



## A STUDY ON CUSTOMER SATISFACTION TOWARDS AACHI MASALA IN MADURAI CITY

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### ABSTRACT:

Aachi Masala is the popular of Masala as the household among the millions of people today. It is doing Masala trading in to the field of pure spice powders like Turmeric, Chilli, Coriander powders and Mutton, Chicken Kulambu Masalas etc. This masala encountered a lot of hurdles, since selling masala products during those days to the oriental women who are traditionally conservative. It is not easy to sell. It is concept selling on “Easy Cooking” rather than marketing food products with self determination and persistent attempts, it is able to get into the kitchens of our country and the rest of the world. The person who stood behind produce masala for all those achievements was with help of their business partner. The main objective of this research is to identify the Customer satisfaction of Aachi masala products.

### KEYWORDS:

**AACHI MASALA, CUSTOMER SATISFACTION, EASY COOKING, GROCERY, PRODUCTS.**

### 1.1 INTRODUCTION:

Over centuries the Masala have gained greater foothold, not only in India but also all over the world wherever good food is considered as necessity. A well-equipped Indian kitchen has all major varieties of spices stocked. In India, Masala are available in almost all grocery shops. The common spices which are used in their raw and fresh forms are available in vegetable shops. A company needs to view the retailers in the same way it views its end users. Masala play a very important role in Indian cooking. “Masala” is the Hindi word for “Spice”. When a combination of Masala, herbs and others condiments are ground together, it is also called “Masala”. Masala trade is a big business from time immemorial. Masala from India and far Eastern Asia were in demand from Ancient times. Indian Masala are famous all over the world for their rich taste and unique flavour.

### 1.2 STATEMENT OF THE PROBLEM

Nowadays, a lot of masala products producing companies have started masala products production all over the world. One of the famous one is Aachi masala product. The Aachi Masala producers produce many varieties of masala product like Masalas, Pickles, Thokku, Ready to eat and Ready to Cook Product for large scale under the brand name of Aachi. This interest makes the researcher to study about this issue. It is essential to study about the Customer

satisfaction of Aachi Masala products in Madurai city. In this fast-moving world, people have very less time to do a lot of work in their day-to-day life. In order to complete their works quickly make use of readymade processed spices products, pickles, etc., that save them a lot of time in doing a work, since it is less time consuming, saving energy, etc., require of customer aware about the Aachi Masala products in Madurai city.

### 1.3 REVIEW OF LITERATURE

**Abinaya. P, Kanimozhi. S and Subramani. A.K, 2015,** this article examine that Aachi Masala products encountered a lot of hurdles, 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 tenacious attempts it was able to get into the kitchens of our country and the rest of the world. The main objective of this research is to identify the customer satisfaction towards Aachi chicken masala in Madurai Descriptive research was used in this research. 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.

**Thangamani. S, and Arthi. E, 2015,** The study was undertaken to find out the customer satisfaction level

towards Aachi Masala. 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. 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.

**1.4 OBJECTIVES OF THE STUDY**

- ❖ To study the customer satisfaction of Aachi Masala Products in Madurai city.
- ❖ To examine the factors influence the purchasing patterns of customer of the Aachi Masala products in Madurai city.
- ❖ To offer few suggestions to improve the customer satisfaction of Aachi Masala products in Madurai city.

**1.5 RESEARCH DESIGN**

In accordance with the above objective, the research design is planned in such a way that the customer satisfaction of Aachi Masala. This study includes the use of both primary and secondary data.

**1.6 SOURCE OF DATA**

Data collection is the term used to describe a process of preparing and collecting data.

**PRIMARY DATA**

Questionnaire given to 50 respondents.

**SECONDARY DATA**

Websites and online journals, Published reports and Review of study.

**1.7 SAMPLE SIZE**

Sample size of 50 was taken for the study. The result is generalized on the basis of sample selected.

**1.8 DATA ANALYSIS**

**TABLE 1**

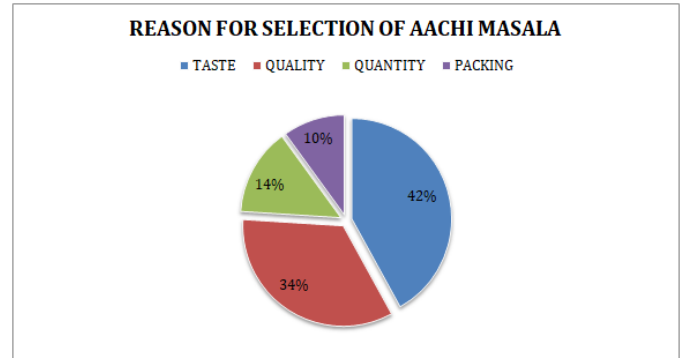
**REASON FOR SELECTION OF AACHI MASALA**

Reason	No. of Respondents	Percentage
Taste	21	42%
Quality	17	34%
Quantity	7	14%
Packing	5	10%
Total	50	100%

Source: Primary data

From the above table 1 shows that out of 50 respondents, 42% of the respondents are Taste, 34% of the respondents are Quality, 14% of the respondents are Quantity and 10% of the respondents are Packing.

