

A CASE STUDY ON CONSUMER PREFERENCE IN CHOOSING THE MASALA BRANDS BETWEEN SAKTHI AND AACHI MASALA



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Abstract

A study on consumer demand is very important aspect for very manufacture for the effective supply. Consumer preference plays a right role to decide upon their production capacity. The research aim to study about the consumer preference and attitude towards purchasing the instant / mixed packed Masala products especially on Sakthi Masala products and Aachi Masala products in Tirupattur Town. The primary data are collected through the questionnaires from 72 respondents by Random

sample method. The secondary data are collected from journals, websites and Research papers. The Study finds that, there are equal proportions of both the Sakthi and Aachi Masala users in Tirupattur. They use this Masala mainly for taste and there are satisfied and happily recommend their brand to others. Sakthi Masala products and Aachi Masala products are the best compensates in the market.

Keywords: Sakthi Masala, Aachi Masala

Introduction

Indian spices plays on very important role in Indian cooking styles. Now a day in this modern fast moving culture, the style of Indian cooking become faster by using readymade packed spices and Masalas. In everyday life instant food items are very much useful for their cooking with less time, energy, labour etc. In this constitute 'N' number of Masala Private Limited companies are growing faster in last two decades. Sakthi Masala private limited and Aachi Masala private limited are played on very important role in Tamilnadu.

Sakthi Masala Profile

In 1997, Sakthi trading company has transformed into Sakthi Masala Private Limited named after its brand name "SAKTHI". Now Sakthi Masala manufactures over 50 varieties of Spice and Masala powders, over a dozen varieties of Pickles, Flour varieties, Appalams, Ghee and Sunflower Oil. Sakthi Masala gives value addition to the agricultural products which helps and encourages the farming community to market their produces. Furthermore, they generate a lot of employment opportunities to the agricultural labours and rural people. The Company employs mostly women and differently abled persons from the rural areas and makes them to lead an honorary life.

Success of Sakthi Masala lies in the innovation of manufacturing procedures, as there were no definite machineries for specific production of spice and spice mixes. With the growing experience, suitable changes were made in order to match the requirements that made all the differences in manufacturing spice powders and spice mixes which retain the aroma and flavour. 'Tradition and Technology perfectly blended' is the shibboleth of Sakthi Masala. The company uses

modern technology in drying the raw materials. The largest Solar heating channels by a Masala company in Asia, are used to dry the raw materials without losing its natural quality, flavor & aroma. Sakthi Masala is serving the society through Sakthi Devi Charitable trust, as extended arm Sakthi Masala.

Aachi Masala profile

In 1998, The Aachi Masala started with a single product Liquid Blue and thereafter, introduced Masala products in rural and semi urban areas of Tamil Nadu. The Aachi Masala knew the abundant market potential of the 'Bottom of the Pyramid'. In just 12 years, AACHI has out beaten its competitors and has emerged as the No 1 FMCG Brand in Southern India. Today, AACHI has over 150 products! There are over 3500 exclusive agents and over 10 lakh retail outlets all over India and abroad. In fact an AACHI product launched in Chennai today will be available in the remotest corner of Tamil Nadu within just six days and such is the vast and efficient retail marketing network of Aachi. Aachi has provided employment to several hundreds of women and for over 40 differently-abled persons etc. About 5000 families are dependent on Aachi and thus over 20000 persons earn their livelihood because of Aachi.

Statement of the Problems

Consumer is the king for very manufactures therefore knowing the consumer preference to their products is very much important. There are lots of Masala products producing companies in Tamilnadu out of that Sakthi Masala and Aachi Masala are most popular brands. The Researcher aims to study consumer preference in choosing their Masala brands.

Objective of the study

1. To known the consumer preference in choosing their Masala brands.
2. To analysis the factors that affect the purchasing preference between Sakthi Masala and Aachi Masala.
3. To find out the consumer satisfaction level of taste, price, quality and availability.
4. To find out the effective media that influencing their preference in selecting their brand.

Methodology Used for the Study

The researcher collected data in two ways a) Primary Data and b) Secondary Data. Primary Data is collected through scheduled questionnaire from 72 respondents, by random sample method. Secondary Data are collected from books, journals and website.

