

A STUDY ON CUSTOMER BEHAVIOUR AND SATISFACTION TOWARDS SAKTHI MASALA PRODUCT WITH SPECIAL REFERENCE OF CHENNAI CITY

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

BY

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A+" by NAAC | 12B Status by UGC

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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRAVEEN. K 42410250** who carried out the Project Training “**A STUDY ON CUSTOMER BEHAVIOUR AND SATISFACTION TOWARDS SAKTHI MASALA PRODUCT WITH SPECIAL REFERENCE OF CHENNAI CITY**” under my supervision from September 2023 to November 2023

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Submitted for Viva voce Examination held on_____

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DECLARATION

I **PRAVEEN. K (42410250)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER BEHAVIOUR AND SATISFACTION TOWARDS SAKTHI MASALA PRODUCT WITH SPECIAL REFERENCE OF CHENNAI CITY**” done by me under the guidance of **DR.D. VELUMONI B.com, MBA, M.Phil, NET, SET 2012, Ph.D.**, is submitted in partial fulfilment of therequirements for the award of Master of Business Administration degree.

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I convey my sincere thanks to **Dr.G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A.Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. D.VELUMONI B.com, MBA, M.Phil, NET, SET 2012, Ph.D.,** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	Abstract	(i)
	List of tables	(ii)
	List of charts	(iii)
	INTRODUCTION	
	1.1. Introduction	1
	1.2. Industry profile	4
	1.3. Company profile	5
	1.4. Statement of the problem	7
	1.5. Need of the study	7
	1.6. Objectives for the study	7
	1.7 Scope of the study	7
2	REVIEW OF LITERATURE	8-14
	3.1. Research methodology	15
	3.2. Research Design	15
	3.3. Sampling Technique	16
	3.4. Sources of Data	16
	3.5. Structure of questionnaire	17
	3.6. Sample Size	17
	3.7. period of study	17
	3.8. Area of the study	17
	3.9. Hypothesis	18
	3.10. Tools for analysis	18
	DATA ANALYSIS AND INTERPRETATION	
	4.1. Percentage analysis	20
	4.2. Anova	41-42
	4.3. Correlation	41-43
	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1. Findings of the study	44
	5.2. Suggestions	46
	5.3. conclusion	47
	References	48
	ANNEXURE I – Questionnaire	49

ABSTRACT

Mastering masala blending is both an art and science. Given the diversity of culture and the wide variety of distinctive cuisines and taste preferences, prevalent across the length and breadth of India, it is a skill that needs perfection and it's not easy. So, numerous companies involved to producing variety of spices to attract the domestic and international market including Sakthi Brand of Masala Products. The present research is an attempt to analyze the consumers' perception and satisfaction towards the Sakthi Masala Products. The study has been made by collecting the responses of consumers through structured interview schedule. A total 100 valid responses were collected to assess the spices preference among the consumers, influencing factors on buying decision and their satisfaction towards Sakthi Masala Products. Findings of the research shows that Turmeric and Chilli Powder is the most preferred pure spices, Mutton and Chicken masala is the preferred spice blends, Tamarind and lemon rice powder as well as bajji-bonda mix are the preferred spice mixes of Sakthi Masala Products. Accessibility aspects, product specialty, brand reputation and better quality with reasonable price are the main factors that influencing buying decision of Sakthi Masala Products. Chi-square analysis reveals that there exist a significant association towards Sakthi Masala Products among various age groups and place of living of the Consumers.

Keywords: Sakthi Masala Products, Consumer, Spices category, behaviou and Satisfaction.

List of Table

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	AGE OF THE RESPONDENTS	20
4.1.2	GENDER OF THE RESPONDENTS	21
4.1.3	QUALIFICATION OF THE RESPONDENTS	22
4.1.4	PROFESSION OF THE RESPONDENTS	23
4.1.5	ANNUAL INCOME OF THE RESPONDENTS	24
4.1.6	RESPONDENTS KNOW ABOUT SAKTHI MASALAPRODUCT	25
4.1.7	RESPONDENTS AWARE OF SAKTHI MASALAPRODUCT	26
4.1.8	TYPE OF ADVERTISEMENT RESPOND TO THE MOST	27
4.1.9	MOST ATTRACTIVE TYPE OF MARKETING STRATEGY	28
4.1.10	RESPONDENTS KNOW ABOUT VARIOUS OFFER	29
4.1.11	BASIS FOR USING MASALA	30
4.1.12	RESPONDENTS MOSTLY USE IN SAKTHI MASALA PRODUCT	31
4.1.13	HOW OFTEN DO YOU BUY THIS PRODUCT	32
4.1.14	RESPONDENTS SATISFIED WITH SAKTHI MASALA PRODUCT	33
4.1.15	PRICE OF THE SAKTHI MASALA PRODUCT	34
4.1.16	QUALITY OF THE SAKTHI MASALA PRODUCT	35
4.1.17	TASTE OF THE SAKTHI MASALA PRODUCT	36
4.1.18	VARIETY OF THE SAKTHI MASALA PRODUCT	37
4.1.19	PACKING OF THE SAKTHI MASALA PRODUCT	38
4.1.20	REFERENCE OF OTHER OF THE SAKTHI MASALA PRODUCT	39
4.1.21	EASY AVAILABILITY OF THE SAKTHI MASALA PRODUCT	40

List of Chart

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	AGE OF THE RESPONDENTS	20
4.1.2	GENDER OF THE RESPONDENTS	21
4.1.3	QUALIFICATION OF THE RESPONDENTS	22
4.1.4	PROFESSION OF THE RESPONDENTS	23
4.1.5	ANNUAL INCOME OF THE RESPONDENTS	24
4.1.6	RESPONDENTS KNOW ABOUT SAKTHI MASALAPRODUCT	25
4.1.7	RESPONDENTS AWARE OF SAKTHI MASALAPRODUCT	26
4.1.8	TYPE OF ADVERTISEMENT RESPOND TO THEMOST	27
4.1.9	MOST ATTRACTIVE TYPE OF MARKETINGSTRATEGY	28
4.1.10	RESPONDENTS KNOW ABOUT VARIOUSOFFER	29
4.1.11	BASIS FOR USING MASALA	30
4.1.12	RESPONDENTS MOSTLY USE IN SAKTHIMASALA PRODUCT	31
4.1.13	HOW OFTEN DO YOU BUY THIS PRODUCT	32
4.1.14	RESPONDENTS SATISFIED WITH SAKTHIMASALA PRODUCT	33
4.1.15	PRICE OF THE SAKTHI MASALA PRODUCT	34
4.1.16	QUALITY OF THE SAKTHI MASALA PRODUCT	35
4.1.17	TASTE OF THE SAKTHI MASALA PRODUCT	36
4.1.18	VARIETY OF THE SAKTHI MASALA PRODUCT	37
4.1.19	PACKING OF THE SAKTHI MASALA PRODUCT	38
4.1.20	REFERENCE OF OTHER OF THE SAKTHIMASALA PRODUCT	39
4.1.21	EASY AVAILABILITY OF THE SAKTHI MASALAPRODUCT	40

CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION:

Customer behavior and satisfaction are critical aspects of marketing and business success. Understanding these concepts is essential for any organization aiming to thrive in a competitive market. Here's a brief introduction:

1. Customer Behavior: This refers to the actions, decisions, and choices that customers make when interacting with products or services. It encompasses everything from the initial awareness of a product to the final purchase and post purchase activities. Understanding customer behavior involves studying what drives them to make choices and how they respond to various marketing efforts.

2. Customer Satisfaction: Customer satisfaction is the degree to which customers are content with a product, service, or overall experience. It's a reflection of how well a company meets or exceeds customer expectations. Satisfied customers are more likely to become loyal, repeat customers and advocates for a brand.

These two concepts are interconnected. Customer behavior directly affects satisfaction, as understanding what customers want and need allows businesses to tailor their offerings and improve overall satisfaction. Satisfied customers, in turn, are more likely to exhibit desirable behaviors such as repeat purchases and positive word-of-mouth marketing. Businesses that effectively manage and measure customer behavior and satisfaction are better positioned for success in the long run.

MEANING OF CUSTOMER BEHAVIOR AND SATISFACTION:

Customer Behavior: Customer behavior refers to the actions, decisions, and choices made by individuals when they interact with products, services, or businesses. It includes how customers discover, evaluate, and purchase products, as well as their post-purchase activities. Understanding customer behavior is crucial for companies to tailor their offerings and marketing strategies effectively.

