

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS SAKTHI MASALA IN COIMBATORE CITY****S. THANGAMANI****ASST. PROFESSOR****DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS****DR. SNS. RAJALAKSHMI COLLEGE OF ARTS & SCIENCE****COIMBATORE****E. ARTHI****RESEARCH SCHOLAR****DR. SNS. RAJALAKSHMI COLLEGE OF ARTS & SCIENCE****COIMBATORE****ABSTRACT**

The study was undertaken to find out the customer satisfaction level towards Sakthi Masala. This study is also made to provide suggestion to the organization for the improvement of their products. The customer perception was thoroughly studied analyzed and interpreted using the primary data and secondary data was collected through questionnaire. 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. But the real challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner. Marketing deals with identifying and meeting human and social needs. One of the shortest definitions is the "meeting need profitability".. If the performance false short of expectation, the customer is dissatisfied. If the performance matches the expectation, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. The key to generated high customer loyalty is delivering of high customer value. According to Michael, in his delivering profitable value, a company must design competitively superior values propositions aimed at specific market segments, packed by superior value- delivery system. The customer-centered firms seek to create high customer satisfaction that is not its main goal. If the company increases customer satisfaction by lowering its price or increasing its services the result may be lower profits.

**KEYWORDS**

Advertisements, Buying Behavior, Customer Satisfaction, Pricing, Purchase Decision.

**INTRODUCTION**

 AKTHI MASALA" the Queen of spices as the household name among the millions today, Mr.P.C.DURASAMY, the Founder of the Company was a small time turmeric trader, from a village called Perundurai 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, Chilly and Coriander. His inquisitiveness let him to enter into masala world with dauntless. He 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 the rest of the world. SAKTHI TRADING COMPANY has transformed into SAKTHI MASALA PRIVATE LIMITED named after its brand name "SAKTHI" in 1997. 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. The company has bagged with IS/ISO 9001:2008 certification from Bureau of Indian Standards, NewDelhi. The customers of SAKTHI MASALA are the house wives and those who need easy and quick cooking solutions. Restaurants, hostels, hotels, canteens are the other prominent consumers. SAKTHI MASALA reaches the houses located in every nook & corner of the country through its strong marketing network. 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.

**REVIEW OF LITERATURE**

**Rosa & colleagues (1978)**<sup>1</sup>, 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.

**MC Alister (1979)**<sup>2</sup>, Stalin that items from multiple category jointly contribute to fulfill buyers wants, which leads to buyers selecting several different products usually on the same or proximate shopping occasions most complementary production used together fit into this classification even through they are not always purchased together.

**Loken & john (1993)**<sup>3</sup> prominent 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 we 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.

**Erdem, tulin (1998)**<sup>4</sup>, buyers make purchase decision in a dynamic market environment. Which affords them choices from enormous environment and number of products as well as influence from a diverse set of marketing efforts. Buyers may also be affected by the context of their products depends directly and indirectly on many things, including the current or previous marketing efforts of other product i.e, products in different related categories. The ideas that demand in one product category can be marketing efforts in another in new.

**Bucklin Randolphe., Gray J.Russell and V.Srinivasan (1998)**<sup>5</sup>, product substitutability and complementarily have long been natural way to perceive inter category of relationship products are considered complements(substitute) if lowering(raising) the price of one product leads to an increase in sales of another.

<sup>1</sup> Rosa & Colleagues (1978), "Socio cognitive dynamic in product market, JOM 63(special issue)", 64-77.

<sup>2</sup> MC Alister(1979), "choosing multiple items from a product, JCR,6 ( Dec) 213-24".

<sup>3</sup> Loken & John(1993), Diluting brand beliefs when do brand extensions have negative impact? Journal of marketing 57 (July) 71-84.

<sup>4</sup> Erdem, Tulin (1998), an empirical analysis of umbrella branding journal of marketing research, 35 (August) 339-51.

<sup>5</sup> Bucklin Randolphe., Gray J.Russell and V.Srinivasan (1998) " a relationship between price elasticity's brand switching probabilities", Journal of Marketing Research, 35(Feb),99-113.

A.K.Kakkappan (1999)<sup>6</sup>, undertook a study on sakthi masala in coimbatore city with the intention to know the present condition of sakthi masala company in the city. An attempt was made to analyse the marketing operations of dairy industry in general at a macro level and coimbatore co-operative dairy in particular for an in depth study at micro level.

