

“A STUDY ON CONSUMER SATISFACTION TOWARDS THE USAGE OF AACHI MASALA”

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

BY

Nandhini.M

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of M.NANDHINI(39280021) who carried out the project entitled "A study on consumer SATISFACTION TOWARDS THE USAGE OF AACHI MASALA"

" under our supervision from January 2021 to March 2021.

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(Internal Guide)

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Submitted for Viva voce Examination held on _____

DECLARATION

I **M.NANDHINI(39280021)** hereby declare that the Project Report entitled "**A STUDY ON CONSUMER SATISFACTION TOWARDS THE USAGE OF AACHI MASALA** " done by me under the guidance **Shetty deepa thangam Geetha M.com., B.ED., PhD., (INTERNAL)** of is submitted in partial fulfilment of the requirement for the award of Bachelor of Business Administration degree.

DATE:

SIGNATURE OF THE CANDIDATE

PLACE: CHENNAI

M.NANDHINI

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M.NANDHINI

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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 into the field of pure spice powders like Turmeric, Chilli, Coriander powders, and Matten, Chicken, Kulambu Masalas etc., this curiosity lets to enter into masala world with boldness. 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 sealing 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 store may look like a wonder, but the hard work, the pot holes and the bumps on the way to producer. 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 consumer satisfaction of Aachi masala products . The suggestion is help to improve the quality of the Product.

Keywords—Competitor, Consumer, Easy Cooking, Satisfaction, Self-determination.

CHAPTER- 1

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. Masalas 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 Masalas are famous all over the world for their rich taste and unique flavour. India produces variety of Masala all across the country varying with the climatic conditions. India has been cultivating Masala for ages and also exporting them to other countries around the world. Indian Masala add to the taste of food, giving it a delicious flavour and making it absolutely yummy.

1.2 INDUSTRY PROFILE

Aachi has become a household name because of its excellent quality products catering to the common people. The product range is so wide that no household can afford to miss Aachi products from its kitchen.

The success of Aachi can be attributed to the following: Excellent Quality products, Strong resources & Marketing Network, Continuous market analysis and Survey of customer needs, Standardization & upgradation of products as per international standards and Excellent Brand Recall.

Aachi Group's turnover has been increasing at CAGR of 30% over the last three years which is higher than that of the national average of 15% for Food Processing Industries. AACHI's products reach the consumers through 4000 distributors and 12 Lakh Retailers. The product range is classified to be 8 divisions for easy distribution. It is expected to strive the magical figure of Rs.2000 Crores in turnover by March 2022!

"Aachi products are now available in 51 + countries with its brand registered across 150 plus nations."

1.3 COMPANY PROFILE:



1.4 NEED FOR THE STUDY

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

1.5 SCOPE OF THE STUDY

- 2 Every consumer has certain expectations, needs and a strong desire to satisfy them. To satisfy the expectations they purchase certain goods under the impression that the goods would satisfy his expectations. If they are satisfied with the product they shall become the consumer of the firm and also tell about the product to their friends and others. The advertising improves the effectiveness of the producers and other sales effort. Such factors finally lead to better volume of sales. Satisfaction is important to the consumer because it reflects a positive outcome from the outlay of scarce resources and the fulfillment of unmet needs. Today's market is consumer oriented. Consumer satisfaction is a major element to survive in the marketing field. The goods produced by the producers and the traders must satisfy the consumer. The service provided by the firms should not only satisfy the existing consumers but also attract the potential consumers. Thus, minimizing dissatisfaction and maximizing satisfaction are seen as important goals for both the firm and the consumer.

OBJECTIVES OF THE STUDY

- To study the consumer satisfaction of Aachi Masala Products in CITY.
- To examine the factors, influence the purchasing patterns of consumer of the AachiMasala products in CITY.
- To offer few suggestions to improve the consumer satisfaction of Aachi Masala productsin CITY.

2.1 LIMITATIONS OF THE STUDY

The area of study is limited to the selected within City. This study is mainly confined to the consumer satisfaction of Aachi Masala product. The primary data is collected through a structured questionnaire cum interview schedule and the sample size has limited only 150respondents

CHAPTER- 2

2. REVIEW OF LITERATURE

2.1 INTRODUCTION:

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in automotive, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Reference and websites. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of aachi masala mobile network service.

2.2 REVIEW OF LITERATURE

Abinaya. P, Kanimozhi.S and Subramani. A.K, 2015, this article examines 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 selling 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 Avadi. 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 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 the real challenge to marketers lies in generating those revenues profitably, by satisfying customers in

a socially responsible manner. The key to generated high customer loyalty is delivering of high customer value. 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.

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. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference such dishes are called by specific names that refer to their ingredients, spicing and cooking methods. The general satisfaction level is very high among people with regards to Everest Masala. Another heartening trend in market is that people like spices in their daily food for change.