Customer Satisfaction: Customer satisfaction is the level of contentment or happiness that customers experience when using a product or service. It measures how well a business meets or exceeds customer expectations. Satisfied customers are more likely to remain loyal, make repeat purchases, and recommend the product or service to others, contributing to a company's success.

IMPORTANCE OF CUSTOMER BEHAVIOR AND SATISFACTION:

The importance of customer behavior and satisfaction in a business context is significant for several reasons:

1. Customer Retention: Understanding customer behavior and ensuring their satisfaction is crucial for retaining existing customers. Satisfied customers are more likely to return, make repeat purchases, and become loyal, long-term clients.

2. Customer Loyalty: Satisfied customers tend to develop loyalty to a brand or business. They are less likely to be swayed by competitors and are more likely to choose your products or services over alternatives.

3. Word-of-Mouth Marketing: Happy customers often become brand advocates. They recommend your products or services to friends, family, and colleagues, providing free and powerful word-of-mouth marketing that can attract new customers.

4. Competitive Advantage: A deep understanding of customer behavior can provide a competitive advantage. By tailoring products and services to meet customer needs and preferences, a business can stand out in a crowded market.

5. Product and Service Improvement: Monitoring customer behavior and gathering feedback is a valuable source of information for product and service improvement. It allows a business to make necessary adjustments to meet changing customer demands.

6. Increased Profitability: Satisfied customers are more likely to spend more, be less price-sensitive, and have a higher lifetime value to a business, ultimately leading to increased profitability.

7. Reduced Marketing Costs: Satisfied customers reduce the need for extensive marketing efforts to attract new customers. Happy customers can become repeat buyers without the need for costly acquisition campaigns.

8. Enhanced Reputation: Customer satisfaction contributes to a positive reputation for a business. High levels of satisfaction can improve a company's image and credibility in the market.

9. Feedback for Innovation: Customer feedback on their preferences, complaints, and suggestions can drive innovation and the development of new products or services that better meet customer needs.

10. Risk Mitigation: Businesses that track customer behavior and satisfaction are more attuned to potential issues and can address them before they escalate into major problems, reducing risks and liabilities.

In summary, customer behavior and satisfaction are paramount for a business's success and growth. They impact revenue, customer retention, reputation, and competitiveness, making them essential components of any company's strategy.

1.2. INDUSTRY PROFILE:

As of my last knowledge update in September 2021, there isn't a specific and widely known company or industry called "Sakthi Masala." However, "Sakthi" is a common term in South Asia and is often used in the names of various businesses, including those related to spices and masala production.

If you're looking for information on a specific "Sakthi Masala" company or industry, I would recommend providing more details or checking for the latest information through a search engine or official sources.

If you're interested in learning about the masala or spice industry in general, I can provide some general insights. The spice industry involves the production, processing, and distribution of various spices and masalas, which are essential ingredients in cuisines worldwide. Spices and masalas are not only used to add flavor but also for their medicinal and preservative properties. The industry typically includes activities such as farming, harvesting, drying, grinding, and packaging of spices for sale to consumers or for use in the food processing industry. The spice industry is a significant part of the agricultural and culinary sectors, and it plays a crucial role in the global food supply chain.

1.3 COMPANY PROFILE

SAKTHI MASALA PRODUCTS PVT LTD



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. 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. 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.

Mr. P.C.DUR AISAMY

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.

Dr. SANTHI DURAI

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. With all the quality of being humble (humility), we can declare that SAKTHI MASALA is qualitatively a superior product because the raw materials used are the best and are processed and packed hygienically. The company uses modern technology in drying the raw materials. The largest Solar heating channels by a masala company in Asia, are used to dry the raw materials without losing its natural quality, flavour & aroma. Sakthi Masala is serving the society through Sakthi Devi Charitable trust, as extended arm Sakthi Masala.

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. 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, New Delhi. 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 MASALAreaches the houses located in every nook & corner of the country through its strong marketing network.

1.4 STATEMENT OF THE PROBLEM

Sakthi Masala, a well-known brand in the spice and seasoning industry, is facing several challenges that need to be addressed in order to maintain and improve its market position.

1.5 OBJECTIVES OF THE STUDY

- To study the consumer satisfaction of SAKTHI MASALA product in Chennai city.
- To understand the customer awareness about sakthi Masala.
- To know the factors affecting the buying decision of the consumers with regard to the Sakthi Masala products.
- To find out consumers' preference of Sakthi Masala Products.

1.6 NEED FOR STUDY

- Most of the companies want to know about the customer satisfaction, because normally they had made a huge amount of investment to make the product known to the customers. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey.
- If the customers are not satisfied they would switch over to the other products it is very difficult to bring back those customers to make purchase and encourage them to make a word of mouth.

1.7 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.

CHAPTER 2

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.

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.

Thangamani. S. and Arthi. E, 2015. The study was undertaken to find out the customer satisfaction level towards Sakthi 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 thereal challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner.

Poonam Bagal, 2015, this article analysis that Spices have been an integral part in every Indian food is prepared at home or elsewhere. In recent times, large scale production of spice powders, curry seasonings, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been aggressive since there are several brands firmly rooted in the market.

Palanivel. V and Manikanda Muthukumar. C, 2014, this article examines that "Sakthi masala" the Queen of spices as the household name among the millions today, it was doing Turmeric trading for some time. Later entered into the arena of pure spice powders like Turmeric, Chilli and Coriander. This inquisitiveness lets to enter into masala world with boldness. This masala 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.

Krishnakumar. K. Dr and Kavitha, S. 2014, this article is to investigate the influence of brand loyalty on Masala product buying behaviour of consumers of Salem city in the Tamil Nadu. The study concluded that there is a high level of influence of product attributes on brand loyalty among women in Salem. The study concluded that there is a high level of influence of product attributes on brand loyalty among women in Salem.

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R. Buvaneswari (2013) in her article titled as ” a study on fast moving consumer goods marketing with special reference to Sakthi masala products” provides information about the FMCG. Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals.

Theo Muller (2010) in his article titled as “Loyal customers don’t quit... Satisfied customers do”. IN this essay we aim to debunk the long-held belief that customer satisfaction research is the one and only measure to determine customer loyalty. In fact, a customer satisfaction score is nothing more than a snapshot of how customers feel about your products, your service or your brand, at a given point in time. Tomorrow is another day and they may change their mind if one of your competitors offers a better deal. If the bribe or incentive is big enough, even satisfied customers will abandon your brand in droves. The reason for this is that merely being satisfied, or even very satisfied, is a rational state of mind – there is little or no emotion attached to that mind set. So any customer loyalty assumed from their level of satisfaction alone would be misplaced. Customer satisfaction, therefore, should not be confused with customer loyalty.

Hariharan, 2019 “A Study on Customer satisfaction Towards Aachi Masala Product in Tambaram Town, Chengalpattu District, Tamil Nadu” Aachi masala is a popular of masala as the household among the millions of people today; it is doing masala trading into the field. The main objective of this research are to identify the customer satisfaction of Aachi Masala in Tambaram town, Chengalpattu district. The suggestion is to improve the quality of the product.

Angamuthu. B, 2019 “Consumer Perception and Satisfaction towards Sakthi Masala Products” masala blending is both an art and science. Given the diversity of culture and the wide variety of distinctive cuisines and taste preference, prevalent across the length and breadth of India, it is a skill that needs perfection and it’s not easy. The present research is an attempt to analyze the consumer perception and satisfaction towards the Sakthi Masala products.

Rasadurai. M and Raguraman. M, 2018 analyzed “A study on consumer demand is very important aspect for very manufacture for the effective supply. Consumer preference plays a right role to decide upon their production capacity. The research aims to study about the consumer preference and attitude towards purchasing the instant/ mixed packed masala products especially on Sakthi Masala products and Aachi masala in Tirupattur Town. The study finds that, there are equal proportions of both the Sakthi and Aachi masala isers in Tirupattur. They use this masala mainly for taste and there are satisfied and happily recommend their brand to others. Sakthi Masala products and Aachi masala products are the best compensates in the market.

Prakash. M and Vinoth. M, 2017, “Consumer preference to brand of Masala powder” Masala refers to a mixture of many contiments which gives a pleasant odour. Gone were 15 days, the housewives used many contiments such as turmeric, curry leaf, cardamon, mace, aniseed, etc., for the purpose of preparing masala and the prepared masala is mixed with food items at the time of cooking. As such, the buyers can choose their preference. What makes them to buy the brand of masala is to be known in the larger interest of manufacturers, user of masala and the on lookers. Therefore, on the proposed study, an attempt is made by means of a survey, to understand the brand popularity in terms of favorable features of Masala powder.