### ANALYSIS AND INTERPRETATION

This section presents the analysis and interpretation of the collected data from the sample (size 160) respondents spread throughout the area of Coimbatore city. The focus of analysis is exploring the components of customer satisfaction.

H<sub>0</sub>: There is no significant relationship between occupation and factor influenced towards sakthi masala.

H<sub>1</sub>: There is a significant relationship between age group and monthly income of sakthi masala.

TABLE 1: PERCENTAGE TABLE ACCORDING TO THEIR PROFILE

S.NO	FACTOR	CATEGORY	NO.OF.RESPONDENTS	PERCENTAGE
1	GENDER	MALE	48	30
		FEMALE	112	70
		TOTAL	160	100
2	AGE GROUP	BELOW 25 YEARS	38	24
		26-35 YEARS	51	31
		36-45 YEARS	46	29
		ABOVE 46 YEARS	25	16
		TOTAL	160	100
3	OCCUPATION	SELF-EMPLOYED	31	19
		PVT EMPLOYEE	64	40
		HOME MAKER	65	41
		TOTAL	160	100
4	MONTHLY INCOME	BELOW 8000	16	10
		8001-10000	40	25
		10001-15000	65	41
		ABOVE 15000	39	24
		TOTAL	160	100
5	FAMILY SIZE	1-3 MEMBERS	47	29
		4-6 MEMBERS	89	56
		MORE THAN 6 MEMBERS	24	15
		TOTAL	160	100
6	FACTORS INFLUENCED	PRICE	18	11
		QUALITY	35	22
		TASTE & PREFERENCE	73	46
		PACKAGING	34	21
		TOTAL	160	100
7	AVAILABILITY	HIGHLY SATISFIED	71	44
		SATISFIED	64	40
		NEUTRAL	25	16
		TOTAL	160	100

Source : Primary Data

Table 1 indicates that:

- 30 percent of the respondents are male and 70 percent of the respondents are female.
- 24 percent of the respondents are falls under the age groups below 25 years, 31 percent of the respondents were between the age groups of 26-35 years, 29 percent of the respondents were between the age groups of 36-45 years and 16 percent of the respondents were above 46 years.
- 19 percent of the respondents were self-employed, 40 percent of the respondents were pvt-employee and 41 percent of the respondents were home maker.
- 10 percent of the respondents are belong to the income group of below Rs.8000, 25 percent of the respondents were income group between Rs.8001-10000, 41 percent of the respondents were fell under the income group of above Rs.10001-15000 and 24 percent of the respondents were fell under the income group of above Rs.15000.
- 29 percent of the respondents are in the family size of 1-3 members, 56 percent of the respondents are in the family size of 4-6 members and 15 percent of the respondents are in the family size of more than 6 members.
- 11 percent of the respondents are influenced in the factor of price, 22 percent of the respondents are influenced in the factor of quality, 46 percent of the respondents are influenced in the factor of taste & preference and 21 percent of the respondents are influenced in the factor of packaging.
- 44 percent of the respondents are highly satisfied in the availability of sakthi masala, 40 percent of the respondents are satisfied in the availability of sakthi masala and 16 percent of the respondents are neutral in the availability of sakthi masala.

From the above, it can be conclude that majority of the respondents were using Sakthi masala are female, most of the respondents were falls under the age group 26-35 years, most of the respondents were engaged in home maker and majority of the respondents were falls under the income group below Rs.10001-15000, most of the respondents were in the family size of 4-6 members, majority of the respondents were influenced in taste & preference and most of the respondents were highly satisfied with the sakthi masala.

TABLE 2: CHI-SQUARE TEST

S.NO	FACTORS	CALCULATED VALUE	DEGREE OF FREEDOM	TABLE VALUE	RESULT OF 5 % LEVEL
1	Family size and quality of sakthi masala	12.651	6	12.592	Significant
2	Occupation and factors influenced towards sakthi masala	8.906	8	15.507	Not Significant
3	Gender and availability of sakthi masala	0.543	4	9.488	Not Significant
4	Age group and monthly income of sakthi masala	28.374	12	21.026	Significant
5	Monthly income and price of sakthi masala	13.632	9	16.919	Not Significant

<sup>6</sup> A.K.Kakkappan(1999), "A study of annapoorna masala in Coimbatore city, Tamilnadu", Unpublished Ph.D Thesis, Coimbatore: Bharathidasan University, 1999.