**CHART 1**



**TABLE2**

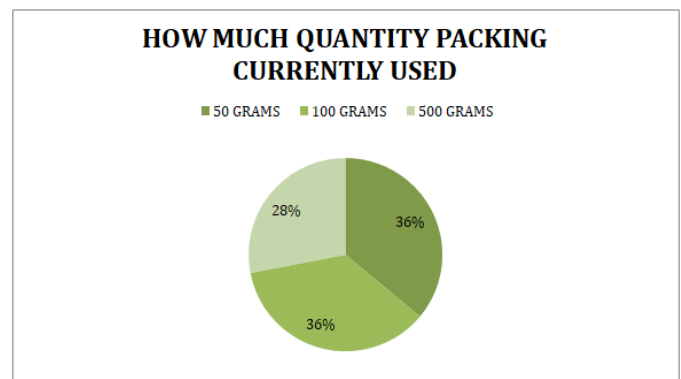
**HOW MUCH QUANTITY PACKING CURRENTLY USED**

Packing	No. of Respondents	Percentage
50 grams	18	36%
100 grams	18	36%
500 grams	14	28%
Total	50	100%

Source: Primary data

From the above table 2 shows that out of 50 respondents, 36% of the respondents are 50grams and 100 grams and 28% of the respondents are 500 grams.

**CHART 2**



**TABLE 3**

**AACHI MASALA IS DOING GOOD IN THIS SECTOR**

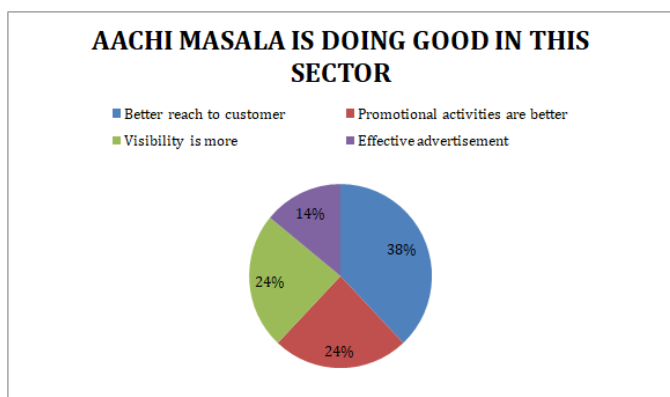
Sector	No. of Respondents	Percentage
Better reach to customer	19	38%

Promotional activities are better	12	24%
Visibility is more	12	24%
Effective advertisement	7	14%
Total	50	100%

Source: Primary data

From the above table 3 shows that out of 50 respondents, 38% of the respondents are better reach to customer, 24% of the respondents are promotional activities are better and visibility is more and 14% of the respondents are effective advertisement.

CHART 3



**1.9 FINDINGS**

1. Out of 50 respondent 42% of the respondents are selected tastes in Aachi Masala.
2. Out of 50 respondent 36% of the respondents are selected both 50gram and 100 gram in Aachi Masala.

3. Out of 50 respondent 38% of the respondents are selected Better reach to the customer in Aachi Masala.

**1.10 SUGGESTION**

- AACHI MASALA has to solve problem and ensure that every place has proper product supply.
- Packing is low so it should be improve as well .
- It would be great if Aachi masala provide some new services .
- Problem has to solve and make sure Aachi masala provide stable taste quality.

**1.11 CONCLUSION**

Masala is a very essential and daily using commodity. It is useful to all the group of people. In city the packaged Masala is widely used and liked by the Buyers. From the above study, it is concluded that the packaged masala is more preferable than the loose masala in this District. Aachi masala is preferred by most of the users are like Packaging, price, availability, taste, etc. Effectiveness of media has bearing an awareness of the customer. Aachi masala products having effective marketing in all places because most of them accepted the product in quality as well as in tasty and price is low, this project entitled that customer satisfaction of Aachi Masala Products in Madurai City.

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