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. It was concept sealing on “Easy Cooking” rather than marketing food products with self-determination and persistent attempts it was able to get into the kitchens of our country and the rest of the world. The store 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 producer. The person who stood behind produce masala for all those

project entitled that customer satisfaction of Sakthi Masala Products. The overall analyse of the study indicate that at presents so many varieties of products available even the customer were satisfied product smell, taste, quality, cost, packing of the Sakthi masala products in CUDDALORE District.

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. Product attributes such as longer shelf life, taste, exotic flavour and varieties, excellent grade of ingredients, pleasant aroma /distinctive flavour aroma, taste enhancer, delicious, hygienically and good packaged, fresh and safe to use, optimum processed, price worthiness, promotion and offers, and availability of various quantity are most important aspects of brand. It is found that Sakthi branded Masala powder create high level of brand loyalty among consumer.

2.3 CONCLUSION:

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review.. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research

CHAPTER- 3

RESEARCH METHODOLOGY:

To study the consumer's perception towards existing mobile network service with specific reference to Reliance Aachi masala. This is a quantitative type of study, mainly this type of study is used to quantify data and generalize results from a sample to the population of interest. Random sampling as the method was used for collecting data.

In view of constraints faced by an individual researcher, the sample size is restricted to 150. The primary data was collected by incorporating a survey questionnaire delivered to respondents of specific age groups. Secondary sources of data including several research papers and articles as well as industry reports were referred to in addition to the primary data. Survey questionnaire was used as a data collection tool. Excel was used as a tool for data analysis. Queries and responses are netted and are made into one. Data is made in the form of Pie charts and Bar graphs for easy understanding

3.1 RESEARCH DESIGN:

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE:

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods of study.

A convenience sample is made up people who are easy to reach.

3.3 SOURCE OF DATA:

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

PRIMARY DATA

Questionnaire given to 150 respondents

SECONDARY DATA:

Websites and online journals, Published reports & Review of study

3.4 STUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience.

3.6 PERIOD OF STUDY:

The duration of study is from January 2021 to march 2021 which us three months of study.

3.7 ANALYTICAL TOOLS:

- Percentage analysis
 - Par chart
 - Pie chart etc...

CHAPTER – 4

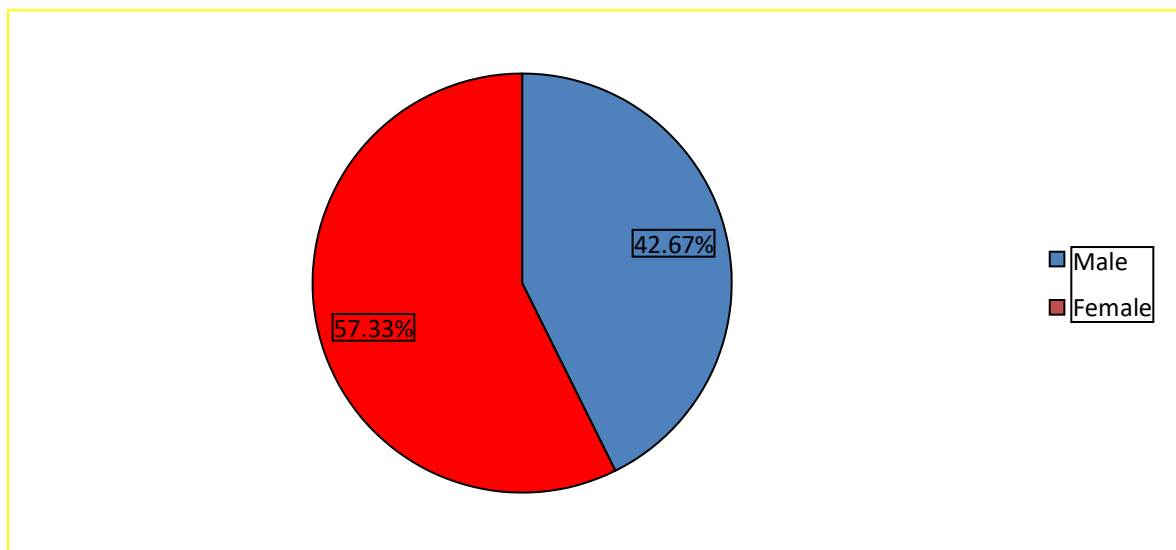
DATA ANALYSE AND INTERPRETATION

4.1 Percentage analysis:

4.1.1 Table showing gender of the respondents

Gender	No of respondents	Percentage
Male	64	42.67%
Female	86	57.33%
Total	150	100%

4.1.1 Chart showing gender of the respondents



Interpretation:

From the above table it is interpreted that the (57.33%) are Female of the respondents and (42.67%) are male