Statistical Tools Used: Percentage analysis methods are used to interpret the data and the results are presented with the help of tables and charts.

Limitations of the Study

Due to limited time the study area was limited to Tirupattur Town and from total population only 72 numbers of respondents are selected as sample size.

Analysis and Interpretation

Table 1 & Figure1, Represents that out of 72 respondents 26 % of them are belongs to 20-25 age group, 28 % of them are belongs to 25-30 age group, another 28 % of them are belongs to 30 - 40 age group and 18 % of them are belongs to 41-50 age group .

Table.1: Age Group of Respondents

S. No.	Particulars	Frequencies	Percentage
1.	20-25	19	26 %
2.	25-30	20	28 %
3.	30-40	20	28 %
4.	41-50	13	18 %
Total		72	100 %

Figure 1: Age group of Respondents

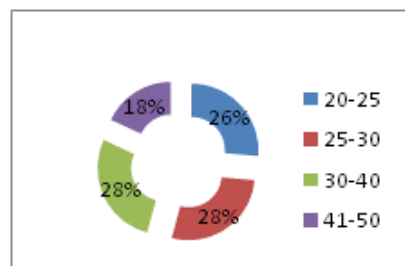


Table 2 and Figure 2, Represents that out of 72 respondents 26 % of them are male and 74 % of them are female.

Table 2: Sex Categories of Respondents

S. No.	Particulars	Frequencies	Percentage
1.	Male	19	26 %
2.	Female	53	74 %
Total		72	100 %

Figure 2: Sex Categories of Respondents

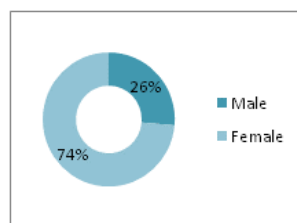


Table 3 and Figure 3, represents that out of 72 respondents 74 % of them are married and 26% of them are unmarried.

Table 3: Marital Status of Respondents

S. No.	Particulars	Frequencies	Percentage
1.	Married	53	74 %
2.	Unmarried	19	26 %
Total		72	100 %

Figure 3: Marital Status of Respondents

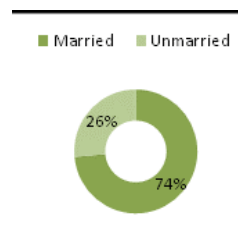


Table 4 and Figure 4, represents that out of 72 respondents 17 % of them are SSLC holders, 4 % of them are HSC holders, 24 % of them are UG degree holders, 53 % of them are PG degree holders and 3 % of them are illiterate.

Table 4: Education Qualification of Respondents

S. No.	Particulars	Frequencies	Percentage
1.	SSLC	12	17 %
2.	HSC	3	4 %
3.	UG	17	24 %
4.	PG	38	53 %
5.	Illiterate	2	3 %
Total		72	100 %

Figure 4: Education Qualification of Respondents

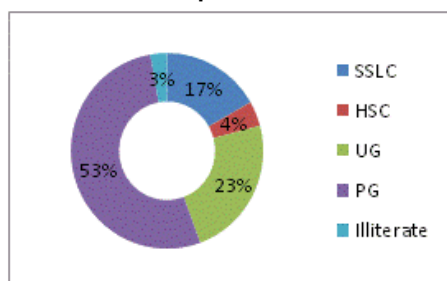


Table 5 and Figure 5, represents that out of 72 respondents, 90 % of them are Masala users and 10 % of them are not used packed Masalas.

**Table 5: Users Masala products
by Respondent**

S. No.	Particulars	Frequencies	Percentage
1.	Yes	65	90 %
2.	No	7	10 %
	Total	72	100 %

**Figure 5: Users Masala products by
Respondent**

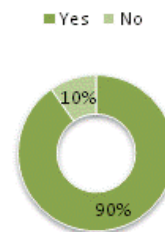


Table 6 and Figure 6, represents that out of 65 respondents, 49 % of them are Sakthi Masala users and 45 % of them are Aachi Masala users and 6 % of them are other Masala users.