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This study (2019). was conducted to measure the consumer satisfaction about the quality of powder spices in Bangladesh such as (turmeric, coriander, chili, cumin and mixed spices). It was found that consumers were not satisfied about the quality, and they believe it is not healthy and could cause many diseases. In addition, the study highlighted on the importance of acting about it to ensure meeting Bangladesh Standards and Testing Institution (BSTI) standards.

This research (2017) examines the factors affecting the acceptance and preference of branded spices in Bangladesh. It was found that the preference of branded and non branded spices is being affected by different factors such as income and education. 42% of the respondents preferred the branded spices when 17% used homemade spices. Most of the consumers believed that exported spices are better in quality and many housewives preferred them as they are more convenient and time saving. This study examines consumers' preferences of powdered spices in Bangladesh.

This study (2017) was conducted to measure customer satisfaction toward Aachi masala product in Dharmapuri District. Due to the high demand to use easy and quick spices for cooking, consumers from different demographics preferred packaged masala than loose masala. After collecting primary data, it was found that customers were satisfied with the quality, price, taste, and so many other aspects of the packaged masala.

This study examines (2020) the perception of customers toward processed spices. A random sampling was taken and 200 were selected. It was found that Customers prefer processes spices from different brands due to its quality, variety of options, packaging, and branding.

This paper (2015) studies the factors influencing customer's satisfaction toward local spices. Primary and secondary data were collected to study the relationship between customer's loyalty and many factors such as: the quality of the product and service as well as the store characteristics.

This study (2014) was conducted in Madurai city to understand customer's preferences regarding packaged and loose spices. It was found that in Madurai city, majority of people prefer the branded "Aachi" spice. Customers preference were based on multiple factors such as age, profession, product packaging, price, and product availability.

In this (2019) comparative study, the preference of both rural and urban women regarding packaged and unpackaged spices was studied. The results showed that more urban women preferred the packaged spices than the unpackaged one. On the other hand, rural women preferred the unpackaged spices more than the branded one. Those preferences were mainly due to the accessibility, comfort, and health awareness of the urban women as it was found that those factors were the motivators behind their preference.

This study (2017) evaluates customer's preference of organic spices in Coimbatore district. It was found that many customers lack the awareness of the health long term benefits of using organic spices. Education was mostly the factor behind the preference toward organic spices by some customers. Governments must create initiatives to increase consumer's awareness toward health benefits to increase the demand for such potential market. Due to the decrease in customer demand for Indian agricultural products such as spices, this study was conducted to analyze the factors causing the shift from traditional to modern spices methods of preparation and consumption.

This study (2022) was conducted to measure the level of customer's satisfaction toward Eagle processed spices considering different possible factors affecting their satisfaction. It was found that factors such as income level, awareness of the ingredients, and expiry date are highly affecting satisfaction. Eagle company has many opportunities for products expansion in the market due to the increase demand for quick and easy to use products.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chisquare, how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate and why. Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted, why particular technique of analysing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

3.2 RESEARCH DESIGN:

The research design is the descriptive structure within which research is conducted. It constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data. In short, research design must, at least, contain

- A clear statement of the research problem,
- Procedures and techniques to be used for data collection
- The population to be studied and
- Methods to be used in processing and analysing data.

3.3 SAMPLING TECHNIQUE:

Sampling techniques are the strategies applied by researchers during the statistical sampling process. This process is done when the researchers aims to draw conclusions for the entire population after conducting a study on the sample taken from the same population. The sampling technique used in this study is Simple Random Sampling. Simple random sampling is the purest and the most straightforward probability sampling method where each member of population is equally likely to be chosen as part of the sample and it is said simple random sampling removes bias from the selection procedure.

3.4 SOURCES OF DATA:

There are two main sources for collecting data. These are:-

1. Primary Data.
2. Secondary Data.

Primary Data It is the data that is collected for the first time. It is fresh and the originally collected by the surveyor. The response were collected personally by the research through a structural questionnaire, consisting of 17 questions.

Secondary Data Secondary data is the one which is collected by the someone else and already used in some or the other form. Here the secondary data used was the theoretical aspects of promotional tools and the statistical method made use of.

3.5 STRUCTURE OF QUESTIONNAIRE

A brief questionnaire for assessing customer behavior and satisfaction towards Sakthi Masala products. It includes questions about demographics, shopping habits, product usage, satisfaction levels, and suggestions for improvement. Your feedback is valuable in helping us enhance our products and services. Thank you for participating.

3.6 SAMPLE SIZE

The sample size refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. It should be optimum. The sample size should be a representative of the population from which it was drawn. The sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. Sample size is 100 respondents

3.7 PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 3months.

3.8 AREA OF THE STUDY

The area of study for a research project on customer behavior and satisfaction towards Sakthi Masala products would fall under the broader category of Consumer Behavior and Marketing Research. Specifically, it focuses on understanding how consumers interact with and perceive a specific food product, Sakthi Masala, to gauge their preferences and satisfaction levels.

3.9 HYPOTHESIS:

Null Hypothesis (H0): There is no significant relationship between customer behavior and satisfaction towards Sakthi Masala products.

Alternative Hypothesis (H1): There is a significant relationship between customer behavior and satisfaction towards Sakthi Masala products.

3.10 TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

3.10.1. PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. It is a useful method of expressing the relative frequency of survey responses and other data. Percentage frequency tables are generally displayed as tables or as bar graphs or pie charts. The process of creating a percentage frequency distribution involves first identifying the total number of observation to be represented; then summing the total number of observation within each data point or grouping of data points; and then dividing the number of observation within each data point or grouping of data points.

3.10.2 ANALYTICAL TOOLS (SPSS)

Tool for testing the Hypothesis (SPSS)

- Anova
- Correlation

ANOVA TEST

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

➤ **PEARSON CORRELATION**

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

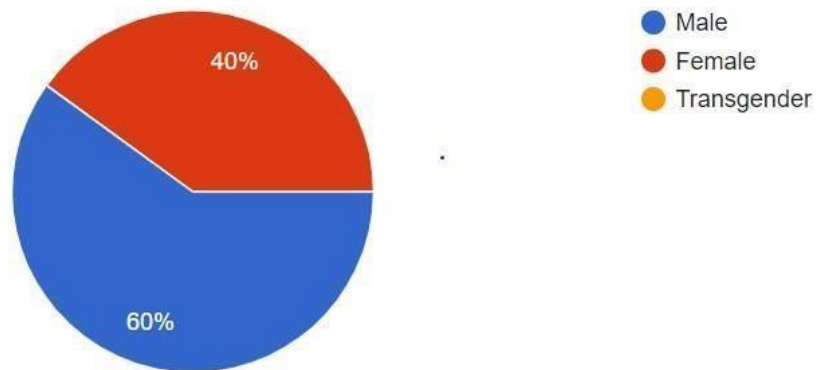
4.1. PERCENTAGE ANALYSIS

4.1.1 Table indicating the gender of respondents

s.no	Gender	No of Respondents	Percentage analysis
1	Male	63	60%
2	Female	42	40%
Total		105	100%

Gender

105 responses



Interpretation

From the above table it is interpreted that the gender of the respondents is male 60% and number of respondents in female are 40 %

INFERENCE

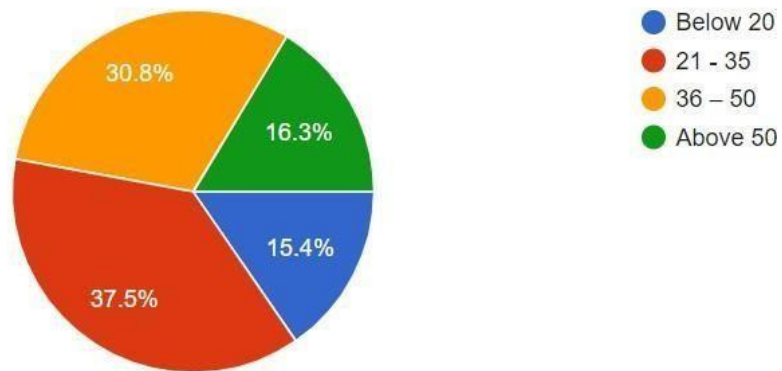
➤ Majority 60% of the respondents are male.

4.1.2 Table indicating the age of respondents

S.no	Age	No of Respondents	Percentage analysis
1	Below 20	16	15.4%
2	21 – 35	39	37.5%
3	36 – 50	32	30.8%
4	Above 50	17	16.3%
Total		104	100%

Age

104 responses



Interpretation

From the above table it is interpreted that the number of respondents Below 20 ages of respondents are 15.4%, between 21-35 age of respondents are 37.5%, between 36-50 age of respondents 30.8%, between Above 50 age of respondents are 16.3%.

