

# An Empirical Analysis of Customer Satisfaction Towards Aachi Masala Product

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**Abstract:** *Aachi Masala-faced numerous challenges because promoting masala powders to oriental females who are typically moderate was once difficult to sell. "Aachi Masala" is the extensively well-known of Masala as a own circle of relatives amongst a massive amount of women and men today, it's far doing Masala changing into the project of unadulterated flavor powders like Turmeric, Chili, Coriander powders, and Matten, Chicken, Kulambu Masalas, and so forth, this hobby lets in to enter masala worldwide with zeal. It has the capability to infiltrate our country's and the relaxation of the worldwide's kitchens. The keep can also additionally moreover furthermore appear like a miracle, however the tough work, pot openings, and knocks at the manner to maker. Tables are used to present the findings of the investigation. The review's key findings are that buyer satisfaction levels are moderate in terms of accessibility, variety, flavours, and fragrance. The findings also show that the vast majority of customers were pleased with Aachi Chicken Masala for the reasons specified.*

**Keywords:** *Satisfaction of the customers, Aachi Masala.*

## I. INTRODUCTION

Customer fulfillment is dynamic. Subsequently, it is important to consistently consider, investigate and get it and screen this comprehension to the showcasing the board so compelling choice can be taken it regard of items pivots in the sort of inclination positive negative that a purchaser has created towards it. It is fundamental for consider and investigate it to comprehend the reason why he/she has grown such an inclination? Close to, and the portrayed in the former section, specifically the job of the public authority and the consistently arising customer development, requires that advertisers in India should comprehend shopper fulfillment their necessities goals, assumptions and issues. It will be very helpful in taking advantage of showcasing openings and in gathering the difficulties that the Indian market offers.

## II. STATEMENT OF THE PROBLEM

Currently, a plethora of masala object generating businesses have began masala object manufacturing from one give up of the globe to the other. One of the maximum famous is the Aachi masala object. This piques the researcher's interest, prompting him to behavior studies at the subject. To end their paintings quickly, they use readymade treated flavours objects, pickles, and so on, which saves them a whole lot of time in carrying out a paintings, due to the fact it's far much less tedious, saving energy, and so on, anticipate consumer focus approximately the Aachi Masala objects in Trichy District.

## III. OBJECTIVES OF THE STUDY

- Focus on customer handling of aachi masala items in trichy district.
- Which aspects influence the purchasing behavior of Aachi Masala products.
- Provide suggestions on the level of customer satisfaction with Aachi Masala products.

## IV. RESEARCH METHODOLOGY

The specialist uses the two types of information collected as essential and supplemental information from the customer of Aachi Masala Products in Trichy District. Essential information is collected through a well-organized questionnaire. The optional information was collected from books, newspaper, magazine, paper, Aachi Masala Product official website, etc.

## V. RESEARCH DESIGN

The Research Design was adopted in this was Descriptive in Nature. The researcher using conversance sampling method.

### A. Sample Size

It deals with the respondents of Trichy District. The size of the sampling was 60.

### VI. LIMITATIONS OF THE STUDY

- The information assortment is material in Trichy District as it were.
- The time span of examination was confined to restricted days,
- The various perspectives and feelings given by the respondents were exposed to individual premise as it were.

### VII. REVIEW OF LITERATURE

**V. PALANIVEL (2017)** "Aachi Masala" is a masala known to many people nowadays as a personal family. It takes masala into the world of unadulterated peel powders like turmeric, chilli, coriander and mat powder, chicken, kulambu masalas and so on. This interest makes it possible to enthusiastically enter masala around the world. This masala faced numerous troublesome conditions for selling masala implements to oriental women, which were traditionally soft at the time. It's not easy to sell. The main purpose of these studies is to differentiate customer compliance of aachi masala devices in Dharmapuri district. The idea is a useful resource in developing the type of product.

**P ABINAYA (2015)** It was idea fixing on "Simple Cooking" instead of advertising food items with self-rule and tireless endeavors it had the option to get into the kitchens of our nation and the remainder of the world. The exploration depended on the consumer loyalty of Aachi chicken masala and the item inclination of the clients to recognize the contenders of Aachi and gives proposes to work on the nature of the Product. The exploration result likewise shows that, the vast majority of the clients were fulfilled towards Aachi Chicken Masala concerning the picked factors.

**Dr. M. RAJAMANICKAM (2016)** SAKTHI MASALA" the Queen of flavors as the without problems identified identify amongst the giant numbers today, it was once doing Turmeric changing for pretty a while. Later went into the discipline of unadulterated taste powders like Turmeric, Chili and Coriander. This masala skilled a ton of obstacles, due to the fact that promoting masala powders at some point of these days to the oriental women who are usually moderate; The character who remained at the back of produce masala for each and every one of these accomplishment used to be with help of their colleague.