**Table 6: Choose of Masala Product
by the respondent**

S. No.	Particulars	Frequencies	Percentage
1.	Sakthi Masala	32	49 %
2.	Aachi Masala	29	45 %
3.	Others	4	6 %
	Total	65	100 %

**Figure 6: Choose of Masala Product by the
respondent**

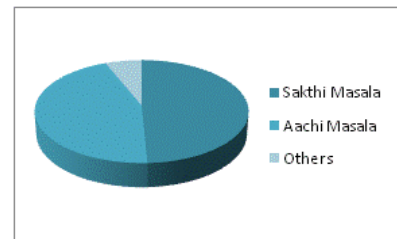


Table 7 and Figure 7, represents the consumer preference towards their choose, 59 % of Sakthi users and 69 % of Aachi users will prefer their brand for Taste and 31 % Sakthi Masala users and 10 % of Aachi Masala users will prefer their brand also for quality.

Table 7: Consumer Preference to choose their brand

S. No.	Particulars	Sakthi Masala		Aachi Masala	
		Frequencies	Percentage	Frequencies	Percentage
1.	Price	-	0	1	3 %
2.	Taste	19	59 %	20	69 %
3.	Variety	1	3 %	2	7 %
4.	Availability	2	6 %	3	10 %
5.	Quality	10	31 %	3	10 %
	Total	32	100 %	29	100 %

Figure 7: Consumer Preference to choose their brand

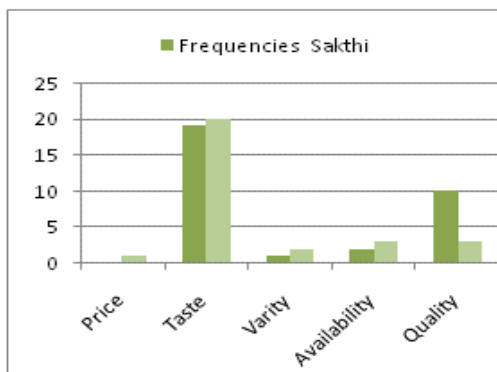


Table 8 and Figure 8, represents that the introducer of Masala brand to the respondents, 24 % of them are through their relatives, 38 % of them are through their friends and 17 % of them are through neighbors.

Table 8: Introducers of Masala brand to the Respondent

S. No.	Particulars	Sakthi Masala		Aachi Masala	
		Frequencies	Percentage	Frequencies	Percentage
1.	Relatives	6	19 %	7	24 %
2.	Friends	8	25 %	11	38 %
3.	Neighbors	9	28 %	5	17 %
4.	Others	9	28 %	6	21 %
Total		32	100 %	29	100 %

Figure 8: Introducers of Masala brand to the Respondent

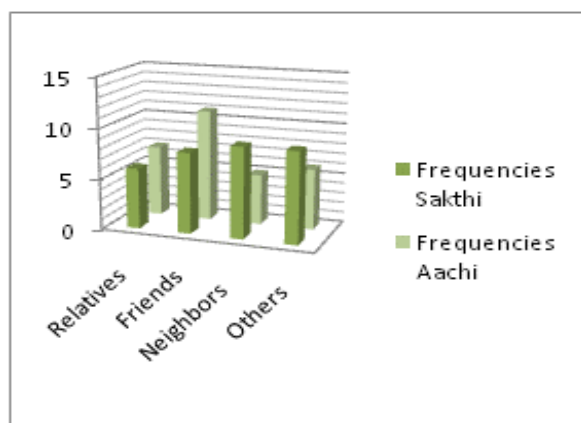


Table 9 and Figure 9, represented that the influencing media of their brand, out of 32 respondents of Sakthi Masala users 97 % of them influenced by Television advertisement, 3 % of them influenced through other media and out of 29 respondents of Aachi Masala users 90 % of them are influenced by Television Advertisement and 7 % of them by other media.