INFERENCE

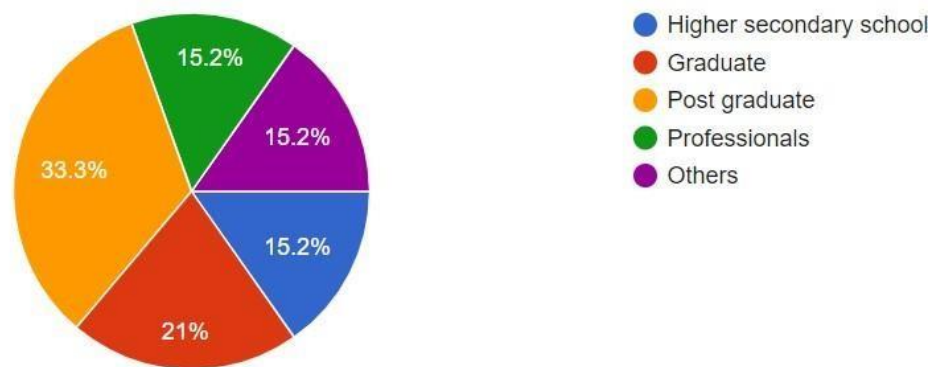
➤ Majority 37.5% of the respondents to the age group of 21-35 category.

4.1.3 Table indicating the education qualification of respondents

s.no	Education qualification	No of Respondents	Percentage analysis
1	Higher secondary school	16	15.2%
2	Graduate	22	21%
3	Post graduate	35	33.3%
4	Professional	16	15.2%
5	Other	16	15.2%
Total		105	100%

Qualification

105 responses



Interpretation

From the above table it is interpreted that the number of respondents Higher secondary school of respondents are 15.2%, Graduate of respondents are 21%, and post graduate of respondents 33.3%, Professionals of respondents are 15.2%, other of respondents is 15.2%

INFERENCE

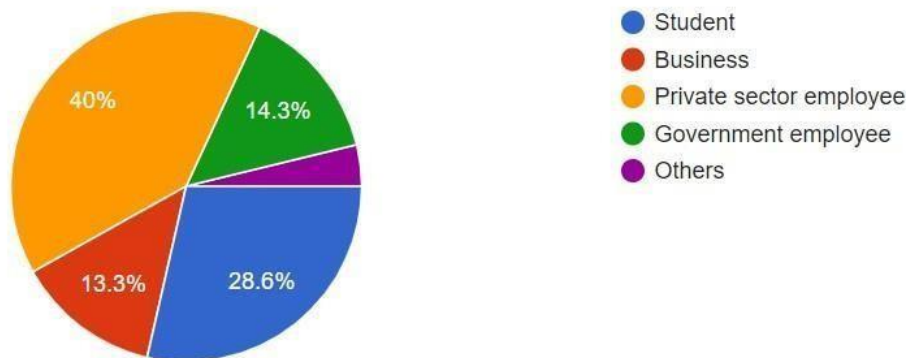
➤ Majority 33.3% of the respondents to the post graduate educational qualification.

4.1.4 Table indicating the Profession of respondents.

s.no	Profession	No of Respondents	Percentage analysis
1	Student	30	28.6%
2	Business	14	13.3%
3	Private sector employee	42	40%
4	Government employee	15	14.3%
5	Other	4	3.8%
Total		105	100%

Profession

105 responses



Interpretation

From the above table it is interpreted that the number of respondents Student of respondents are 28.6%, Business of respondents are 13.3%, and Private sector employee of respondents 40%, Government employee of respondents are 14.3%, other of respondents is 3.8%

INFERENCE

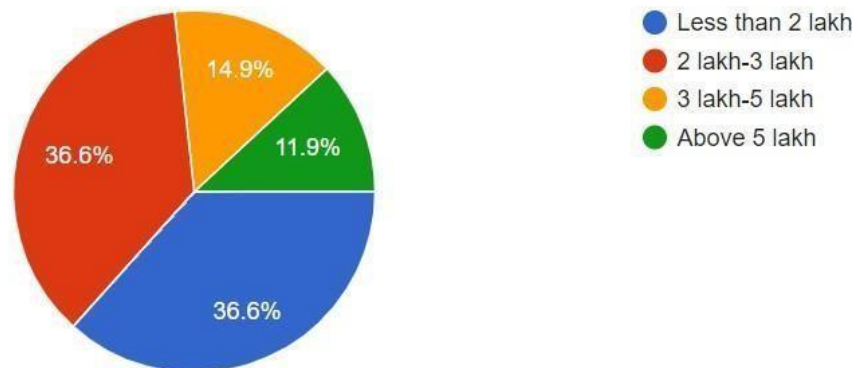
➤ Majority 40% of the respondents to the private sector employee Profession.

4.1.5 Table indicating the income of respondents.

s.no	Income	No of Respondents	Percentage analysis
1	Less than 2 lakh	37	36.6%
2	2 lakh – 3 lakh	37	36.6%
3	3 lakh – 5 lakh	15	14.9%
4	Above 5 lakh	12	11.9%
Total		101	100%

Annual Income

101 responses



Interpretation

From the above table it is interpreted that the number of respondents less than 2 lakh of respondents are 36.6%, 2 lakh-3 lakh of respondents are 36.6%, and 3 lakh-5 lakh of respondents 14.9%, Above 5 lakh of respondents are 11.9%

INFERENCE

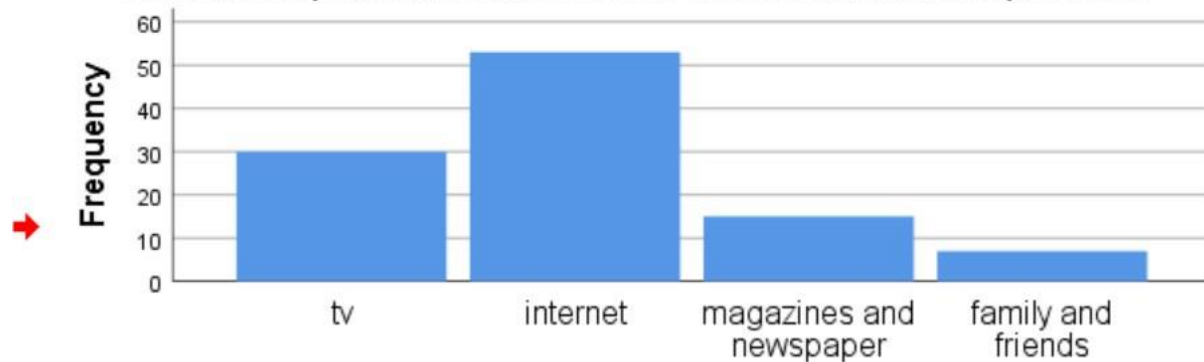
➤ Majority 36.6% of the respondents to less than 2 lakh & 2 lakh-3 lakh income.

4.1.6 Table indicating the about Sakthi masala products.

How the respondents came to know about Sakthi masala products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tv	30	28.3	28.6	28.6
	internet	53	50.0	50.5	79.0
	magazines and newspaper	15	14.2	14.3	93.3
	family and friends	7	6.6	6.7	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		

How the respondents came to know about Sakthi masala products



Interpretation

From the above table it is interpreted that the number of respondents TV of respondents are 28.3%, Internet of respondents are 50%, and magazines and newspaper of respondents 14.2%, family and friends of respondents are 6.7%.

INFERENCE

➤ Majority 50% of the respondents to the internet.

4.1.7 Table indicating the aware of sakthi masala product.

How far are you aware of sakthi masala product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little ware	21	19.8	20.0	20.0
	moderately aware	48	45.3	45.7	65.7
	highly aware	36	34.0	34.3	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		



Interpretation

From the above table it is interpreted that the number of respondents very little aware of respondents are 19.8%, highly aware of respondents are 45.3%, and moderately aware of respondents 34.0%.

