

Customer Satisfaction Towards Sakthi Masala Products With Special Reference To Coimbatore

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Abstract- Sakthi Masala is a leading brand of Indian spices and seasonings. The company was founded in 1975 and has since become a household name in India and abroad. Sakthi Masala offers a wide range of high-quality spice blends, including curry powders, gram masala, sambar powder, and rasam powder, among others. The company's products are known for their unique blend of flavors and aromas, and are made only the finest quality ingredients. With a strong commitment to quality, innovation, and customer satisfaction, Sakthi Masala has established itself as one of the most trusted brands in the Indian spice market.

I. INTRODUCTION

The Queen of spices as the household name among the millions today, Mr. P. C. DURAISAMY, the Founder of the Company was a small-time turmeric trader, from a village called Perundurair near Erode. He found SAKTHI TRADING COMPANY in 1975 and was doing Turmeric Trading for some time. Later, he entered into the arena of pure spice powders like Turmeric, Chilli and Coriander. His inquisitiveness let him to enter into masala world with dauntless.

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. It is defined as "the number of customers, or percentage of total customers, whose reported experience with a firms, its products, or its services exceeds specified satisfaction goals. In a competitive marketplace where businesses compete for, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

The purpose of this study is to expand understanding of the factors influencing customer satisfaction and efficiency in contact centers. More specifically, the focus is on examining the grouped impact of the factors. First, this research draws on existing research on the factors influencing customer satisfaction. Second, empirical research is conducted to discover the combined effect of different factors on customer satisfaction

STATEMENT OF THE PROBLEMS:

In the modern marketing satisfaction is very essential. Now there are many packaged spices powder factories all over the country with different brand names. Among them the major brands are Sakthi masala, Aachi, MTR, Everest, Pandiyan and other local competitive brands. In the above brands, Sakthi masala is considered for the study. One of the most popular or famous among the masala product was Sakthi masala product. This Trading Company produce masala product like masala powders, instant masala, pickles, Ghee, oil etc., For large scale under the brand name of Sakthi. Hence, the customer satisfaction of Sakthi Masala products has been taken for the study.

OBJECTIVES

1. To study the customer satisfaction of Sakthi Masala Products.
2. To Offer few suggestions to improve the customer satisfaction of Sakthi Masala products.
3. To analyze the factors that affects the purchasing patterns of customer in Sakthi Masala products.
4. To find out the customer satisfaction level of taste, price, quality, availability, durability of Sakthi Masala products

II. REVIEW OF LITERATURE

Loken & John et.al., (1993), In their "Topic: Customer's satisfaction towards Sakthi Masala product". They found prominent features of one product maybe used to describe similar features in another. Products that are community sold in the same store or displayed near one another may exert we at effect as on another's sales. A buyer's observation of an products may influence impulse buying of another as a result of the kind of reminder promotional effect. A brand name that as strong association in one product category must transfer the association too there may be weak compliments.

Mr.A.D.Padmasingh Isaac et.al., (1998), In their "Topic: Customer's satisfaction towards sakthi masala product with

Special Reference to Tirunelveli district". He found that, the demographic variables such as age group, gender and nature of job of the Aavid people are having less impact on the factors of customers satisfaction. There search out come also indicates that, most of the customers were satisfied towards Sakthi masala product with respect to the choosen factors.

Balasubramanian, Ganesh Kumar, Datta, K et al., (2008) has been conducted in all the main coastal state and some chosen national states to understand the domestic marketing of fish in India. The study has show the need for create a same market strategy for fishes. This may direct to ease in process and regulation so that the country's fish production is well managed and delivered to the customers, at the same time assembly sure the remunerative prices to the fishers

SCOPE

This study included direct interaction with the customers and this helped to the level of customer satisfaction. This study is mainly confined to the customer satisfaction of Sakthi masala products in Coimbatore district.

III. METHODOLOGY USED IN THIS STUDY

SAMPLE SIZE

The sample size is 140 respondents

AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data have been obtained by administering a structured questionnaire to Women’s in Coimbatore

SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

TABLE: Simple percentage analysis

Factors	Options	No. of Respondents	Percentage
Age	Below 18	19	13.6
	18-25	109	77.9
	25-40	9	6.4
	Above 40	3	2.1
Marital status	Married	14	10
	Unmarried	126	90
Occupation	Student	101	72.1
	Employed	25	17.9
	Business	8	5.8
	Profession	3	2.1
	Others	3	2.1
Monthly income	Below 10000	87	62.1
	10000-30000	36	25.7
	30000-50000	12	8.6
	Above 50000	5	3.6
Preference of the respondents to buy Sakthi masala products	YES	134	95.7
	NO	6	4.3
preference of	Home-made masala	81	57.9
the respondents towards liking of masala	Sakthi Masala	59	42.1
The knowledge of the respondents of knowing Sakthi Masala	Advertisement	94	67.1
	Friends	22	15.7
	Relatives	15	10.7
	Self-test	9	6.5
Preference of th respondents of Promotional Activities	Offers	46	31.4
	Discount	44	32.9
	Coupons	27	19.3
	Others	23	16.4
preference of the respondents has including Sakthi masala in the purchasing list	YES	108	77.1
	No	10	7.1
	Maybe	22	15.8
The reason for popularity of sakthi masala among other brands	Taste	71	50.7
	Quality	44	31.4
	Price	14	10
	Others	11	7.9
The Buying location of the respondent towards Sakthi masala products	Retail Store	57	40.7
	Supermarket	60	42.9
	Wholesalers	16	11.4
	Online	6	4.3
	Others	1	0.7
Suggesting Sakthi masala products of the respondents to others.	Yes	97	69.3
	No	14	10
	Maybe	29	20.7
Worth value of Sakthi masala of the respondents	Yes	108	77.1
	No	10	15.8
	Maybe	22	7.1

