

A Study on Consumer Satisfaction towards Aachi Masala Products in Villupuram

Dr. T. R. Anandhi¹, S. Bhuvaneshwari², T. Bhuvaneshwari³, G. Dharshini⁴,
G. Ezhilvani⁵

¹Associate Professor, PG & Research Department Commerce, Theivanai Ammal College for Women (Autonomous), Villupuram

^{2,3,4,5}(III – B.Com) Theivanai Ammal College for Women (Autonomous) Villupuram

ABSTRACT

In this fast moving world people are busy they don't have time to prepare instant masala so they prefer ready-made masalas. One of the famous brand is Aachi masala. Aachi has become a household name because of its excellent quality products catering to the common people. Every company should produce their products by having consumers in their mind and they wish their products should satisfy the consumers needs. The research was based on the level of consumer satisfaction towards the Aachi masala. The main objective of this research is to determine the consumer awareness on Aachi masala products and to study the consumer satisfaction. The data was collected from 50 respondents through primary data. After collecting data, simple percentage analysis and Spearman's rank correlation was used as statistical tools for the collected data. From the data analysed in this study, the respondents are satisfied with the quality, taste and package of Aachi masala products. The suggestion was to increase the quantity of masala and to improve the advertisement more creative and attractive.

Keywords: Aachi masala, Consumer satisfaction, Masala powder, Masala products

INTRODUCTION

Today's fast life style of people will increase the demand of ready to use food products. Spices play an important role in enhancing the taste and flavor of the foods. The spice powders like Curry powder, Chilli powder, Turmeric powder, spices powder etc are greatly consumed for preparing a variety of vegetable and non-vegetable foods items. Masala simply means "blend of spices", and a masala powder is the ground powder of a whole spice mixture. The quality of masala products increases the taste and quality of food products. In two decades Aachi masala has managed to dominant the Kitchen and super market in South India. They converted the rural market which is used in cheap and unbranded masalas into an affordable Aachi brand. Masala are more useful for daily usage. Hence, the masala products becomes an essential in everybody's life in fast moving world.

Meaning of Marketing

Marketing is a management process through which services and products circulate from idea to the customer. It consists of identifying of a product, figuring out demand, selecting its price and choosing distribution channels. It additionally consists of growing and imposing a promotional method incorporating each inbound and outbound marketing.

Customer Satisfaction

Customer Satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals.

REVIEW OF LITERATURE

P.Abinaya, S.Kanimozhi, A.K.Subramani (2015) In their research article "A study on Customer Satisfaction towards Aachi Chicken Masala in Avadi", set out to find out the opinion of the consumers of Aachi chicken masala powder and to analyze the factors that affects the purchasing patterns of the consumer in Aachi Chicken Masala in Avadi. They have collected both primary and secondary data for analysis. They have used percentage method, Independent sample t-test and Chi-Square Test for their analysis. They have concluded that the demographic variables such as age group, gender and nature of job of the avadi people are having less impact on the factors of costumers satisfaction. This

research outcome also indicates that , most of the customers were satisfied towards Aachi Chicken masala with respect to the chosen factors.

S.Thangamani, E.Arthi (2015) In their research article “A study on Customer Satisfaction towards Sakthi Masala in Coimbatore City”, set out to find out the customer satisfaction level towards Sakthi Masala and to analyze the performance of Sakthi Masala . They have collected both primary and secondary data for analysis. They have used percentage analysis , chi-square test and Garret ranking analysis for their study. They have concluded that majority of the respondents preferred to buy Sakthi masala for taste preference and quality so the company should maintain it and increase the more number of customers.

Tanzina Noor , Maimuna Begum , Md. Rashid Ahmed and Mohammad

Ismail Hossin (2017) In their research article “Consumers Preference and Acceptance of Branded Spice Powder in Sadar Upazila of Mymensingh District in Bangladesh”, set out to examine the using pattern of branded spice powder,level of consumer attitude, perception towards branded spice powder and analyze the factors influencing the consumers brand preference of spice powder in Bangladesh. They have collected primary data only for analysis. They have used percentage analysis and Likert Scale analysis for their study . They have concluded that the consumers use their preferred branded spice powder. Radhuni spice powder is the most preferred spice brand to the consumers.

Statement of the Problem

In today’s world men and women became equal. Lot of women’s are going to work daily. So they don’t have that much time to prepare instant fresh masalas. Now-a-days lot of ready-made products are available in the market like ready to eat and ready to cook products to prepare instant food recipes. The masala products, Rice paste varieties, pickles etc are very helpful for cooking. It is necessary for the customers to check the quality and quantity of the products. One of the famous brand is Aachi masala products. It is all important to study about the consumer satisfaction of Aachi masala products, this interest makes the researcher to take up the research study.

