table.5 shows that out of 255 respondents, 55 respondents are using vegetarian masala, 72 respondents are using non-vegetarian masala, 71 respondents are using both vegetarian and non-vegetarian masala and 57 respondents are using other types of masala item. Hence, the majority of the respondents are satisfied with both vegetarian and non-vegetarian masala of Aachi masala products.

TABLE: 6
THE TABLE SHOWS THAT INFLUENCE FACTORS WISE LEVEL OF SATISFACTION

		Level of Satisfaction					Total (%)
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Factors Influence to Buy Masala	Family Member	5	12	24	18	2	61 (24%)
	Friends	3	16	12	9	5	45 (18%)
	Advertisement	5	6	18	29	9	67 (26%)
	Relatives	6	2	10	6	9	33 (13%)
	Others	2	10	9	21	7	49 (19%)
Total		21 (8%)	46 (18%)	73 (29%)	83 (33%)	32 (12%)	255 (100%)

Sources: Primary data

It is inferred from the above table. 6 that out of 255 respondents, 61 respondents are influenced by the family members for use the Aachi masala, 45 respondents are influenced by the friends for use the Aachi masala, 67 respondents are influenced by the advertisement for use the Aachi masala, 33 respondents are influenced by the relatives for use the Aachi masala and 49 respondents are influenced by others for use the Aachi masala. Hence, the majority of the respondents are satisfied through the advertisement for buy the Aachi masala.

TABLE: 7**THE TABLE SHOWS THAT FAMILY MEMBERS WISE QUANTITY OF PURCHASE**

		<i>Quantity of Purchase</i>					<i>Above 1 Kg</i>	<i>Total (%)</i>
		<i>20g</i>	<i>50g</i>	<i>100g</i>	<i>250g</i>	<i>500g</i>		
Family Members	Below 2 Members	3	4	0	9	4	0	20
	3 Members	3	1	5	5	12	4	30
	4 Members	6	14	19	14	4	3	60
	5 Members	2	22	21	22	9	5	81
	6 and Above Members	3	8	16	21	9	7	64
Total		17	49	61	71	38	19	255

Sources: Primary data

It is clear from the above table.7 that out of 255 respondents, 20 respondents are purchase of below 2 members in their family, 30 respondents are purchase of 3 members in their family, 60 respondents are purchase of 4 members in their family, 81 respondents are purchase of 5 members in their family and 64 respondents are purchase of 6 and above members in their family. Hence, the majority of the respondents are purchase belong the 5 members in their family with the purchase quantity of 50g and 250g of Achi masala products.

TABLE: 8**THE TABLE SHOWS THAT PLACE OF PURCHASE WISE LEVEL OF SATISFACTION**

		<i>Level of Satisfaction</i>					<i>Total (%)</i>
		<i>Highly Dissatisfied</i>	<i>Dissatisfied</i>	<i>Neutral</i>	<i>Satisfied</i>	<i>Highly Satisfied</i>	
Place of Purchase	Whole sale stores	2	1	1	8	5	17
	Retailer Stores	4	9	16	23	11	63
	Convenience shop	2	16	12	7	12	49
	Departmental stores	12	17	34	37	4	104
	Others	1	3	10	8	0	22
Total		21 (8%)	46 (18%)	73 (29%)	83 (33%)	32 (12%)	255 (100%)

Sources: Primary data

It is evident from the above table. 8 that out of 255 respondents, 17 respondents are purchase from the whole sale stores, 63 respondents are purchase from the retailer stores, 49 respondents are purchase from the convenient nearest shops, 104 respondents are purchase from the departmental stores and 22 respondents are purchase from the others stores. Hence, the majority of the respondents are satisfied for purchase from the departmental stores.

FINDINGS

The following findings are prepared on the basis of on analysis.

- The majority of the female buyers is Neither Satisfied nor dissatisfied.
- The majority of the unmarried respondents are satisfied the Achi masala products.
- The majority of the respondents are satisfied with the age group of 20 to 30 year of the Achi masala products
- The majority of the respondents are satisfied in the earning group of Rs.5000 to 8000 per month.
- The majority of the respondents are satisfied of both vegetarian and non-vegetarian masala.
- The majority of the respondents are satisfied influenced through the advertisement for buy the Achi masala.
- The majority of the respondents are purchase belong 5 members in their family with the purchase quantity of 50g and 250g of Achi masala products.
- The majority of the respondents are satisfied for purchase from the departmental stores.

SUGGESTIONS

The following suggestions are prepared on the basis of findings on analysis.

- To supply small size packs for every day purpose to attract the women buyer will reach people easily.
- The present advertisement covered is effectively in the city area so the company may consider this to promote the market size in rural areas available in all shops.
- The company may consider providing the fully natural based Masala products.
- Aachi Masala Product at present so many varieties available. But, they do not have consumer awareness about Masala products so, if they offer awareness to their consumer manufacturer will obtain more consumers.

CONCLUSION

Masala is a very essential and daily using commodity. It is useful to all the group's people. In Dharmapuri District the packaged Masala is widely used and liked by the Buyers. From the above study, it is concluded that the packaged masala is more preferable than the loose masala in this District. "Aachi" masala is preferred by most of the users are like Packaging, price, availability, taste, etc., effectiveness of media has bearing an awareness of the consumer. Aachi Masala products having effective marketing in all places, because most of them accepted the product in quality as well as in tasty and price is low, this project entitled that consumer satisfaction of Aachi Masala Products in Dharmapuri District. The overall analysis of the study indicates that at presents so many varieties of products available even the consumer were satisfied product. So, most of them likely to buy the Aachi Masala product and they prepare the foods in easy manner, because save the time and also getting the tasty foods in very short time.

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