



CUSTOMER SATISFACTION TOWARDS SAKTHI MASALA

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Abstract: Customers are the bloodline of our business and also a satisfied customer is a word-of-mouth advertisement of a product/services. Product quality management, consumer satisfaction and retention are global issues that affect all organizations, be it a large or small, profit or non-profit, global or local. As many industry sectors mature, having a competitive advantage through provision of high-quality service is an increasingly important weapon in the business survival. In this study customer needs more advertisement to get aware of the product and introduce more ready-mix product.

Key Words: Customer satisfaction, Sakthi masala, Perundurai.

1. INTRODUCTION:

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

1.1. STATEMENT OF THE PROBLEM:

- Nowadays a lot of masala products producing companies have started masala product production all over India especially in Tamil Nadu.
- Among that Sakthi Masala is known product but some of their product have not reached to the customers
- To make the product reach they can give more advertisements

1.2. SCOPE OF THE STUDY:

- Most of the company want to know about the customer satisfaction because they had made a huge amount of investment to make the product known to the customer.
- In order to know the effectiveness of sales and customer satisfaction. It can be made to particular survey.
- If the customer is not satisfied, they can alter the product according to their needs and convenient to satisfy them.

1.3. OBJECTIVE OF THE STUDY:

- To find out the customer level of satisfaction towards Sakthi masala.
- To analysis the most effective advertisement media for Sakthi masala.

2. RESEARCH METHODOLOGY:

2.1. RESEARCH DESIGN: The research design used for the study is descriptive.

2.2. SOURCE OF DATA:

- **Primary data:** Primary data is that data which is collected for the first time. It is original data for the purpose of collecting of primary data, questionnaires were filled by the respondents.
- **Secondary data:** It is collected from different articles, journals, and websites.

2.3. SAMPLE SIZE: In this study, the size of sample is 200 respondents

2.4. SAMPLING METHOD: Sampling is the selection of some part of an aggregate or totality on the basis of which it is made. Convenient sampling is used in this research.



2. 5. STATISTICAL TOOLS FOR DATA ANALYSIS:

1. Simple percentage analysis
2. Chi Square Test

3. REVIEW OF LITERATURE:

Noor, T., et al., (2017)., stated in his article “Self – renewal of a bank office in operations” studied the various dimensions of bank operation. Researcher suggested that the system provides bank service should be flexible enough to accommodate rightful needs of customer.

Rana Pratap, V., (2018). assessed retailers’ opinion towards packed spices of Karani Brand with respect to packaged size, frequency of purchase, quality, price, promotion program, trade discount, nearest competitor and new product line in Warangal city of Telangana state (competitor of Sakthi Masala).

Peppers, D. and Rogers, M.,(2011) identified that Katdare, Pravin and then Everest brand of spices are mostly preferred by the consumers in Maharashtra. Branded spices are used only for taste than its price. The factors namely taste and convenient packaging size of masala products considered while choosing a brand.

Gronoos, C.,(2011)found that the desire to purchase new instant cooking products was greater among consumers in their desire than for conventional products.

Sreekumar, D.M., (2015)., identified that the awareness and attitude towards the product played a major role in influencing its buying behaviour.

4. PROFILE OF SAKTHI MASALA:

“SAKTHI MASALA” the Queen of spices as the household name among the millions today. Mr. P.C.DUR AISAMY, the Founder of the company was a small time turmeric trader, from a village called Perundurai near Erode district of Tamil Nadu.

Profile

- Founded – 1975
- Founder – Mr. P.C.Duraisamy
- Business Type – Manufacturer
- Employees – Above 1000

Products – Bengal gram flour, wheat flour, maize flour, rice flour, pure ghee, vanaspathi ghee, vegetable ghee, pure butter ghee, mango pickle, chilly pickle, lime pickle, mix pickle, spicy pickle, garam masala, curry powder, chicken masala, chilli powder, turmeric powder.