OBJECTIVES OF THE STUDY

1. To study the awareness level of Aachi masala products among users.
2. To identify the factors dominates the usage of Aachimasala products.
3. To analyse and evaluate the customer satisfaction of Aachi masala products.

Research Design

This study is based on both primary and secondary data. The primary data were collected from well structured questionnaire. Secondary data were collected from books, journals, websites etc. This research has adopted convenient sampling technique for collecting data from 50 respondents. Statistical tools used for the research are percentage method and Spearman’s rank correlation is used for analysis of data. The result of the research is presented through tables.

DATA ANALYSIS AND INTERPRETATION

1. FREQUENCY ANALYSIS

Table 1: Frequency analysis on Gender, Age, Educational qualification, Occupation and Monthly Income

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Gender		
	Male	7	14%
	Female	43	86%
2	Age Groups in Years		
	Below 20 Years	6	12%
	21-30Years	18	36%
	31-40Years	7	14%
	41-50Years	17	34%
	Above 50Years	2	4%

3	Educational qualification		
	School Education	21	42%
	Diploma	2	4%
	Under Graduate	18	36%
	Post Graduate	7	14%
	Illeterate	2	4%
4	Occupation		
	Government Employee	2	4%
	Private Employee	9	18%
	Self Employed	1	2%
	Housewives	21	42%
	Professional	17	34%
5	Monthly Income		
	Below Rs. 10,000	15	30%
	Rs.10,001-20,000	8	16%
	Rs.20,001-30,000	15	30%
	Rs.30,001-40,000	6	12%
	Above Rs.40,000	6	12%

Source: Primary Data

Inference

From the above table 1, it is inferred that, majority 86% of the respondents are female and remaining are male. 36% of the respondents are in the age group of 21-30 years. 42% of the respondents are having school education. 42% of the respondents are Housewives. 30% of the respondents monthly income are Rs.10, 000-Rs.30,000.

Table 2: Frequency Analysis – Customer Satisfaction

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Preferable brand Masala		
	Aachi	44	88%
	Sakthi	4	8%
	Everest	1	2%
	MTR	-	-
	Local brand	1	2%
2	Level of Awareness		
	Highly aware	18	36%
	Aware	15	30%
	Neutral	16	32%
	Low awareness	1	2%
	No Knowledge	-	-
3	Quantity of purchase		
	10grams	6	12%
	20grams	14	28%
	50grams	13	26%
	100grams	15	30%

	More than 100grams	2	4%
4	Purchase decision		
	Price of the product	4	8%
	Quality of the product	25	50%
	Availability of the product	6	12%
	Friends & family opinion	1	2%
	Taste	14	28%
5	Flavour enhancement		
	Highly agree	15	30%
	Agree	25	50%
	Neutral	8	16%
	Dissatisfied	2	4%
	Highly dissatisfied	-	-

Source: Primary Data

Inference

From the above table 2, it is inferred that majority 88% of the respondents are preferable brand is Aachi. 36% of the respondents are highly aware of Aachi masala powder. 30% of the respondents are purchase quantity is 100 grams. 50% of the respondents purchase for quality of the products. 50% of the respondents are Agree that masala flavour enhance the food recipes.

Spearman’s Rank Correlation

Table 3: Satisfaction Level of the Respondents

FACTORS	HS	S	N	DS	HDS	TOTAL	MEAN	RANK
Quality	22	25	2	1	0	50		
score (f1)	110	100	6	2	0	218/50	4.36	1
Availability of variety	20	20	10	0	0	50		
Score(f2)	100	80	30	0	0	210/50	4.2	4
Taste	21	22	7	0	0	50		
Score(f3)	105	88	21	0	0	214/50	4.28	2
Price worthiness	7	18	25	0	0	50		
Score(f4)	35	72	75	0	0	182/50	3.64	6
Promotion	9	23	13	3	2	50		
Score(f5)	45	92	39	6	2	184/50	3.68	5
Package	19	21	9	1	0	50		
Score(f6)	95	84	27	2	0	208/50	4.16	3

$$\begin{aligned}
 P &= 1 - \frac{6 \sum d^2}{n(n^2-1)} \\
 &= 1 - \frac{6 * 36}{50 (50^2 - 1)} \\
 &= 1 - \frac{216}{50 (2500 - 1)} \\
 &= 1 - 0.000172
 \end{aligned}$$

P = 0.9998

Interpretation:

The above tabulation proves that through rank correlation. Out of the factors available quality is the first priority among respondents, followed by taste, package etc...It clearly indicates even through so many competitive product availability in the market people select Aachi because of its quality and its taste.

Inference:

P Value is Significantly strong.

CONCLUSION

Now-a-days everybody like masala recipes, masala is necessary for every day cooking. The overall analysis of this research study depicts that masala products alone enhances taste of food items. Respondents opined that they buy Aachi Masala Products only for quality, availability and taste. Even though many variety of masala products available in the market but in villupuram city people prefer to buy because of its services, price and quality.

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