

**A Study On Customer Satisfaction Towards Aachi Masala Product In  
Tambaram Town, Chengalpattu District, Tamilnadu**

**Mr. S. Hariharan II M.COM, Department of Commerce, Faculty of Science  
and Humanities, SRM Institute of Science and Technology, Kattankulathur,  
Tamil Nadu**

**ABSTRACT:**

“AACHI MASALA” is a popular of masala as the household among the millions of people today; it is doing masala trading into the field of pure spice powers like turmeric, chilli, coriander powder, mutton, chicken, kulambu masala etc., this curiosity let to enter into masala world with boldness. This masala hurdles, since selling masala products during those days to the oriental women who are traditionally conservative. It is not easy to sell. It is concepts 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 objectives of this research are to identify the customer satisfaction of Aachi masala in Tambaram town, Chengalpattu district and Tamil Nadu. The suggestion is help to improve the quality of the product.

**Keywords:** Consumer, Easy cooking, Satisfaction, self-determination.

**INTRODUCTION**

The Aachi 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. Masala play a very important role in Indian cooking. “Masala” is the Hindi word for “spice”. When a combination of masala, herbs and other 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 masala are famous all over the world for their rich taste and unique flavor. 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 flavor and making it absolutely yummy.

## **REVIEW OF LITERCTURE:**

**R. Buvaneswari (2013)<sup>1</sup>** in her article titled as " a study on fast moving consumer goods marketing with special reference to Sakthi masala products" provides information about the FMCG. Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods.

**Abinaya. P, Kanimozhi.S and Subramani. A.K, (2015)<sup>2</sup>** 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.

**KrishnaKumar. K. Dr and Kavitha. S, (2014)<sup>3</sup>** 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 brandloyalty 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.

**Poonam Bagal, (2015)**<sup>4</sup> 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.

**Theo Muller (2010)**<sup>5</sup> in his article titled as “Loyal customers don’t quit... Satisfied customers do”. IN this essay we aim to debunk the long-held belief that customer satisfaction research is the one and only measure to determine customer loyalty. In fact, a customer satisfaction score is nothing more than a snapshot of how customers feel about your products, your service or your brand, at a given point in time. Tomorrow is another day and they may change their mind if one of your competitors offers a better deal. If the bribe or incentive is big enough, even satisfied customers will abandon your brand in droves. The reason for this is that merely being satisfied, or even very satisfied, is a rational state of mind – there is little or no emotion attached to that mindset. So any customer loyalty assumed from their level of satisfaction alone would be misplaced. Customer satisfaction, therefore, should not be confused with customer loyalty. This is supported by a survey we conducted in 2007 for a financial services provider. The customer satisfaction score consistently hovered above the 90% mark, yet, “only” 41% of respondents (all customers) in that survey claimed that they would not change to another provider if that provider offered a better interest rate and/or lower fees. A loyal customer is certainly a satisfied customer, but a satisfied customer is not necessarily a loyal customer.

### **NEED FOR THE STUDY:**

Most of the companies want to know about the customer satisfaction, because normally they had made a huge amount of investment to make the products known to the customers. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey. If the customers are not satisfied they would switch over to the other products it is very

difficult to bring back those customers to make purchase and encourage them to make a word of mouth.

**OBJECTIVES OF THE STUDY:**

1. To study the consumer satisfaction of Aachi Masala product in Tambaram town.
2. To examine the factors, influences the purchasing patterns of customer of the Aachi Masala in Tambaram town.
3. To offer few suggestion to improve the customer satisfaction of Aachi Masala product in Tambaram town.

**HYPOTHESIS:**

1. The hypothesis has been framed to test the relationship between the level of satisfaction and factor influencing consumer satisfaction.
- 2 .H<sub>0</sub> – There is no significant difference between demographic variable of the respondents with respects to the factors of consumer satisfaction of Aachi masala.

**RESEARCH METHODOLOGY:**

The researcher is using both types of data which as primary data which is collected from consumer of Aachi masala product is Tambaram town. The primary data are gathered through well-structured questionnaire.

**STATISTICAL TOOLS USED:**

Statistical Tools Used for this are Percentage method, independent sample T- Test used for analysis of data. The result of the research is presented through tables.