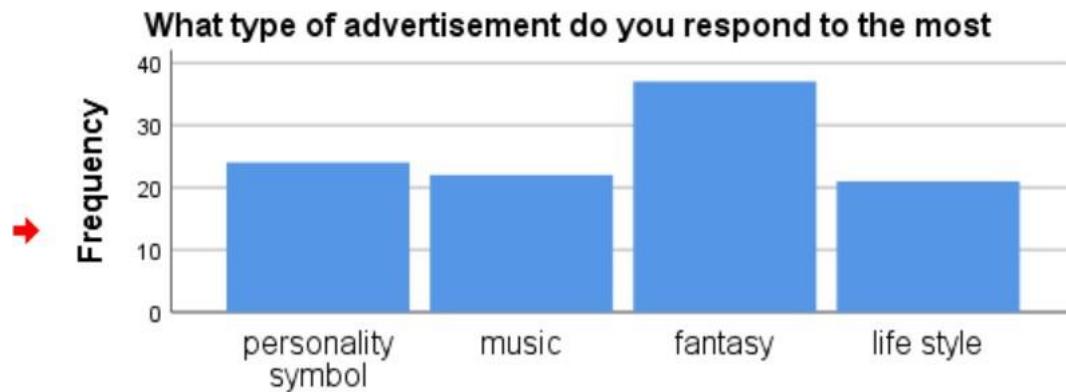
INFERENCE

➤ Majority 45.3% of the respondents to the moderately aware.

4.1.8 Table indicating the advertisement respond to the most.

What type of advertisement do you respond to the most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	personality symbol	24	22.6	23.1	23.1
	music	22	20.8	21.2	44.2
	fantasy	37	34.9	35.6	79.8
	life style	21	19.8	20.2	100.0
	Total	104	98.1	100.0	
Missing	System	2	1.9		
Total		106	100.0		



Interpretation

From the above table it is interpreted that the number of respondents personality symbol of respondents are 22.6%, music of respondents are 20.8%, fantasy of respondents 34.9%, and lifestyle of respondents are 20.2%

INFERENCE

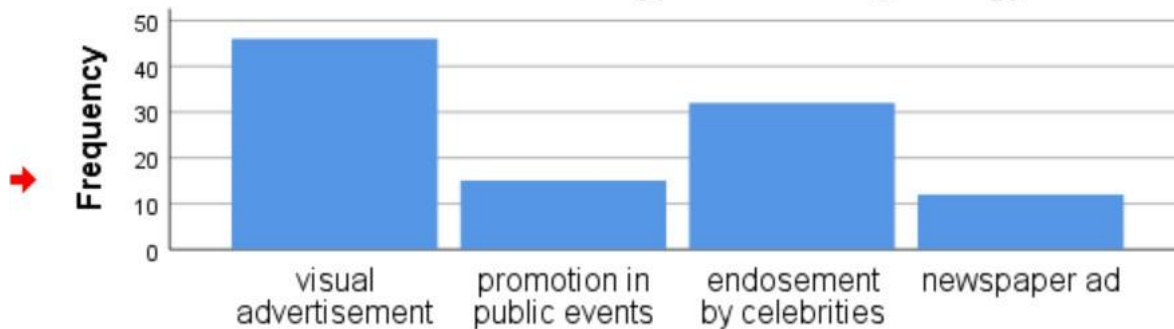
➤ Majority 34.9% of the respondents to the fantasy.

4.1.9 Table indicating the most attractive type of marketing strategy.

What is the most attractive type of marketing strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	visual advertisement	46	43.4	43.8	43.8
	promotion in public events	15	14.2	14.3	58.1
	endorsement by celebrities	32	30.2	30.5	88.6
	newspaper ad	12	11.3	11.4	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		

What is the most attractive type of marketing strategy



Interpretation

From the above table it is interpreted that the number of respondents visual advertisement of respondents are 43.4%, promotion in public events of respondents are 14.2%, endorsement by celebrities of respondents 30.5% and newspaper ad of respondents are 11.3%.

INFERENCE

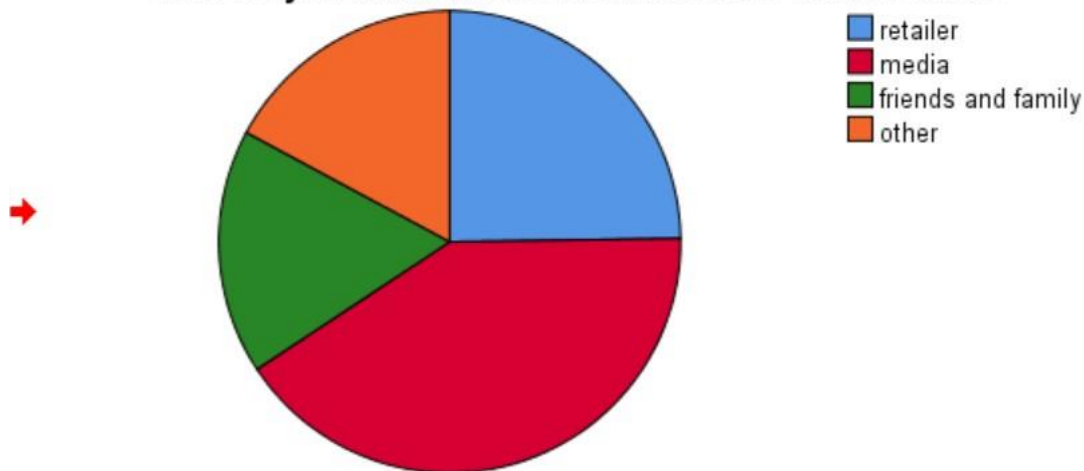
➤ Majority 43.4% of the respondents to the visual advertisement.

4.1.10 Table indicating the Sakthi masala's various offers.

How do you know about Sakthi masala's various offers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	retailer	26	24.5	24.8	24.8
	media	43	40.6	41.0	65.7
	friends and family	18	17.0	17.1	82.9
	other	18	17.0	17.1	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		

How do you know about Sakthi masala's various offers



Interpretation

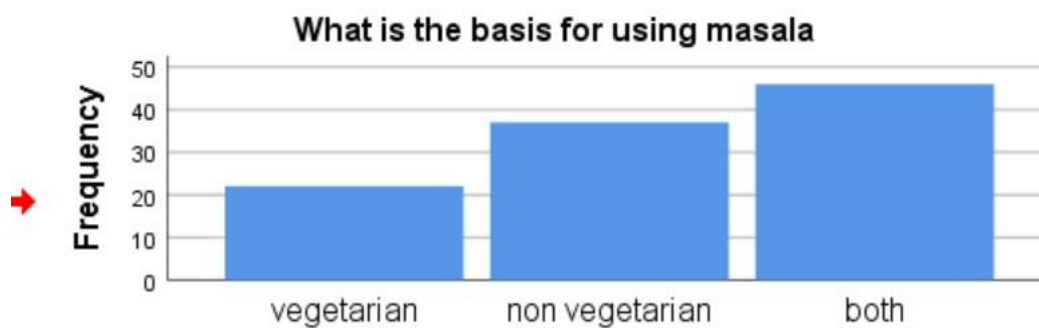
From the above table it is interpreted that the number of respondents retailer of respondents are 24.5%, media of respondents are 40.6%, friends and family of respondents 17.0% and Above other of respondents are 17.1%.

INFERENCE

➤ Majority 40.6% of the respondents to the media.

4.1.11 Table indicating the basis for using masala.

What is the basis for using masala					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vegetarian	22	20.8	21.0	21.0
	non vegetarian	37	34.9	35.2	56.2
	both	46	43.4	43.8	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		



Interpretation

From the above table it is interpreted that the number of respondents vegetarian of respondents are 20.8%, non-vegetarian of respondents are 34.9%, and both of respondents 43.4%.

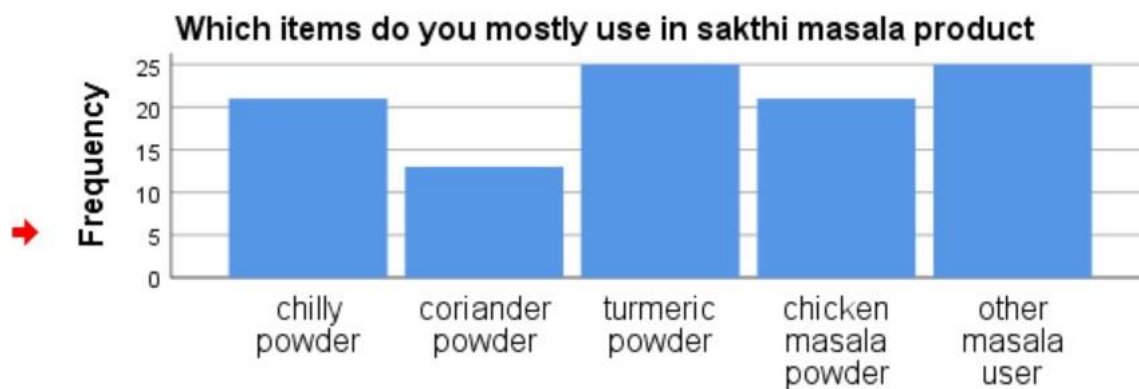
INFERENCE

➤ Majority 43.4% of the respondents to the both masala.

