

# A STUDY ON CUSTOMER SATISFACTION TOWARDS MASALA PRODUCTS IN SHRI KANNAN DEPARTMENTAL STORES, COIMBATORE

Dr. Suja Sundram<sup>1</sup>, Ms. Fatimah Abdulaziz Ahmed Abubshait<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Business Administration, Jubail Industrial College, Kingdom of Saudi Arabia.  
E-mail: sundrams@rcjy.edu.sa, ORCID:0000-0001-6668-2233

<sup>2</sup>Instructor, Department of Business Administration, Jubail Industrial College, Kingdom of Saudi Arabia.  
E-mail: ABUBSHAITF@RCJY.EDU.SA

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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 Coimbatore District. The suggestion is help to improve the quality of the Product.

## INTRODUCTION OF THE STUDY

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.

A customer buying a product may associate satisfaction on a number of parameters and the degree of satisfaction will depend upon the extent to which the brand scores on the parameters. For measuring the customer satisfaction, a right kind of measurement system and an effective instrument system and an effective instrument must be developed that can measure the perception and attitude of the customers. Customer's perception and attitude towards quality of products and services and their overall satisfaction are expressed through some observable indicators, expressed in response to the questions asked, as per a predesigned questionnaire. If the customers indicate good response about the product on customer satisfaction questionnaire and demonstrate positive behavior, it is concluded that they are satisfied with the product and services delivered to them. Measurement is accomplished by means of quantitative interviews among a representative sample of customers and prospective buyers.

## 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 Aachi 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.

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.

Palanivel. V and Manikanda Muthukumar. C, 2014, this article examines that "aachii 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 study (2019). was conducted to measure the consumer satisfaction about the quality of powder spices in Bangladesh such as (turmeric, coriander, chili, cumin and mixed spices). It was found that consumers were not satisfied about the quality, and they believe it is not healthy and could cause many diseases. In addition, the study highlighted on the importance of acting about it to ensure meeting Bangladesh Standards and Testing Institution (BSTI) standards.

This research (2017) examines the factors affecting the acceptance and preference of branded spices in Bangladesh. It was found that the preference of branded and non-branded spices is being affected by different factors such as income and education. 42% of the respondents preferred the branded spices when 17% used

homemade spices. Most of the consumers believed that exported spices are better in quality and many housewives preferred them as they are more convenient and time saving.

This study examines consumers' preferences of powdered spices in Bangladesh. It was found that there is a strong relationship between customer's preferences and level of income, sources of income, education, quality, quantity, and cost. Among different powder spices brands, RADHUNI was the most demanded by modern housewives.

This study (2017) was conducted to measure customer satisfaction toward Aachi masala product in Dharmapuri District. Due to the high demand to use easy and quick spices for cooking, consumers from different demographics preferred packaged masala than loose masala. After collecting primary data, it was found that customers were satisfied with the quality, price, taste, and so many other aspects of the packaged masala. Such kind of product was promoted well which increased customers' awareness and affected their preferences.

This study examines (2020) the perception of customers toward processed spices. A random sampling was taken and 200 were selected. It was found that Customers prefer processes spices from different brands due to its quality, variety of options, packaging, and branding.

This paper (2015). studies the factors influencing customer's satisfaction toward local spices. Primary and secondary data were collected to study the relationship between customer's loyalty and many factors such as: the quality of the product and service as well as the store characteristics.

This study (2014) was conducted in Madurai city to understand customer's preferences regarding packaged and loose spices. It was found that in Madurai city, majority of people prefer the branded "Aachi" spice. Customers preference were based on multiple factors such as age, profession, product packaging, price, and product availability.

In this (2019) comparative study, the preference of both rural and urban women regarding packaged and unpackaged spices was studied. The results showed that more urban women preferred the packaged spices than the unpackaged one. On the other hand, rural women preferred the unpackaged spices more than the branded one. Those preferences were mainly due to the accessibility, comfort, and health awareness of the urban women as it was found that those factors were the motivators behind their preference.

This study (2017) evaluates customer's preference of organic spices in Coimbatore district. It was found that many customers lack the awareness of the health long term benefits of using organic spices. Education was mostly the factor behind the preference toward organic spices by some customers. Governments must create initiatives to increase consumer's awareness toward health benefits to increase the demand for such potential market.

