CONSUMER SATISFACTION ON PACKED MASALA PRODUCTS IN VANDAVASI TOWN

Dr. C. SATHIYAMOORTHY
Assistant Professor, P.G & Research Department of Commerce,
D.R.B.C.C.C. Hindu College, Pattabiram, Chennai-72, Thiruvalluvar District

Dr. S. PRABAKARAN
Assistant Professor, Department of Accounting and finance,
D.R.B.C.C.C. Hindu College, Pattabiram, Chennai-72, Thiruvalluvar District

ABSTRACT

In today’s competition world, every company has to study consumer purchasing power & behavior prior to develop a marketing plan for its product. This enables the marketer to understand who constitute the market, what and why the market buys, who participate in & influences the buying process & how, when & where consumer buy. But such knowledge is critical for satisfaction is a kind of stepping away from an experience and evaluating it. Consumer satisfaction with a purchase depends upon the product performance relative to his expectations. A consumer might experience various degrees of satisfaction. If the product performances fall short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

KEYWORDS: Consumer, Consumer satisfaction, Consumer expectations, Consumer delight.

INTRODUCTION

“Satisfaction is a kind of stepping away from an experience and evaluating it”. Consumer satisfaction with a purchase depends upon the product performance relative to his expectations. A consumer might experience various degrees of satisfaction. If the product performances fall short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

Consumer satisfaction with a product/service refers to the favourability of the individual’s subjective evaluation of the various outcome and experiences associated with using or consuming the product service. The extent to which expectations are
realized is assumed to be directly related to the level of satisfaction experienced. If the actual product outcome meets with or exceed these expected level of satisfaction results. If the product outcomes are judged below the expectation dissatisfaction occurs.

BRANDS OF PACKED MASALA PRODUCTS USED

- Sakthi
- Aachi
- Aaha
- MTR

NEED FOR THE STUDY

As both husband and wife are working in offices, they cannot find time to prepare their daily dishes leisurely. They have to depend on ready to eat products like biscuits, ice creams, other snacks to satiate their hunger. Instead of ready to eat products, they can also use ready to make mixes like milakai thool, chicken masala, mutton masala, fish masala, sambar podi, rasam podi to prepare something to eat within no time. To satisfy the hunger of common man, numerous brands of ready to make mixes are made available in the market. The common man is given plenty of options to choose any mix according to his needs. In view of growing ready to make mixes market, the researcher of this study is keen to study the consumers’ interest in such mixes and their behaviour towards the mixes in the market. This study is done towards the end.

OBJECTIVES OF THE STUDY

The specific objectives of the study are:
• To ascertain the awareness of consumers about ready to make mixes
• To study the purchase preference of the consumers.
• To evaluate brand preference of the consumers.
• To study the factors influencing brand preference.
• To evaluate alternative purchase plans of the consumers.

HYPOTHESIS

Based on theoretical background and the objectives of the study, the following hypotheses have been formulated and tested in the study:
• There is no association between occupation and amount spends for ready to make mixes.
• There is no association between occupation and frequency of purchase.
• There is no association between Educational qualification and Factors influencing purchase.

METHODOLOGY

The methods used for analyzing the consumer buying behaviour towards ready to make mixes are presented below. It deals with selection of sample, nature of the study, source of data, method of data collection, pre-test of questionnaire and tools of analysis.

Selection of sample: A sample of 100 educated male and female respondents residing in Vandavasi, in the age group of (a) below 20, (b) between 20-30, (c) between 31-40 and (d) above 40 who are using ready to make mixes was covered. A method of random sampling is used to collect the required information for the study.

Nature of the study: This is an empirical study which evaluates the consumer buying behaviour in relation to ready to make mixes. Perceptions of the respondents form the basis for primary source of information.

Sources of data: The sources of data are primary and secondary. The primary data for the study relating consumer buying behaviour towards ready to make mixes has been collected through questionnaire. The secondary data on consumer buying behaviour were collected from enormous data relating to the topic of a research were downloaded from the internet.