**SCOPE OF THE STUDY:**

The area of study is limited to be segment selected within Tambaram town. This study is mainly confined to the customer satisfaction only.

**STATEMENT OF PROBLEM:**

Today, a lot of masala products are producing companies have started manufacturing masala products all over the world. One of the most popular or famous was Aachi masala product.

This trading company produce masala product like pickles, ghee, oil etc., for large scale under the brand name of Aachi. It is essential to study about the consumer satisfaction of Aachi masala product, this interest makes the researchers to take up the research study entitled.

### **LIMITATIONS OF STUDY:**

The primary data is collected through a structured questionnaire and sample size has limited only 50 respondents.

### **ANALYSIS AND INTERPRETATION:**

**Table 1: CLASSIFICATION OF TABLE ON THE BASIS OF GENDER**

<b>S.NO</b>	<b>GENDER</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Male	20	20%
2	Female	80	80%
	<b>Total</b>	100	100%

Sources: primary data

**Interpretation:** from the above table is inferred that out of the 100 respondents, 80% of the respondents are female and 20% of the respondents are male buyers. The above analysis is showing 80% of the respondents are female buyer.

**Table 2: CLASSIFICATION OF TABLE ON THE BASIS OF MARITAL STATUS**

<b>S.NO</b>	<b>MARITAL STATUS</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Married	60	60%
2	Un married	40	40%
	<b>Total</b>	100	100%

Sources: primary data

**Interpretation:** from the above table is inferred that out of the 100 respondents, 60% of the respondents are married and 40% of the respondents are unmarried. The above analysis is showing 60% of the Aachi masala product users are married persons.

**Table 3: CLASSIFICATION OF TABLE ON THE BASIS OF OCCUPATIONAL STATUS**

<b>S.NO</b>	<b>OCCUPATIONAL STATUS</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	House wife	36	36%
2	Employee	44	44%
3	Business	20	20%
	<b>total</b>	100	100%

Sources: primary data

**Interpretation:** from the above table inferred that out of the 100 respondents, nearly 44% of the respondents are employee, 36% of the respondents are house wife and 20% of the respondents are business person. The above analysis is showing employee and house wife most interest using Aachi masala product.

**Table 4: CLASSIFICATION OF TABLE ON THE BASIS OF USING MASALA**

<b>S.NO</b>	<b>USING MASALA</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Vegetarian	22	22%
2	Non- vegetarian	14	14%
3	both	64	64%
	<b>total</b>	100	100%

Sources: primary data

**Interpretation:** from the above table inferred that out of 100 respondents, 64% of the respondents are using both vegetarian and non- vegetarian, 22% of the respondents are vegetarian only. The above analysis is showing that 64% of the respondents are using vegetarian and non- vegetarian masala.

**Table 5: CLASSIFICATION OF TABLE ON THE BASIS OF THE MOST IMPORTANT ITEMS OF PURCHASE AACHI MASALA PACKETS**

S.NO	PURCHASE	NO.OF RESPONDENTS	PERCENTAGE
1	Chili powder	30	30%
2	Coriander powder	12	12%
3	Turmeric powder	35	35%
4	Chicken masala	20	20%
5	Other masala user	03	03%
	<b>total</b>	100	100%

Sources: primary data

**Interpretation:** the above show that out of the 100 respondents, 35% of the respondents are turmeric powder purchasing, 30% of the respondents are chili powder purchasing, 20% of the respondents are chicken masala purchasing. 12% of the respondents are coriander powder purchasing. 3% of the respondents are used to others masala other purchasing. The above analysis is showing that 35% of the respondents are expressed positive approach towards brand especially turmeric powder purchasing.

**Table 6: CLASSIFICATION OF TABLE ON THE BASIS OF OPINION REGARDING PRICE LEVEL OF AACHI MASALA PRODUCT**

S.NO	OPINION OF PRICE	NO. OF RESPONDENTS	PERCENTAGE
1	High	06	6%
2	Reasonable	78	78%
3	Low	16	16%
	<b>total</b>	100	100%

Sources: primary data

**Interpretation:** from the above table inferred that out of the 100 respondents nearly 78% of the respondents are saying reasonable price, 16% of the respondents are price is low and 6% of the respondents are saying high price. The above analysis inferred that mostly 78% of the respondents are satisfied with reasonable price for Aachi masala product.

