

# The Study on Selected Brand of Masala Customer Satisfaction towards with Special Reference to Sirumugai

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## ABSTRACT

There are many industries companies involved in manufacturing masala products all over the country. As of now, many varieties of brands of masala products are available in the market which we use for preparing vegetarian as well as non –vegetarian items this masala food items usually give the different taste as like traditional cooking as it is available in the stores consumer can get masala product at their door step to. Hence the masala products becomes an essential in every human lives .the main objective of the study identify the preference to purchase of brands of masala powders among consumers and to no the consumer satisfaction level of branded masala powders. The data has been collected in primary structured questionnaire. A sample of 50 customers who are living Coimbatore taluk (Sirumugai) have been selected by adopting by convenience sampling method. Simple percentage weighted average ranking are applied to process the data.

## 1. Introduction

India has traditionally been known for its spice and culinary herb production and it is one of the largest spice producing and consuming countries. Spices are essential ingredients adding taste and flavouring in food preparations. India is the largest producer and consumer of spices with a production of around 36.68Lakh tonnes. Indian spices are of the finest quality and its excellent cuisine, it's unique regions of cooking, and a pleasant dining experience. The use of ready Mix Masala plays an important role in the modern life. Most of the people prefer using Masala Products for their Convenience, savings time to the influencing for purchasing of masala products.

## 2. Review of Literature

Poonam Begal (2015) carried out her study on “consumer buying behaviour towards spices with special reference to Everest masala in Bengaluru city”, the aim of the study is to identify the consumer buying behaviour and the level of satisfaction towards spices .She finds that, the satisfaction level is very high among people with regard to Everest masala and quality followed by size, availability, brand name, packaging, promotion, Price and reference group are influencing factors for buying behaviour towards spices and finally majority of the respondents are satisfied of spice.

Buvaneshwari et al (2013) in their study entitled “Fast moving consumer goods marketing with special reference to sakthi masala products “, to known the opinion about the attributes of sakthi masala. They find that, the majority of the respondents identify the products through the brand name and quality of the product.

Ramesh et al (2013)in their study on “Brand preference and factors influencing the purchasing of masala products in Tirupur”, to find the brand preference, and factors that influence the purchasing of masala product. They find that, the

consumers prefer sakthi masala products convenience, savings time are the influencing factors while purchase of masala products.

### 2.1. Statement of the problems

Nowadays peoples are ready to buy the masala products from the all stores. Three decades ago, customer are cooking masala food in their home itself. But now in their busy schedule they also buy and using the masala powders. Most of the women's and Men's are also ready to using it for their food preparation quickly. Consumer are need to know the variety of masala powders, and its various brands of masala powders to consuming their family. In this statement induced to raise the question like a) what is the consumer preference of masala powders. b) Consumers level of satisfaction of the masala products.

### 2.2. Objectives of The Study

- To know the socio economic profile of the consumers .
- To know the consumers level of preference towards masala powders .
- To find out the general of satisfaction on masala powders.

### 2.1. Methodology

The current study mainly based on primary data which is collected from 50 consumers in Coimbatore Taluk(Sirumugai) through issue of structured questionnaire which contains questions relating to the Socio-economic profile of sample respondents, Details of using masala products, Preference and opinion on masala products and level of satisfaction of using masala powders. Necessary guidance was given to the respondents for fill up the questionnaire. Convenience sampling method is adopted to who are using masala product in Coimbatore taluk(Sirumugai). Statistical tools like simple percentage test and Weighted Average Rank Analysis the data.

### 3. Analysis and Interpretation

This section presents the analysis and interpretation of the collected data from the sample (size 50) respondents spread throughout the area of Coimbatore taluk(Sirumugai). The focus of analysis is exploring the components of consumer satisfaction.

- Socio-economic profile of sample consumers.
- Details of using masala powders.
- Weightage average rank analysis.