Method of data collection: The questionnaire method was adopted to collect data and questionnaire was personally administered to the respondents. A few working people were met at their office and questionnaire were distributed to them. The questionnaire was collected after two or three days including weekends to enable them to devote more time and care in giving accurate and meaningful data. The format of questionnaire was made simple and easy in order to seek the co-operation of majority of respondents. In the beginning, 110 questionnaires were distributed to the respondents of Vandavasi. Out of this, 100 questionnaires were received by filling all the relevant columns. The remaining 10 questionnaires were discarded due to non-fulfillment of full particulars. As a result, only 100 questionnaires are considered for the study. The questionnaires were supplemented by interview to obtain meaningful answers and views from the respondents.
LIMITATIONS OF THE STUDY

The study suffers from the following limitations:

- The data was collected from educated respondents only. The views of illiterates are not hunted.
- The data was collected through the questionnaire method and limitations applicable to questionnaire method are liable to be found in this study too.
- Due to time constraint, the sample size was restricted to 100 respondents

REVIEW F PREVIOUS LITERATURE

- Abinaya, P, Kanimozhi,S and Subramani. A.K, 2015, to examine that Aachi Masala product encountered a lot of difficulty, 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 willful attempts it was able to get into the kitchens of our country and the rest of the world. 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.

- Poonam Bagal, 2015, stated that Spices have been an integral part in every Indian food is prepared at home. In recent times, large scale production of spice powders, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been hostile 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.

- Palanivel. V and Manikanda Muthukumar. C, 2014, this article examines that “Sakthi 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 masala encountered a lot of hurdles, since selling masala powders during those ays 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-determination and persistent attempts it was able to get into the kitchens of our country and the rest of the world. The store may look like a miracle, but the hard work, the pot holes and the bumps on the way and the stormy inclement weather are known only to producer. The person who stood behind produce masala for all those achievements was with help of their business partner.

- Loken & John (1993) important features of one product may be used to describe similar features in another. Products that are community sold in the same store or displayed near one another may exert us at effect as on another’s sales. A buyers observation of an products may influence impulse buying of another as a result of the kind of remainder promotional effect. A brand name that has strong association in one product category must transfer the association to other may be weak complements.

- Rosa & colleagues (1978), product markets are socially constructed and evolve from interactions between buyers and sellers, products markets may not always be co incident with a single product category that buyers and sellers each need to make sense of their behaviors also accounts for the seemingly ad hoc nature.

ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation are central steps in the research process. The purpose of the analysis is to organise, classify and summarize the collected data so that they can be better appreciated and interpreted to give answers to the questions that triggered the research. Interpretation is the search for the search for the broader meaning of the findings. Analysis is not fulfilled without interpretation, and interpretation cannot proceed without analysis. So, both are inter dependent.

In this chapter a detailed analysis of the collected data has been attempted as per the objectives stated earlier. Hypothesis were also tested based on the data, interpretations and conclusions were drawn.

Age

Tongue of an individual demands certain taste from foods that he takes in everyday life. The tongue of young age people demands hot and spicy food. The tongue of middle and old aged people does not demand too much spicy food. In view of this, a question was posed to sample respondents to state their age in the questionnaire given to them. The answers collected from them have been analyzed and presented in the table given below:
The following are the findings that have emanated from the study:

1. The majority of sample consumers (67%) are in the 26 to 35 years age group.
2. The majority of sample consumers (73%) have already tied nuptial knot and entered into family life.
3. There is no significant difference in the reason for using Masala products among the different age groups of sample consumers.
4. There is no significant difference in the reason for using Masala products among the married and unmarried sample consumers.

CONCLUSION

On one side there is always war with neighbouring countries. On the other side, naxalities never allow the people to have a peaceful life within the country. Whatever is happening around the world, all the human beings long for a taste. Taste can be enhanced by adding some newly introduced masala powders with the home made chilly powder. Innumerable brands of masala powders are made available in the market just to satiate the hunger for tasty food.

REFERENCES

4. Loken & John (1993), Diluting brand beliefs when do brand extensions have negative impact? Journal of marketing 57 (July) 71-84