Table 2 indicates that:

- Chi - square test indicates that family size and quality as the Calculate value (12.651), which is greater than the table value (12.592) at the level of significance 0.5. Hence, the  $H_0$  is rejected.
- Chi - square test indicates that occupation and factor influenced as the Calculate value (8.906), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the  $H_1$  is accepted.
- Chi - square test indicates that gender and availability as the Calculate value (0.543), which is greater than the table value (9.488) at the level of significance 0.5. Hence, the  $H_1$  is accepted.
- Chi - square test indicates that age group and monthly income as the Calculate value (28.374), which is greater than the table value (21.026) at the level of significance 0.5. Hence, the  $H_0$  is rejected.
- Chi - square test indicates that monthly income and price as the Calculate value (13.632), which is greater than the table value (16.919) at the level of significance 0.5. Hence, the  $H_1$  is accepted.

TABLE 3: GARRET RANKING TECHIQUES

S.NO	FACTORS	RANK					GARRET'S SCORE
		1	2	3	4	5	
1	Price	1564	1320	1250	1872	1152	7158
2	Quality	4968	2880	1250	780	312	10190
3	Taste & Preference	5796	2160	850	897	504	10207
4	Packaging	1288	1320	2050	1209	1248	7115
5	Availability	1656	1860	2450	1443	600	8009

## RESULT

S.NO	FACTORS	MEAN SCORE	RANK
1	Price	44.73	IV
2	Quality	63.68	II
3	Taste & Preference	63.79	I
4	Packaging	44.46	V
5	Availability	50.05	III

Table 3 indicates that:

The above table furnishes the Garret's Ranking Techniques results are analyzed by using mean score. 1<sup>st</sup> rank to taste & preference and their mean score is 63.79, 2<sup>nd</sup> rank to quality and their mean score is 63.68, 3<sup>rd</sup> rank to availability and their mean score is 50.05, 4<sup>th</sup> rank to price and their mean score is 44.73, 5<sup>th</sup> rank of packaging and their mean score is 44.46.

## FINDINGS

Table 1: Percentage Table

- Majority (70%) of the respondents are the female.
- Majority (31%) of the respondents are the age group of 26-35 years female.
- Majority (69%) of the respondents are married.
- Majority (33%) of the respondents are graduates.
- Majority (41%) of the respondents are home maker.
- Majority (41%) of the respondents monthly income are Rs.10001-15000.
- Majority (56%) of the respondents family group are 4-6 members.
- Majority (91%) of the respondents are using the branded items.
- Majority (98%) of the respondents are aware of sakthi masala.
- Majority (26%) of the respondents mode of awareness was through friends & relatives and family of sakthi masala.
- Majority (46%) of the respondents are influenced by the taste & preference of sakthi masala.
- Majority (36%) of the respondents are using the quality of sakthi masala.
- Majority (41%) of the respondents are moderate feel the price of sakthi masala.
- Majority (44%) of the respondents are highly satisfied with the availability of sakthi masala.
- Majority (45%) of the respondents are highly satisfied with the level of sakthi masala.

Table 2: Chi-Square Test

- The chi-square test relationship between family size and quality of sakthi masala.
- The chi-square test relationship between occupation and factors influenced towards sakthi masala.
- The chi-square test relationship between gender and availability of sakthi masala.
- The chi-square test relationship between age group and monthly income of sakthi masala.
- The chi-square test relationship between monthly income and price of sakthi masala.

Table 3: Garret Ranking Techniques

The highest score is awarded to taste & preference of sakthi masala and the least score is awarded to packaging of sakthi masala.

## SUGGESTIONS

- ❖ To create impact, the company should concentrate on various advertisement media.
- ❖ The taste & preference of sakthi masala is considered to be the main factor of purchasing sakthi masala.
- ❖ The cost of sakthi masala should be moderate so it can be used by more number of peoples.
- ❖ To compete with other branded masala quality, price and packaging should be concentrated.
- ❖ Advertisement about sakthi masala should be more effective and attractive. Due to advertisement, it will create more customers to use and buying behavior is also increased.

## CONCLUSION

Today there are number of brands of products available in the market which differ in price, taste & preference, quality etc., but customers prefer to purchase their brands 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, performance etc., so the manufacturers may give more attention to the customer preference which may host the possession of the company in the market. The present study reveals that majority of the respondents preferred to buy sakthi masala for taste & preference, so the company should maintain it and increase the more number of customers.

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