

A STUDY ON CUSTOMER SATISFACTION TOWARDS AACHI MASALA WITH REFERENCE TO NAMAKKAL TOWN

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ABSTRACT

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.

Key words: Masala, Floavour, Spices.

1.1 INTRODUCTION

Indian spices were mentioned in the ancient Hindu scriptures called the Vedas, ancient Egyptian papyrus uses and the Old Testament. Although it was not until the Roman conquests that western countries discovered their culinary possibilities, spices have always been believed to have healing and magical qualities. They have been used to cast spells, as incense in religious rites, to embalm corpses, to add aroma to perfumes and as aphrodisiacs. The word spice comes from Latin species, meaning a commodity of value and distinction. Sophistication and subtle use of some herbs & spices characterize Indian food and Indian cuisine. These spices play a very important role in Indian cooking. If there are no spices, it's not Indian food. We Indians have a habit of spicing up our food to make it more hot and tasty. Some of the spices are required for the aroma, some for flavor and some for complimenting other spices. Spices are defined as —a strongly flavored or aromatic substance of vegetable origin, obtained from tropical plants, commonly used as a condiment. Spices were once as precious as gold. India plays a very important role in the spice market of the world. In ancient times majority of the spices were produced in India and exported worldwide. It was then; the spices of India attracted people across the borders and forced them to come to India for Spice trade. Masala is a word very commonly used in Indian cooking and is simply the Hindi word for —spice. So, whenever a combination of spices, herbs and other condiments are ground or blended together, it is called masala.

1.2 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 is essential to study about the Consumer satisfaction of Aachi Masala products in Namakkal 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 the satisfaction level of consumers.

1.3 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.

1.4 OBJECTIVES OF THE STUDY

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

1.5 SCOPE OF THE STUDY

- The research study entitled “A study on customer satisfaction towards Aachi Masala product” will help to understand the expectation of the consumer in a meaningful way.
- It also helps to understand the sales patterns of the product and to know the factors influencing the sales.
- The research findings of this study will help the Masala Product frame certain strategies to improve the sales and the company image and sales promotion measures.
- The research finding will also help in the proper implementation and formulation of marketing strategies.
- It will help the company to increase the promotional strategies in future.

1.6 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods / techniques but also the methodology.

When we talk of research methodology we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of beings evaluated either by the researcher himself or by others.

Sampling

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a convenience about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.

Sample design:

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample.

Sampling size

Types sample size is 100.

AREA OF STUDY

A study was conducted in Namakkal town.

Data collection:

The task of data collection begins after a research problem has been defined and research design. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data.

- **Primary data**
- **Secondary data**

Primary data:

The primary data are those which are collected a fresh and for the first time, and thus happen to be original in character.

Secondary data:

The secondary data, on the other hand, are those which have already been collection by someone else and which have already been passed through the statistical process. The researcher would have to decide which sort of data he would be using (thus collecting) for his study and accordingly he will have to select one or the other method of data collection.

1.7 TOOLS**SIMPLE PERCENTAGE ANALYSIS.**

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage

analysis test is done to find out the percentage of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of bar diagrams in order to have better understanding of the analysis.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

1.8 LIMITATIONS OF THE STUDY

- The period of study was conducted June to December 2022.
- The research was conducted with the customer of Aachi masala product only.
- The sample sizes of the respondents are 100 customer only.
- The data collection limited Namakkal area only.
- There were chances of biased answers from the respondents.

TABLE

FACTOR'S BASED ON OUR LEVEL OF SATISFACTION

Factor	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	Res	Per	Res	Per	Res	Per	Res	Per	Res	Per
Price	31	31	38	38	9	9	15	15	9	9
Quality	43	43	31	31	11	11	9	9	6	6
Quantity	39	39	33	33	13	13	8	8	7	7
Taste	41	41	37	37	11	11	13	13	8	8
Package design	33	33	29	29	23	23	10	10	5	5
Advertisement	43	43	31	31	15	15	7	7	4	4
Sales Promotion Measure	31	31	29	29	25	25	9	9	6	6