Table 9: Influencing Media of their brand

S. No.	Particulars	Sakthi Masala		Aachi Masala	
		Frequencies	Percentage	Frequencies	Percentage
1.	Television	31	97 %	26	90 %
2.	Radio	-	0	-	0
3.	Newspaper	-	0	1	3 %
4.	Others	1	3 %	2	7 %
Total		32	100 %	29	100 %

Table 10 and Figure 10, represents the availability factors of their brand, out of 32 respondents of Sakthi Masala users 16 % told that very rare, 28 % told optimum and 56 % of them told that freely they get their brand. Out of 29 respondents of Aachi Masala users 14 % told that very rare, 38 % told optimum and 48 % of them told that freely they get their brand.

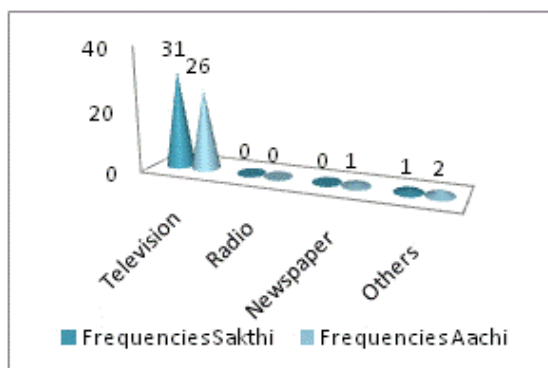


Figure 9: Influencing Media of their Brand

Table 10: Availability Factors of their Brand

S. No.	Particulars	Sakthi Masala		Aachi Masala	
		Frequencies	Percentage	Frequencies	Percentage
1.	Very Rare	5	16 %	4	14 %
2.	Optimum	9	28 %	11	38 %
3.	Freely	18	56 %	14	48 %
Total		32	100 %	29	100 %

Figure 10: Availability Factors of their Brand

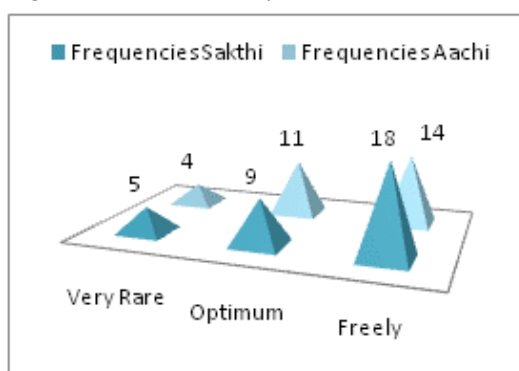


Table 11 and Figure 11, represents the recommendation of their brands to other, out of 32 respondents of Sakthi Masala and 29 respondents of Aachi Masala are 81 % and 90 % of them will recommend, 19 % and 10 % of them will not recommend respectively.

Table 11: Recommendation Factors of Respondents to others

S. No.	Particulars	Sakthi Masala		Aachi Masala	
		Frequencies	Percentage	Frequencies	Percentage
1.	Yes	26	81 %	26	90 %
2.	No	6	19 %	3	10 %
Total		32	100 %	29	100 %

Figure 11: Recommendation Factors of Respondents to others

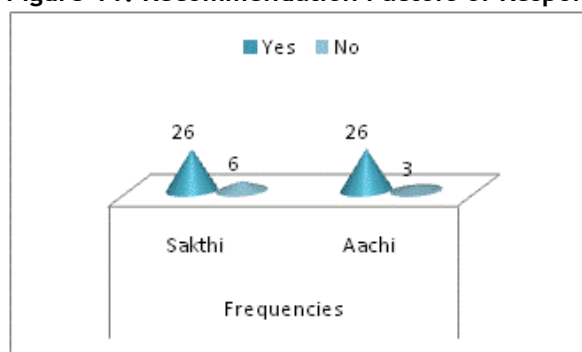


Table 12 and Figure 12, represents the number of years using their Masala brands, out of 32 respondents of Sakthi Masala and 29 respondents of Aachi Masala, 56 % and 38 % use their brand below 5 years, 34 % and 48 % use their brand for 5 to 10 years, 9 % and 14 % use their brand for above 10 years respectively.