**Table 1: Data Analysis of Demographic Variables**

	No. of Respondents	%	Results
<b>Gender</b>			Majority (63.33%) of the respondents were Female
Male	22	36.67	
Female	38	<b>63.33</b>	
Total	<b>60</b>	<b>100</b>	
<b>Age</b>			Most of the respondents (33.3%) were belongs to the age group of Below 30
Below 30	20	<b>33.3</b>	
30-40	18	30.0	
40-50	14	23.3	
Above 50	8	13.4	
Total	<b>60</b>	<b>100</b>	
<b>Marital status</b>			Most of the respondents were Married (68.4%).
Married	19	31.6	
Un married	41	<b>68.4</b>	
Total	<b>60</b>	<b>100</b>	
<b>Education Level</b>			Majority of the respondents 40 % were Graduate.
Below SSC	14	23.3	
Graduate	24	40.0	
Post Graduate	15	25.0	

Others	7	11.7	
<b>Occupation</b>			
Farmer	16	27	Majority 37% of the respondents were Private employees.
Govt. Employee	12	20	
Pvt. Employee	22	<b>37</b>	
Professional	10	16	
Total	<b>60</b>	<b>100</b>	
<b>Income</b>			
Below-20000	18	<b>30</b>	Majority 30% of the employees were getting Monthly income of Below 20000
20000-30000	14	23.4	
30000-40000	16	26.6	
40000 above	12	20	
Total	<b>60</b>	<b>100</b>	

**Table 2: Utilization Period of the Respondents**

Consumption Period	No. of Respondents	Percentage
Below 1 year	10	16.6
1 year-3 years	27	<b>45.0</b>
3 years- 6 years	14	23.3
More than 6 years	9	15.1
<b>Total</b>	<b>60</b>	<b>100.0</b>

The on top of table shows that the employment time of the respondents was one6.6% of the respondents were burned-through the Aachi masala item below 1 year, 45% of the respondents were eaten 1 to three years, 23.3% of the respondents were burned-through 3 to six years and 15.1% of the respondents were burned-through over 6 years.

**Table 3: Reasons for Usage**

Reasons for Usage	No. of the Respondents	Percentage
Sensible Price	22	36.6
Great Quality	18	30
Accessibility	12	20
Brand name	8	13.4
<b>Total</b>	<b>60</b>	<b>100.0</b>

The above desk suggests that the Reasons for Usage of the respondents had been 36.6% of the respondents had been utilized for smart value, 30% of the respondents have been utilized for appropriate quality, 30% of the respondents had been utilized for accessibility and 13% of the respondents had been utilized for desirable manufacturer name.

**Table 4: Item Price Affordable of the Respondents**

Product Price	No. of Respondents	Percentage
Yes	30	50
No	24	40
No idea	6	10
<b>Total</b>	<b>60</b>	<b>100.0</b>

The on top of table shows that the things price cheap of the respondent's 1/2 the respondents were acknowledged the item value 40% of the respondents not acknowledged the item value 10% of the respondents got no thought relating to item cost.

**Table 5: Preference of the Brand other than Aachi**

Brand Preference	No. of Respondents	Percentage
Other Than Aachi	17	28.4
No	14	23.3
Sometimes	29	48.3
Total	60	100.0

The higher than table shows that 28.4% of the respondents were lean toward on the other hand Aachi, 23.3% of them weren't favor Aachi and 48.3% of them were in some cases lean toward other than Aachi.

**Table 6: Purchase of Aachi Masala**

Frequent Purchase	No. of Respondents	Percentage
Retail Shop	34	56
Grocery shop	18	30
Super market	8	13
<b>Total</b>	<b>60</b>	<b>100.0</b>

The above table reads that, 56% of the Respondents were purchase their product in Retail store, 30% of them were purchase in Grocery shop and 13% of them were purchase in super markets.

**Table 7: Overall Satisfaction**

Satisfaction Level	No. of Respondents	Percentage
Highly Agree	14	23.3
Agree	29	48.3
Neutral	11	18.4
Disagree	6	10.0
<b>Total</b>	<b>60</b>	<b>100.0</b>

The higher than table shows that the overall fulfillment of the respondents 23.3% of the respondents were exceptionally Agree 48.3% of the respondents were united 18.4% on Aachi results of the respondents were unbiased, thereon item and 10% of the respondents were disagree regarding the item.

**VIII. SUGGESTIONS**

- The exploration result additionally shows that, the majority of the clients were fulfilled towards Aachi Chicken Masala regarding the picked factors.
- Majority of the people in the study were using Aachi masala subsequently, the maker more focuses with delivering greater nature of the items with other masala products.
- The environmental factor also should take necessary step by the company.

**IX. CONCLUSION**

The general investigation of the review shows that at presents such countless assortments of items accessible even the purchaser was fulfilled item. Along these lines, the greater part of them liable to purchase the Aachi Masala item and they set up the food varieties in simple way, since save the time and furthermore getting the delectable food varieties in extremely brief time frame. This masala object is now participating in the moststanding firms amongst different masala companies this offers a high quality stay to moreover reinforce its position. The specialist reasons that "the Aachi masala is the one of the main masala businesses among different enterprises".

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