Source: Primary data

INTERPRETATION

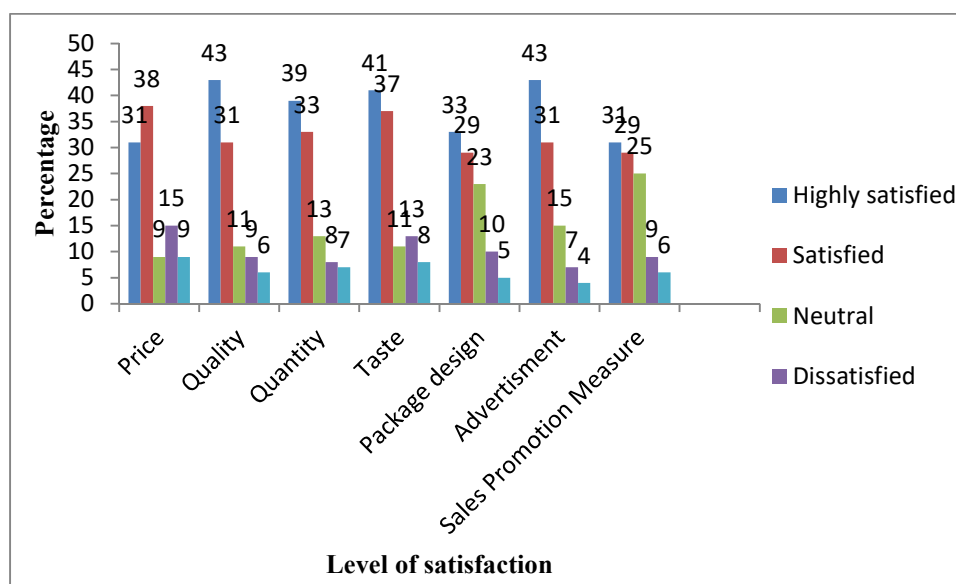
The above table shows that 43% of the respondents are price level of satisfaction, 43% of the respondents are quality level of satisfaction, 41% of the respondents are Taste level of satisfaction, 39% of the respondents are Quantity level of satisfaction, 33% of the respondents Quantity level of satisfaction, 31%

of the respondents are Price level of satisfaction and remaining 31% of the respondents are Sales promotion Measure level of satisfaction.

Thus the majority 43% of the respondents are Quality and Advertisement level of satisfaction.

CHART

FACTOR'S BASED ON OUR LEVEL OF SATISFACTION



SUGGESTIONS

1. Most of the respondents are buy this product for its quality. So the company should maintain same to retain consumers.
2. Taste was found to be the unique factor that influences the consumers so proper steps are to be taken and to maintain the taste of Aachi Masala.
3. The company may conduct a periodical survey about customer satisfaction to know the various opinions and suggestion of customer. It will help to capture more share in the market.
4. Total quality management principles should be accurately followed so as to continuously improve the yarns and they have superiority advantage.
5. The study find out the women preference to Aachi masala product when ever their suggest to others.

6. The research are conclude that the valuable suggestion from the level of customers.
7. In this report few drawback, also most of the research find out in this product are marketable for last five years.

CONCLUSION

A customer satisfaction is a function of the products perceived performance and customer's expectations. Recognizing that high satisfaction leads to high loyalty, many companies today are aiming at total customer satisfaction. For each company, customer satisfaction is both a goal and marketing tool study on customer satisfaction towards Aachi masala with special reference to Namakkal town. It provides an incident how consumers arrive at purchase decision knowledge of consumer behavior would render keep for planning and implementing the marketing strategies.

From the study the researcher concludes that the awareness of Aachi masala is very high through attractive advertisement the people due to good quality and net taste consume the Aachi masala. The Aachi masala is one the fast moving product in Namakkal town majority of the respondent satisfaction with the Aachi masala. The manufacture can easily capture the market but maintain the consumers for a long period. It is difficult one search the consumers taste and preference are flexible one. The given suggestion will be mush useful to the Aachi masala industry for the feature development.

In this study is helpful to my project work which ever customer taste, preference and satisfaction level towards Aachi masala product with reference to the data collection area of Namakkal.

I. Books

1. Marketing Management – 11th edition – Philip Kotler
2. Marketing research – D.D.Sharma
3. Research Methodology and techniques – C.R. Kothari
4. Modern marketing - S.N. Maheswari 2nd Edition