Mr. P.C.Duraisamy encountered a lot of hurdles since selling masala powders during those days to the oriental women who are traditionally conservative, was not that easy. It was the concept selling on “Easy Cooking” rather than marketing food products. With self – determination and persistent attempts he was able to get into the kitchens of our country and rest of the world.

The story 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 him. The person who stood behind him for all his achievements was his business partner and understanding life partner Dr. Santhi Duraisamy, the Director of the Company.

5. DATA ANALYSIS AND INTERPRETATION:

5.1. SIMPLE PERCENTAGE ANALYSIS:

A number of respondents distribution shows the number of frequencies in various classifications, which helps to get some preliminary ideas with respect to the objectives under study is constructed. To interpret the result comprehensively percentage values are computed.

TABLE 1 INFLUENCING SOURCE OF MEDIA

Source of media	Frequency	Percent
TV	39	19.50%
Newspaper	31	15.50%
FM Radio	20	10.00%
Social Media	52	26.00%
Shopkeepers	26	13.00%
Friends and Family	32	16.00%
TOTAL	200	100%



From the above table it is clear that 19.50 % of them choose TV, 15.50% of them choose Newspaper, 10% of them choose FM Radio, 26% of them choose Social media, 13% of them choose Shopkeepers and 16% of the respondents choose Friends and family.

TABLE 2: SATISFACTION ON USAGE OF SAKTHI MASALA

Satisfaction on usage of Sakthi Masala	Frequency	Percent
Highly satisfied	54	27.00%
Satisfied	143	71.50%
Dissatisfied	2	1.00%
Highly dissatisfied	1	0.50%
Total	200	100%

From the above table it 27% of them feel highly satisfied, 71.5% of them feel satisfied, 1% of the respondents feel dissatisfied and 0.50% of the respondents feel highly dissatisfied on usage of sakthi masala.

TABLE 3: AGE AND LEVEL OF SATISFACTION

Null hypothesis:

There is no significant relation between the Age and level of satisfaction of respondents.

Alternative hypothesis:

There is a significant relation between the Age and level of satisfaction of respondents

Category	Observed						Expected			
	18 -23	24 – 29	30 - 35	Above 35	TOTAL		18 -23	24 - 29	30 - 35	Above 35
Highly satisfied	16	17	5	16	54	0.27	9.99	15.66	4.32	2.43
Satisfied	25	51	24	43	143	0.715	26.455	41.47	11.44	6.435
Dissatisfied	1	0	0	1	2	0.01	0.37	0.58	0.16	0.09
Highly dissatisfied	1	0	0	0	1	0.005	0.185	0.29	0.08	0.045
Sub total	43	68	29	60	200					

Significance (p value)	0.314x10⁻⁶³
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The above table shows that Chi square value **0.314x10⁻⁶³** is lesser than 0.05. Hence alternate hypothesis is accepted. Thus, there is relationship between age and satisfaction level of the respondents

6. FINDINGS:

- Majority 34 % of the respondents are of 24-29 years old.
- Majority 84% of the respondents are female respondents.
- Majority 51.5% of the respondents are Uneducated.
- Majority 38% of the respondents are Students.
- Majority 69% of the respondents are married.
- Majority 49.50% of the respondents are earning between Rs.10001 - 50000.
- Majority 77% of the respondents are of Nuclear family
- Majority 79% of the respondents are of 3-5 family size.

7. SUGGESTIONS:

- To advertise more about their products will result in higher sales in other areas.
- Increase flavors with spiciness which customers are liking much about masala items.
- Increase more ready mix products which are more convenient for customers.
- To supply small size of pack for every day usage that attract retail customers.

**8. CONCLUSION:**

Today there are number of brands of products available in the market which differ in price, taste and preference, quality etc. but customers prefer to purchase their brand due to various reasons. The attitude of customers may change their preference of the choice of the product that may influence because of various factors like price appearance, performs etc. so the manufactures may give more attention to the customer preference which may post the possession of company in the market.

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