INTERPRETATION:

It is clear from the table that 13.6 percent of the respondents are in the age category below 18 years, 77.9 percent of the respondents are in the age category 18 – 25 years and 6.4 percent of the respondents are in the age category of 25 –40 years and 2.1 percent of the respondents in the age category of above 40. It is clear from the table that 90 percent of the respondents are unmarried and 10 percent of the respondents are married. It is clear from the table that 72.1 percent of the respondents are students, 17.9 percent of the respondents are employed, 5.8 percent of the respondents are Business, 2.1 percent of the respondents are Professions, 2.1 percent of the respondents are engaged in other occupation. It is clear from the table that 62.1 percent of the respondent monthly income is below 10000, 25.7 percent of the respondent monthly income is 10000 – 20000, 8.6 percent of the respondent monthly income is 30000 – 50000 and 3.6 percent are above 50000. It is clear from the table that 95.7 percent of the respondents selected yes option and 4.3 percent of the respondents selected no option. It is clear from the table that 57.9 percent of the respondent prefer Home- made masala, 42.1 percent of the respondent prefer Sakthi masala. It is clear from the table that 67.1 percent of the respondent are Advertisement, 15.7 percent of the respondent are Friends, 10.7 percent of the respondent are Relative and 6.5 percent are Self- test. It is clear from the table that 31.4 percent of the respondents are attracts from Offers, 32.9 percent of the respondents are attracts from Discount, 19.3 percent of the respondents are attracts from Coupons and 16.4 percent of the respondents are attracts from Others. It is clear from the table that 77.1 percent of the respondents selected yes option, 7.1 percent of the respondents selected no option and 15.8 percent of the respondents are selected Maybe option. It is clear from the table that 50.7 percent of the respondents said popular for Taste, 31.4 percent of the respondents said popular for Quality, 10 percent of the respondents said popular for Price and 7.9 percent of the respondents said popular for Others. It is clear from the table that 40.7 percent of the respondents are buys from Retail Store, 42.9 percent of the respondents are buys from Supermarket, 11.4 percent of the respondents are buys from Wholesalers, 4.3 percent of the respondents are buys from Online and 0.7 percent of the respondents are buys from Others. It is clear from the table that 69.3 percent of the respondents selected yes option, 10 percent of the respondents selected no option and 20.7 percent of the respondents selected Maybe option. It is clear from the table that 77.1 percent of the respondents selected yes option, 15.8 percent of the respondents selected no option and 7.1 percent of the respondents selected Maybe option.

IV. SUGGESTIONS

- Few respondents are satisfied with the products provided by the Sakthi masala, but some respondents are not satisfied and therefore steps should be taken to make the customers satisfied.
- Most of the customers suggestions is to improve the flavors with spiciness may improve the satisfaction level of the consumer.
- Few consumers in the study area do not know much about the Sakthi masala Products due to lack of awareness and limited literacy so the company may give more advertisement. so that the Sakthi masala Products will reach all the parts of the country.
- The masala company may provide offers to attract a get more customers, through increasing package weight by 10 to 20 grams, because the most of the consumers prepared this type of package.
- Some of the respondents informed that the location of the store which are dealing the Sakthi masala products are far away from the place. Hence it is possible the company may try to increase the retailers dealing in Sakthi masala.

V. CONCLUSION

In today's competitive business, customers are considered as the back bone of the company. Customer satisfaction will help business build stronger relationship. The Sakthi masala products are one of the familiar brands in the market. even though in the study area of the people do not aware of Sakthi masala products as they used to buy the local brand of masala powder, prepared at cottage level. From this study, it is concluded that most of the customers are satisfied with the Sakthi Masala Products. Further they buy masala items in groceries shop and they prepare masala powders for their own taste. It is the real situation prevailing in the study area. Most of the respondents in the study area prepare pickle in their home itself. The masala powder is prepared by them once or twice in a year. Further there are several competitions in the market for Sakthi masala products nowadays. Hence the company has to concentrate more in marketing and advertising of their product in all possible ways to overcome the issues in marketing of Sakthi masala products which will help to satisfy, the needs and desires of the ultimate consumers and lead to increase the profit of the concerns. Further the company has to enhance the quality of all varieties of Sakthi masala products to have stability movement of all of it product in the market.

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