Table 12: Number of Years of Using their Masala Products

S. No.	Particulars	Sakthi Masala		Aachi Masala	
		Frequencies	Percentage	Frequencies	Percentage
1.	Below 5 years	18	56 %	11	38 %
2.	5 - 10 years	11	34 %	14	48 %
3.	Above 10 years	3	9 %	4	14 %
Total		32	100 %	29	100 %

Figure 12: Number of Years of using their Masala Products

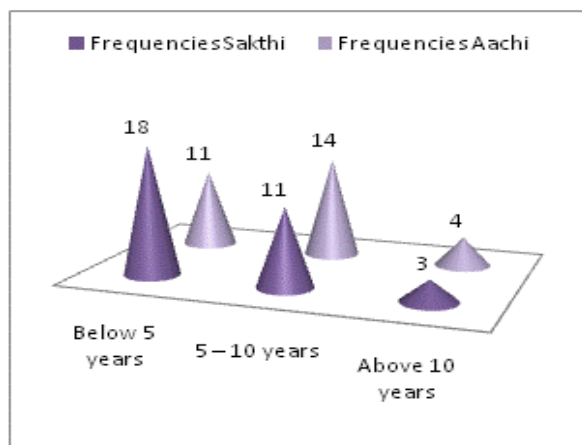
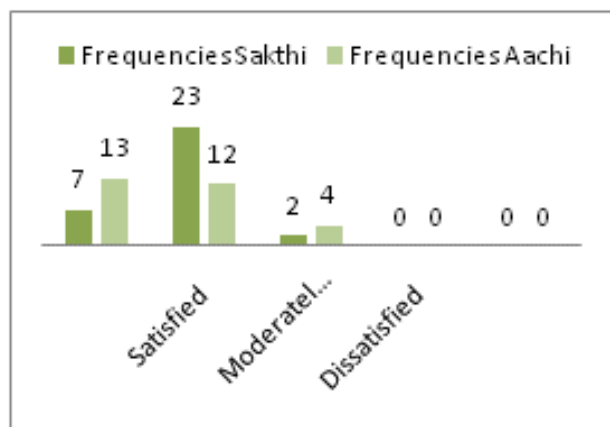


Table 13 and Figure 13, represented the satisfaction level of respondents of Masala users. Out of 32 respondents and 29 respondents of Sakthi Masala and Achi Masala, 22 % and 45 % are Highly satisfied of their brand, 72 % and 41 % are satisfied of their brand, 6 % and 14 % are moderately satisfied respectively and 0 % of both will dissatisfied of their brand.

Table.13: Satisfaction level of Respondents Masala products

S. No.	Particulars	Sakthi Masala		Achi Masala	
		Frequencies	Percentage	Frequencies	Percentage
1.	Highly Satisfied	7	22 %	13	45 %
2.	Satisfied	23	72 %	12	41 %
3.	Moderately Satisfied	2	6 %	4	14 %
4.	Dissatisfied	-	0	-	0
5.	Highly Dissatisfied	-	0	-	0
Total		32	100 %	29	100 %

Figure 13: Satisfaction Level of Respondents Masala Products



Finding of the Study

1. Female respondents are more from the sample.
2. 90 % of the respondents are Masala users.
3. Out of 72 respondents 49 % of respondents are Sakthi Masala user and 45 % of respondents are Achi Masala user.
4. 59 % of the respondents of Sakthi Masala and 69 % of the respondents of Achi Masala, shows their preference to choose the packed Masala mainly for taste.
5. 28 % of respondents of Sakthi Masala users known about their brand through neighbors and others, 38 % of respondents of Achi user known this brand through their friends.
6. 97 % of Sakthi Masala users and 90 % of Achi Masala users of their brand are influenced by Television Advertisement.
7. Both the Masala users are satisfied with their brands.
8. 81 % of Sakthi Masala users and 90 % of Achi Masala users will recommend their brand to others.
9. Both the users will preference there brand of Masala by more or less equal factors.

Conclusion

Sakthi Masala and Aachi Masala are very much influencing their customers with best taste, favors and very good Television advertisements. Both the companies were growing in equal proposition in the market according to the consumer preference. The newly formed Masala companies will follow the strategies of Sakthi and Aachi Masala for their improvements.

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