**Table-3.1**  
**Socio-Economic profile of sample consumers**

Particulars	No. of Respondents	No. of Percentage
<b>AGE</b>		
20-30	24	48
30-40	19	38
40-50	04	08
Above-60	03	09
<b>GENDER</b>		
Male	35	70
Female	15	30
<b>OCCUPATION</b>		
Self employed	17	34
Professional	09	18
Private	04	08
Government	10	20
Business	07	14
Farmer	03	06
<b>EDUCATIONAL QUALIFICATION</b>		
School level	11	22
Diploma level	11	22
Degree level	23	46
Professional level	06	12
<b>FAMILY INCOME</b>		
Upto 10,000	11	22
10,000-25,000	20	40
Above-25,000	19	28
<b>HOW LONG MASALA USER OF RESPONDENTS</b>		
Less than one year	14	28
2-3 year	19	38
Above-3 year	17	34
<b>FAMILY TYPE</b>		
Joint family	40	80
No clear	10	20
<b>AMOUNT SPENT ON MASALA POWDER</b>		
Less than 50	12	24
60-100	26	52
Above-200	12	24
<b>LEVEL OF PRICE SATISFACTION OF THE MASALA</b>		
Yes	47	94
No	03	06
<b>LEVEL OF SATISFACTION ABOUT TASTE IN THE MASALA</b>		

Very good	12	24
Good	25	50
Neutral	12	24
Bad	01	02
<b>MASALA AVAILABLE IN ALL SHOPS</b>		
Yes	40	80
No	10	20
<b>OFTEN DO YOU PURCHASE THIS MASALA</b>		
Every week	15	30
Once in the month	18	36
Time for need	17	34
<b>IN WHAT PURPOSE DO YOU PURCHASE THIS MASALA</b>		
Veg cooking	24	48
Non-veg cooking	26	52
<b>CHANGE THE MASALA IF THERE IS NO STOCK</b>		
Yes	29	58
No	21	42
<b>WHAT BRAND OF MASALA YOUR ANOTHER CHOICE</b>		
Achi masala	22	44
Jp masala	07	14
Annapoorna masala	10	20
Everest masala	11	22
<b>GENERAL SATISFACTION LEVEL OF THIS MASALA</b>		
Satisfaction	22	44
High satisfaction	17	34
Neutral	08	16
Dis-satisfaction	03	06

**Table -3.2**  
**Weightage rank analysis and level of satisfaction on masala products**

S.No	Factors	weights	Rank
1	Quality	152	2
2	Taste	144	4
3	Price	162	1
4	Brand	145	3
5	Quantity	117	5

Source: Primary Data Collection through questionnaire

### 4. Finding

- Majority of 24(48%) consumers are age of residence.
- Majority of 35(70%) consumers are the gender.
- Majority of 23(46%) consumers having Educational qualification.
- Majority of 17(34%) consumers are the occupation.
- Majority of 40(80%) consumers belong to nuclear family.
- Majority of 20(40%) consumers have earnings members in their family.
- Majority of 19(38%) consumers are using product in the year.

- Majority of 47(94%) consumers are price level of satisfaction.
- Majority of 25(50%) consumers are level of satisfaction about the taste .
- Majority of 40(80%) consumers are using product available in all shops.
- Majority of 18(36%) consumers are purchasing this product .
- Majority of 26(52%) consumers are change the product if there is no stock.
- Majority of 26(52%) consumers are the purpose of purchase this masala.
- Majority of 22(44%) consumers are the brand of product for another choice.
- Majority of 26(52%) consumers are amount spend on the product.
- Majority of 22(44%) consumers are satisfaction in this product.

#### 5. Details of using masala powders

- Majority of the consumers, 22(44%) are using sakthi followed by Aachi, Annapoorna , Everest , JP, MTR.
- Most of 26(52%) consumers preferred to purchase masala powders in departmental stores.
- Majority of the consumers, 19(38%) are using the masala powders for above three years.
- Majority of 26(52%) consumers purchase the masala powders on monthly basis.
- Most of 18(36%) consumers spend in Rs.100 to Rs.200 per month for purchasing the masala powders.
- Most of 26(52%) consumers are using the masala powders for vegetarian as well as the Non-vegetarian

#### 6. Interpretation of Weighted Average Rank Table

- Majority of the respondents are given weightage for price factor so we given rank is first.
- Majority of the respondents are given weightage for quantity so we given rank is last

#### 7. Suggestion

- To reduce and avoid using preservatives, artificial colouring and harmful contents using to the masala powder.
- To increase the quality of masala powders.
- To reduce minimum percentage harmful contents mixing in the masala powders.
- To having the healthy ingredients.

#### 8. Conclusion

The study found that majority of the consumer buying preference to Aachi masala, consumer are generally satisfied their masala product and Aachi masala consumer is highly satisfied and gender wise men also felt cooking easily with varieties of masala products. Finally I concluded masala product is gift for who are busy, fast running the world.

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