Due to the decrease in customer demand for Indian agricultural products such as spices, this study was conducted to analyze the factors causing the shift from traditional to modern spices methods of preparation and consumption. Many factors were found such as marketing and promotional efforts, availability of different sizes and flavors, and quality (2019)

This study (2022) was conducted to measure the level of customer's satisfaction toward Eagle processed spices considering different possible factors affecting their satisfaction. It was found that factors such as income level, awareness of the ingredients, and expiry date are highly affecting satisfaction. Eagle company has many opportunities for products expansion in the market due to the increase demand for quick and easy to use products.

## OBJECTIVES OF THE STUDY

1. To study the factors influencing the customers to purchase aachi masala products from departmental store.
2. To find out the customer satisfaction level of taste, price, quality, availability, durability of aachi masala products
3. To study the sales services provided by the departmental stores.

5. To suggest, improve in sales and functions in the departmental stores based on results.

## LIMITATIONS OF THE STUDY

Due to time constraints an in-depth enquiry could not be conducted. The area of study is restricted to Coimbatore city only. For convenience purpose, the population taken for the study refers to the customers of Kannan departmental stores, aachi super market and Spencer's

In order to complete the study within the time frame, the number of respondents had been to 100. Information given by the respondents may not be accurate, due to the time factor.

The result will not be same in the next period and uncertain predictions are expected. Many of the customers were not able to give complete data due to their busy schedule.

## DATA ANALYSIS AND INTERPRETATION

Descriptive research was used to conduct this study. 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 was 100 respondents. Results were obtained using percentage and chi square tests.

Majority of the results were, 44 percent of the respondents are female and 30 percent of the respondents are male. The income level of the respondents were 31 percent sample candidates in up to 15000 monthly incomes. About the usage of masala, 59 percent people used in aachi masala for regularly and 25 percent of the respondents were highly satisfied. 37 percent of the respondents preferred aachi masala, followed by MDH, Sakthi and Everest masalas. The brands of masala were based on price. Majority of the respondents were satisfied with aachi masala.

### Relationship Between Income Level and Choose the Brand

#### Null Hypothesis(H<sub>0</sub>)

There is no significant difference between income level and choose the brand

#### ALTERNATIVE HYPOTHESIS(H<sub>1</sub>)

There is significant difference between income level and choose the brand

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.613E2 <sup>a</sup>	9	.000
Likelihood Ratio	168.200	9	.000
Linear-by-Linear Association	76.286	1	.000
N of Valid Cases	90		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.44.

**INTERPRETATION:**

From the above table it shows that calculated chi square p value is 0.000 less than the table value 0.05 which reject null hypothesis. Hence there is a significant difference among income level and choose the brand.

**Relationship Between Education Status and Satisfied Are You with Aachi Masala Compared with The Other Substitutes Available in the Market**

**NULL HYPOTHESIS(HO)**

There is no significant difference between education status and satisfied are you with aachi masala compared with the other substitutes available in the market

**ALTERNATIVE HYPOTHESIS(H1)**

There is significant difference between education status and satisfied are you with aachi masala compared with the other substitutes available in the market

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.067E2 <sup>a</sup>	12	.000
Likelihood Ratio	185.547	12	.000
Linear-by-Linear Association	78.516	1	.000
N of Valid Cases	90		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.47.

**INTERPRETATION:**

From the above table it shows that calculated chi square p value is 0.000 less than the table value 0.05 which reject null hypothesis. Hence there is a significant difference among education status and satisfied are you with aachi masala compared with the other substitutes available in the market

**RELATIONSHIP BETWEEN BUYING EXPERIENCE AND BRAND OF FOOD MASALA DO YOU PREFER**

**NULL HYPOTHESIS(HO)**

There is no significant difference between buying experience and brand of food masala do you prefer

**ALTERNATIVE HYPOTHESIS(H1)**

There is significant difference between buying experience and brand of food masala do you prefer

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.060E2 <sup>a</sup>	6	.000
Likelihood Ratio	131.815	6	.000
Linear-by-Linear Association	72.224	1	.000
N of Valid Cases	90		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 3.76.

### INTERPRETATION:

From the above table it shows that calculated chi square p value is 0.000 less than the table value 0.05 which reject null hypothesis. Hence there is a significant difference among buying experience and brand of food masala do you prefer

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 Coimbatore 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 Coimbatore 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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