4.1.12 Table indicating the mostly use in sakthi masala product.

Which items do you mostly use in sakthi masala product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	chilly powder	21	19.8	20.0	20.0
	coriander powder	13	12.3	12.4	32.4
	turmeric powder	25	23.6	23.8	56.2
	chicken masala powder	21	19.8	20.0	76.2
	other masala user	25	23.6	23.8	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		



Interpretation

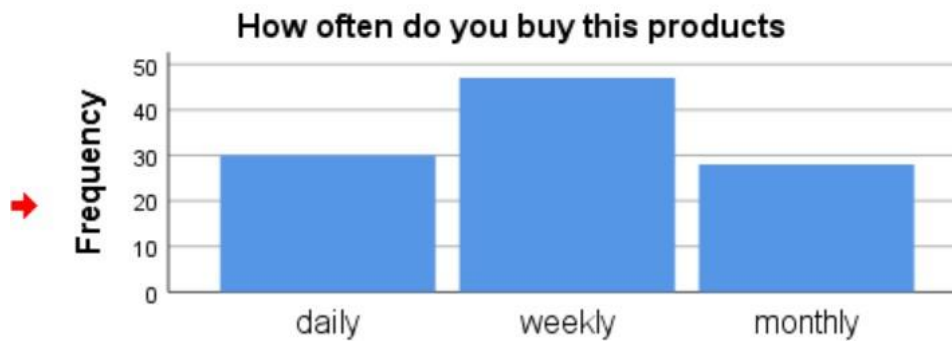
From the above table it is interpreted that the number of respondents chilly powder of respondents are 19.8%, coriander powder of respondents are 12.3%, turmeric powder of respondents 23.6%, chicken masala powder of respondents are 19.8% and other masalauser of respondents 23.8%.

INFERENCE

➤ Majority 23.6% of the respondents to the turmeric and other masala.

4.1.13 Table indicating the buy this products.

How often do you buy this products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	daily	30	28.3	28.6	28.6
	weekly	47	44.3	44.8	73.3
	monthly	28	26.4	26.7	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		



Interpretation

From the above table it is interpreted that the number of respondents daily of respondents are 28.3%, weekly of respondents are 44.3%, and monthly of respondents 26.7%.

INFERENCE

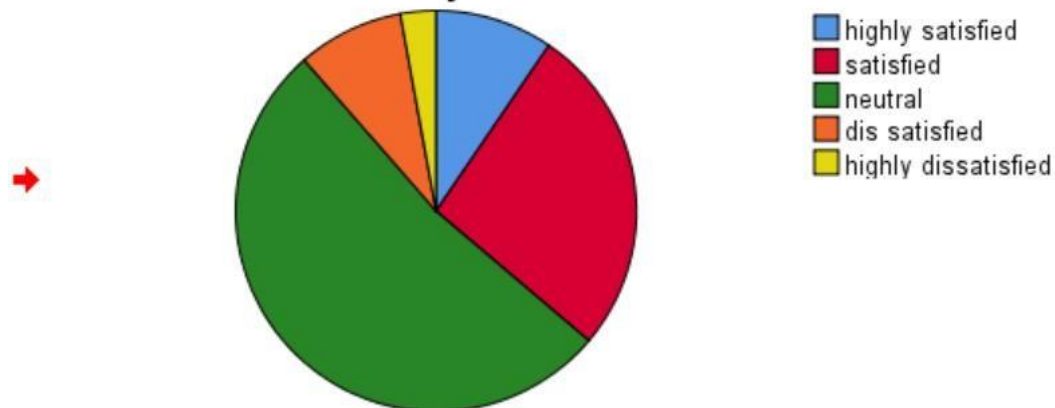
➤ Majority 44.3% of the respondents to the weekly purchase.

4.1.14 Table indicating the satisfaction of Sakthi Masala Products.

How satisfied are you with Sakthi Masala Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly satisfied	10	9.4	9.5	9.5
	satisfied	28	26.4	26.7	36.2
	neutral	55	51.9	52.4	88.6
	dis satisfied	9	8.5	8.6	97.1
	highly dissatisfied	3	2.8	2.9	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		

How satisfied are you with Sakthi Masala Products



Interpretation

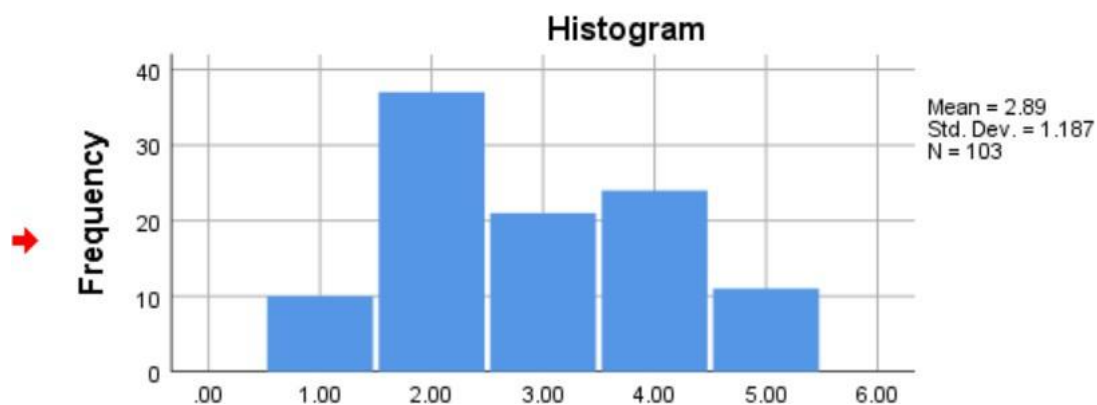
From the above table it is interpreted that the number of respondents highly satisfied of respondents are 9.4%, satisfied of respondents are 26.4%, neutral of respondents 51.9%, dis satisfied respondents are 8.6% and highly dissatisfied of respondents are 2.9%.

INFERENCE

➤ Majority 51.9% of the respondents to the neutral satisfaction to the sakthi masalaprodukt.

4.1.15 Table indicating the price.

		price			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	10	9.4	9.7	9.7
	agree	37	34.9	35.9	45.6
	neutral	21	19.8	20.4	66.0
	disagree	24	22.6	23.3	89.3
	strongly disagree	11	10.4	10.7	100.0
	Total	103	97.2	100.0	
Missing	System	3	2.8		
Total		106	100.0		



Interpretation

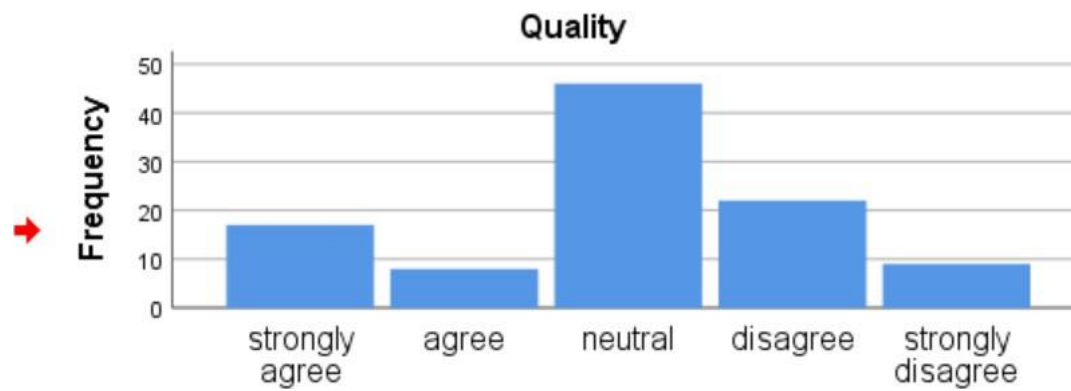
From the above table it is interpreted that the number of respondents strongly agree of respondents are 9.4%, agree of respondents are 34.9%, neutral of respondents 19.8%, disagree respondents are 22.6% and strongly disagree of respondents are 10.4%.

INFERENCE

➤ Majority 34.9% of the respondents to agree to the price.

4.1.16 Table indicating the quality.

		Quality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	17	16.0	16.7	16.7
	agree	8	7.5	7.8	24.5
	neutral	46	43.4	45.1	69.6
	disagree	22	20.8	21.6	91.2
	strongly disagree	9	8.5	8.8	100.0
	Total	102	96.2	100.0	
Missing	System	4	3.8		
Total		106	100.0		



Interpretation

From the above table it is interpreted that the number of respondents strongly agree of respondents are 16.0%, agree of respondents are 7.5%, neutral of respondents 43.4%, disagree respondents are 21.6% and strongly disagree of respondents are 8.8%.