**Table 7: CLASSIFICATION OF TABLE ON THE BASIS OF SATISFACTION LEVEL OF FLAVOUR OF AACHI MASALA PRODUCT**

<b>S.NO</b>	<b>SATISFACTION LEVEL OF FLAVOUR</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Highly satisfied	58	58%
2	Satisfied	36	36%
3	Moderately satisfied	6	6%
4	Dissatisfied	00	0%
5	Highly dissatisfied	00	0%
	<b>Total</b>	100	100%

Sources: primary data

**Interpretation:** from the above table inferred that out of the 100 respondents nearly 58% of the respondents are highly satisfied smell of Aachi masala product, 36% of the respondents are satisfied, 6% of the respondents are moderately satisfied.

## **INDEPENDENT SAMPLE T- TEST**

### **HYPOTHESIS**

#### **Null Hypothesis:**

There is no significant difference between male and female respondents with respect to the factor of customer satisfaction toward Aachi masala products.

**Table 8: T-TEST FOR SIGNIFICANT DIFFERENCE BETWEEN MALE AND FEMALE RESPONDENTS WITH RESPECTS TO THE FACTOR OF CUSTOMER SATISFACTION TOWARDS AACHI MASALA PRODUCT.**

S.NO	PARTICULARS	GENDER	MEAN	STD. DEVIATION	T VALUE	P VALUE
1	Taste	Male	3.50	1.339	0.090	0.929
		Female	3.53	1.077		
2	Flavours	Male	3.78	1.060	0.118	0.907
		Female	3.81	0.965		
3	Variety	Male	4.11	1.023	1.230	0.225
		Female	3.72	1.114		
4	Brand image	Male	4.17	1.150	0.636	0.527
		Female	3.97	0.999		
5	Quality	Male	4.06	1.259	0.176	0.861
		Female	4.00	0.950		
6	Packaging	Male	3.94	1.056	0.725	0.472
		Female	4.16	0.954		
7	Previous experience	Male	4.00	1.029	0.819	0.417
		female	4.22	0.832		

Sources: primary data

**Interpretation:** In the above table it is inferred that the p value of all the factor of customer satisfaction are greater than 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance. Hence it is concluded that no significant difference between male and female respondents with respect to the factor of customer satisfaction towards Aachi masala products. Male customers are comparatively more satisfied with the quality of Aachi masala.

**FINDINGS:**

1. Majority of 80% of the respondents are female user belong the Aachi masala product.
2. Nearly 60% of the Aachi masala product users are married persons.
3. Nearly 44% of the respondents are employee and house wife most interest in use in Aachi masala product.
4. Majority of 64% of the respondents are using vegetarian and non- vegetarian masala products.

5. Nearly 35% of the respondents are purchasing turmeric product.
6. Nearly 34% of the respondents are preferred to buy 50g packets.
7. Mostly 78% of the respondents are satisfied and price is reasonable.
8. Majority of 58% of the respondents are highly satisfied smell of Aachi masala product.
9. Majority of 62% of the respondents are highly satisfied taste of Aachi masala product.
10. Majority of 70% of the respondents are highly satisfied to packing of the Aachi masala product.

**11.** There is no significance difference between male and female respondents with respect to the factor such as taste, flavours, variety, brand image, quality, packaging and previous experience of customer satisfaction towards Aachi masala products.

### **SUGGESTIONS:**

Aachi masala products at present so many varieties available. But, they do not have customer awareness about masala produces so; if they provide awareness to their customer they will get more customers. Based on my analysis Aachi masala producer could provide credit facilities to their customers. They Aachi masala company need more advertisement about their product availability.

### **CONCLUSION:**

This project entitled that customer satisfaction towards Aachi masala products. The overall analyses of the study indicate that at presents so many varieties of product available even the customer were satisfied products smell, taste, quality, cost, packing of the Aachi masala product in Tambaram town, Chengalpattu District and TamilNadu.

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