INFERENCE

➤ Majority 43.4% of the respondents to neutral to the quality.

4.1.17 Table indicating the taste.

		Taste			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	13	12.3	12.6	12.6
	agree	30	28.3	29.1	41.7
	neutral	28	26.4	27.2	68.9
	disagree	24	22.6	23.3	92.2
	strongly disagree	8	7.5	7.8	100.0
	Total	103	97.2	100.0	
Missing	System	3	2.8		
Total		106	100.0		



Interpretation

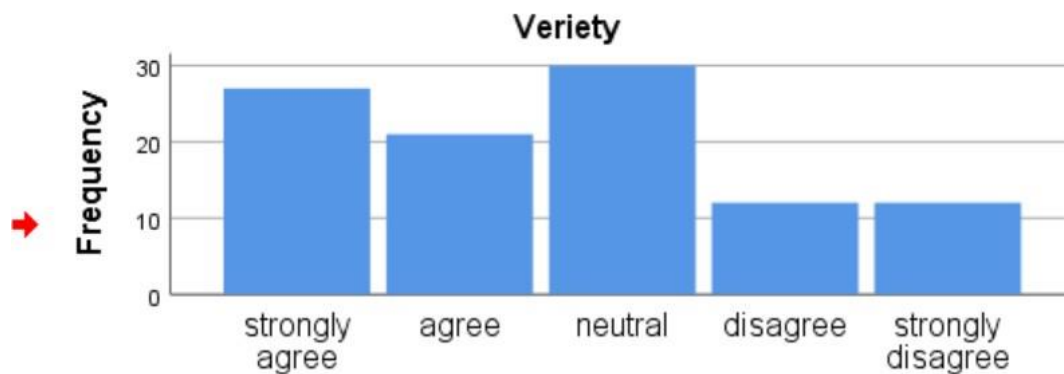
From the above table it is interpreted that the number of respondents strongly agree of respondents are 12.3%, agree of respondents are 28.3%, neutral of respondents 26.4%, disagree respondents are 22.6% and strongly disagree of respondents are 7.5%.

INFERENCE

➤ Majority 28.3% of the respondents to agree to the taste.

4.1.18 Table indicating the variety.

		Variety			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	27	25.5	26.5	26.5
	agree	21	19.8	20.6	47.1
	neutral	30	28.3	29.4	76.5
	disagree	12	11.3	11.8	88.2
	strongly disagree	12	11.3	11.8	100.0
	Total	102	96.2	100.0	
Missing	System	4	3.8		
Total		106	100.0		



Interpretation

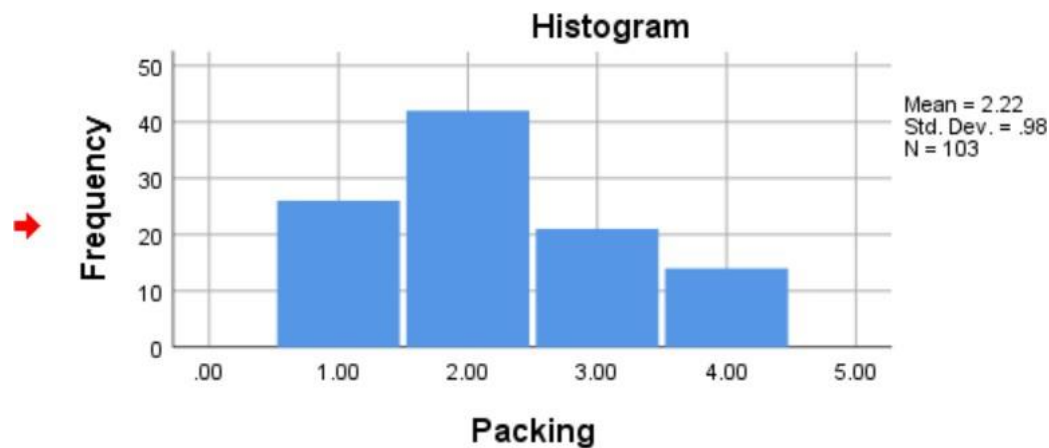
From the above table it is interpreted that the number of respondents strongly agree of respondents are 25.5%, agree of respondents are 19.8%, neutral of respondents 28.3%, disagree respondents are 11.3% and strongly disagree of respondents are 11.3%.

INFERENCE

➤ Majority 28.3% of the respondents to neutral to the variety.

4.1.19 Table indicating the packing.

		Packing			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	26	24.5	25.2	25.2
	agree	42	39.6	40.8	66.0
	neutral	21	19.8	20.4	86.4
	disagree	14	13.2	13.6	100.0
	Total	103	97.2	100.0	
Missing	System	3	2.8		
Total		106	100.0		



Interpretation

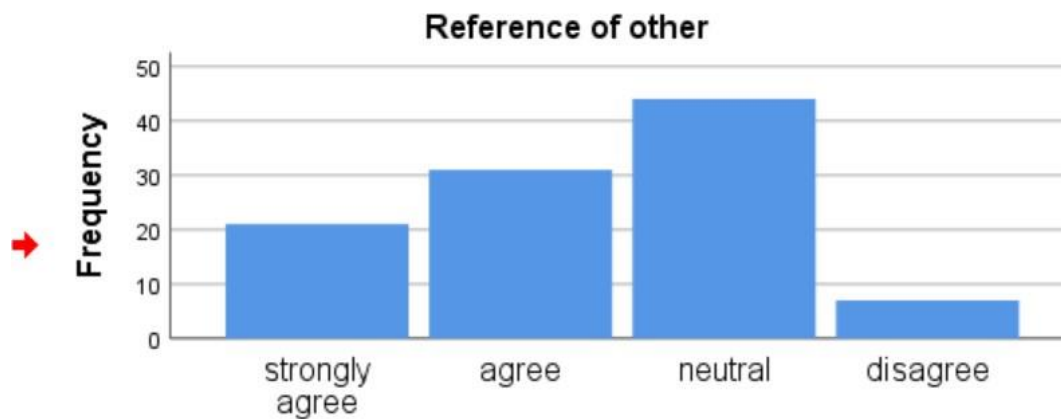
From the above table it is interpreted that the number of respondents strongly agree of respondents are 24.5%, agree of respondents are 39.6%, neutral of respondents 19.8%, disagree respondents are 13.2%

INFERENCE

➤ Majority 39.6% of the respondents to agree to the packing

4.1.20 Table indicating the reference of other.

		Reference of other			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	21	19.8	20.4	20.4
	agree	31	29.2	30.1	50.5
	neutral	44	41.5	42.7	93.2
	disagree	7	6.6	6.8	100.0
	Total	103	97.2	100.0	
Missing	System	3	2.8		
Total		106	100.0		



Interpretation

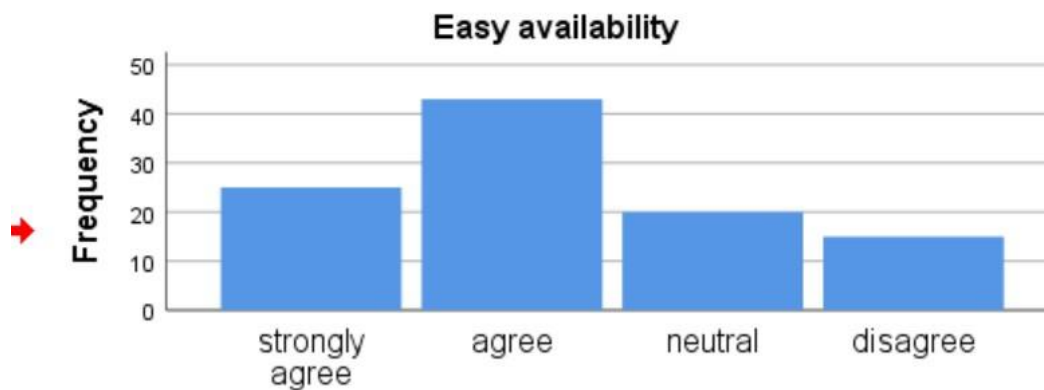
From the above table it is interpreted that the number of respondents strongly agree of respondents are 19.8%, agree of respondents are 29.2%, neutral of respondents 41.5%, disagree respondents are 6.6% .

INFERENCE

➤ Majority 41.5% of the respondents to neutral to the reference of other.

4.1.21 Table indicating the easy availability.

		Easy availability			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	25	23.6	24.3	24.3
	agree	43	40.6	41.7	66.0
	neutral	20	18.9	19.4	85.4
	disagree	15	14.2	14.6	100.0
	Total	103	97.2	100.0	
Missing	System	3	2.8		
Total		106	100.0		



Interpretation

From the above table it is interpreted that the number of respondents strongly agree of respondents are 23.6%, agree of respondents are 40.6%, neutral of respondents 18.9%, disagree respondents are 14.2%

INFERENCE

➤ Majority 40.6% of the respondents to agree to the easy availability.

HYPOTHESIS - 1

- **H0:** There is no significant difference between the taste and quality Sakthi masala products.
- **H1:** There is a significant difference between the taste and quality Sakthi masala products.

ANOVA					
Taste					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	123.735	4	30.934	257.348	.000
Within Groups	11.780	98	.120		
Total	135.515	102			

INTERPRETATION

The p value is 0.00 which is lesser than the significance value (0.05) hence nullhypothesis (H0) is rejected. And H1 is accepted.

INFERENCE

Therefore, there is a no significant difference between the taste and quality Sakthi masala products.

Correlations

Correlations			
		Taste	Quality
Taste	Pearson Correlation	1	.919**
	Sig. (2-tailed)		.000
	N	103	102
Quality	Pearson Correlation	.919**	1
	Sig. (2-tailed)	.000	
	N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The p value is 0.919 which is high than the significance value (0.05) hence alternate hypothesis (H1) is rejected. Therefore, there is a no significant difference between the taste and quality Sakthi masala products.

HYPOTHESIS – 2

- **H0:** There is no significant difference between price and packing Sakthi masala products.
- **H1:** There is a significant difference between price and packing Sakthi masala products.

ANOVA

price	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	124.814	3	41.605	216.657	.000
Within Groups	19.011	99	.192		
Total	143.825	102			

INTERPRETATION

The p value is 0.00 which is greater than the significance value (0.05) hence null hypothesis (H0) is rejected. And H1 is accepted.

INFERENCE

Therefore, there no is a significant difference between the basis of using masala and aware of sakthi masala product.

Correlation

Correlations			
		price	Packing
price	Pearson Correlation	1	.923**
	Sig. (2-tailed)		.000
	N	103	103
Packing	Pearson Correlation	.923**	1
	Sig. (2-tailed)	.000	
	N	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The p value is 0.923 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. Therefore, there is a significant difference between the roleand job satisfaction.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- Majority 60% of the respondents are male.
- Majority 37.5% of the respondents belong to the age group of 21-35 category.
- Majority 33.3% of the respondents belongs to post graduate qualification.
- Majority 40% of the respondents belongs to private sector employee profession.
- Majority 36.6% of the respondents annual income are both less than 2lakh & 2lakh-3lakh.
- Majority 50.0% of the respondents know about sakthi masala product through internet.
- Majority 45.3% of the respondents moderately aware of sakthi masala product.
- Majority 34.9% of the respondents like fantasy advertisement.
- Majority 43.4% of the respondents mostly attracted by the visual advertisement.
- Majority 40.6% of the respondents know about sakthi masala offers through media.
- Majority 43.4% of the respondents using both veg and non-veg masala's.
- Majority 23.6% of the respondents using turmeric powder and other masala.
- Majority 44.3% of the respondents buy this product weekly.
- Majority 51.9% of the respondents neutral satisfied to sakthi masala product.

- Majority 34.9% respondents are agree with the price of the sakthi masala product.
- Majority 43.4% respondents are neutral with the quality of the sakthi masala product.
- Majority 28.3% respondents are agree with the taste of the sakthi masala product.
- Majority 28.3% respondents are neutral with the variety of the sakthi masala product.
- Majority 39.6% respondents are agree with the packing of the sakthi masala product.
- Majority 41.5% respondents are neutral with the reference of other of the sakthi masala product.
- Majority 40.6% respondents are agree with the easy availability of the sakthi masala product.
- By using anova for finding the relationship between the taste and quality of Sakthi masala products? That the p value is 0.00 which is lesser than the significance value (0.05) hence null hypothesis (H0) is accepted and H1 is accepted.
- By using anova for finding the relationship between price and packing of sakthi masala product? That the p value is 0.00 which is lesser than the significance value (0.05) hence null hypothesis (H0) is accepted and H1 is rejected.
- By using the Correlation for finding the relationship between taste and quality Sakthi masala products? we found that there is a Negative correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (0.919) found between each variable.
- By using the Correlation for finding the relationship between, of using masala and aware of sakthi masala product ? & Do you feel that level of stress is manageable? we found that there is a positive correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (0.923) found between each variable.

5.2 SUGGESTIONS

- The current advertisement is effective in the city area, so the company should consider promoting the market size in rural areas as well, making the products available in all shops.
- The sakthi masala should consider providing fully natural-based masala products. Sakthi Masala Products currently offers a wide variety of masala products.
- However, there is a lack of consumer awareness about Sakthi Masala Products masala products. If they increase awareness among consumers, the company will attract more customers.
- The sakthi masala should concentrate more on television for advertisement, as most people are attracted through television ads.
- The sakthi masala should concentrate on its packaging as retailers are least satisfied with it.
- Retailers are least satisfied with the quantity and price of masala, so the company should concentrate in this regard as well.

5.3. CONCLUSION

- Masala is a very essential and commonly used commodity. It is useful for all groups of people. In Chennai, packaged masala is widely used and liked by buyers.
- From the above study, it is concluded that packaged masala is more preferable than loose masala in this city. Sakthi Masala Products masala is preferred by most users due to factors such as packaging, price, availability, taste, etc.
- The effectiveness of media has a bearing on consumer awareness. Sakthi Masala Products has effective marketing in all places because most people accept the product for its quality, taste, and low price.
- This project is entitled "Consumer Satisfaction of Sakthi Masala Products Masala Products in Chennai." The overall analysis of the study indicates that there are currently many varieties of products available and consumers are satisfied with the product.
- Customer satisfaction with Sakthi Masala Goods masala products is the focus of this project. The study's overall analysis shows that, despite the wide range of products available in the market, customers in Chennai were still satisfied with the cost, packaging, taste, and aroma of Sakthi Masala Goods masala products.

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ANNEXURE – QUESTIONNAIRE
A STUDY ON CUSTOMER BEHAVIOUR AND SATISFACTION TOWARDS SAKTHI
MASALAPRODUCT WITH SPECIAL REFERENCE OF CHENNAI CITY

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ Below 20
- ☐ 21-35
- ☐ 36-50
- ☐ Above 50

3. Qualification

- ☐ Higher secondary school
- ☐ Graduate
- ☐ Post graduate
- ☐ Professionals
- ☐ Others

4. Profession

- ☐ Student
- ☐ Business
- ☐ Employed private sector
- ☐ Government employee
- ☐ Others

5. Annual Income

- ☐ Less than 2 lakh
- ☐ 2 lakh-3 lakh
- ☐ 3 lakh-5 lakh
- ☐ Above 5 lakh

6. How the respondents came to know about Sakthi masala products?

- ☐ Tv
- ☐ Internet
- ☐ Magazines and Newspapers
- ☐ Family & Friends

7. How far are you aware of sakthi masala product?

- ☐ Very little aware
- ☐ Moderately aware
- ☐ Highly aware

8. What type of advertisement do you respond to the most?

- ☐ Personality symbol
- ☐ Musical
- ☐ Fantasy
- ☐ Life style

9. What is the most attractive type of marketing strategy?

- ☐ Visual advertisement
- ☐ Promotion in public events
- ☐ Endorsement by celebrities
- ☐ Newspaper ad

10. How do you know about Sakthi masala's various offers?

- ☐ Retailer
- ☐ Media
- ☐ Friends and family
- ☐ other

11. What is the basis for using masala?

- ☐ Vegetarian
- ☐ Non vegetarian
- ☐ Both

12. Which items do you mostly use in sakthi masala product?

- ☐ Chilly powder
- ☐ Coriander powder
- ☐ Turmeric powder
- ☐ Chicken masala
- ☐ Other masala user

13. How often do you buy this products?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

14. How satisfied are you with Sakthi Masala Products?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Highly dissatisfied

15. How do the following factors influence your buying decision of sakthi masala product?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagr...
Price	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐
Taste	☐	☐	☐	☐	☐
Variety	☐	☐	☐	☐	☐
Packing	☐	☐	☐	☐	☐
Reference of ot...	☐	☐	☐	☐	☐
Easy availability	☐	☐	☐	☐	☐

16. Are there any problem faced when using sakthi masala product?

17. Are there any suggestions for sakthi masala product?