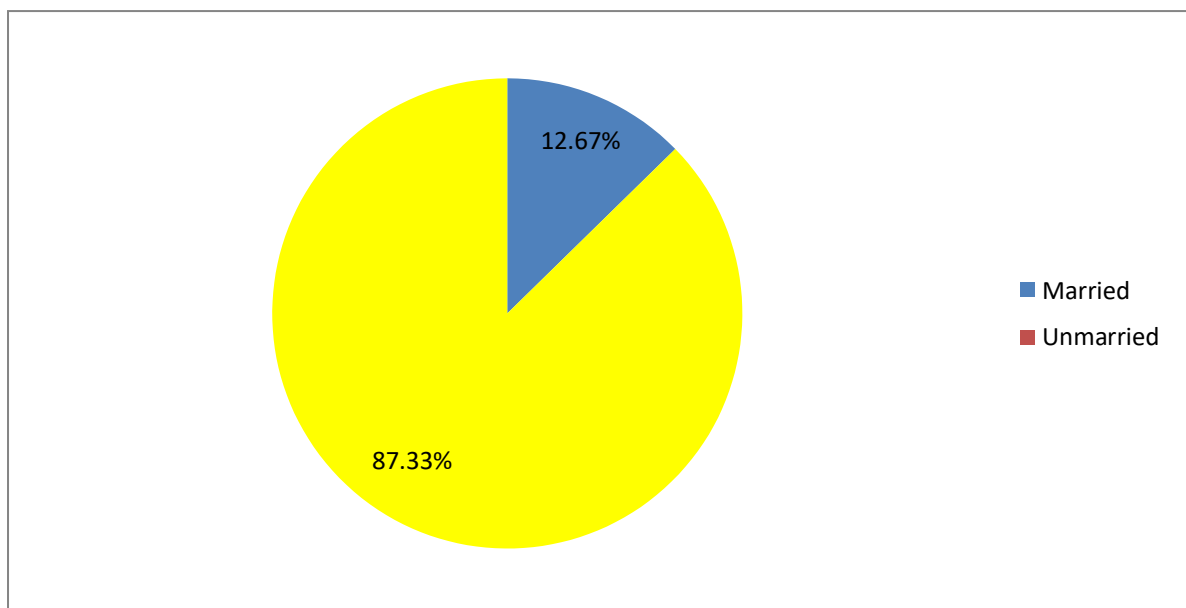
Inference:

Majority 57.33% of the respondents are female

4.1.2 Table showing marital status of the respondents

Marital status	No of respondents	Percentage
Married	19	12.67%
Unmarried	131	87.33%
Total	150	100%

4.1.2 Chart showing marital status of the respondents



Interpretation:

From the above table it is interpreted that 87.33% of the respondents are unmarried and 12.67% of the respondents are married

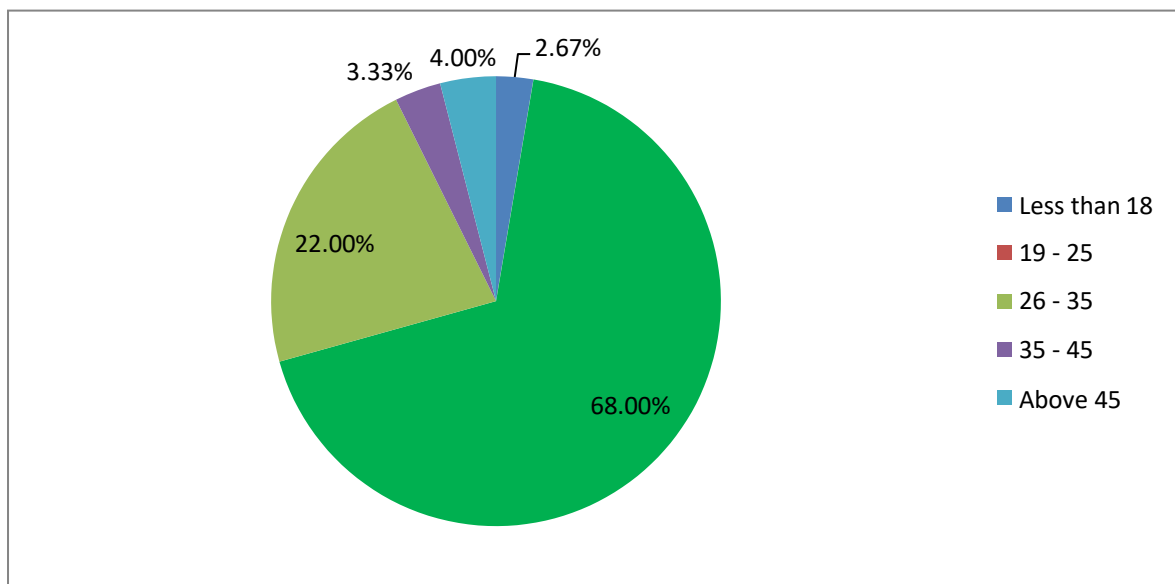
Inference:

Majority are 87.33% respondents are unmarried

4.1.3 Table showing age of the respondents

Age	No of respondents	Percentage
Less than 18	4	2.67%
19 - 25	102	68%
26 - 35	33	22%
35 - 45	5	3.33%
Above 45	6	4%
Total	150	100%

4.1.3 Chart showing age group of respondents



Interpretation

From the above table it is interpreted that 68% are 19 – 25 respondents and 22% respondents are 26-35 and 2.67% respondents are less than 18

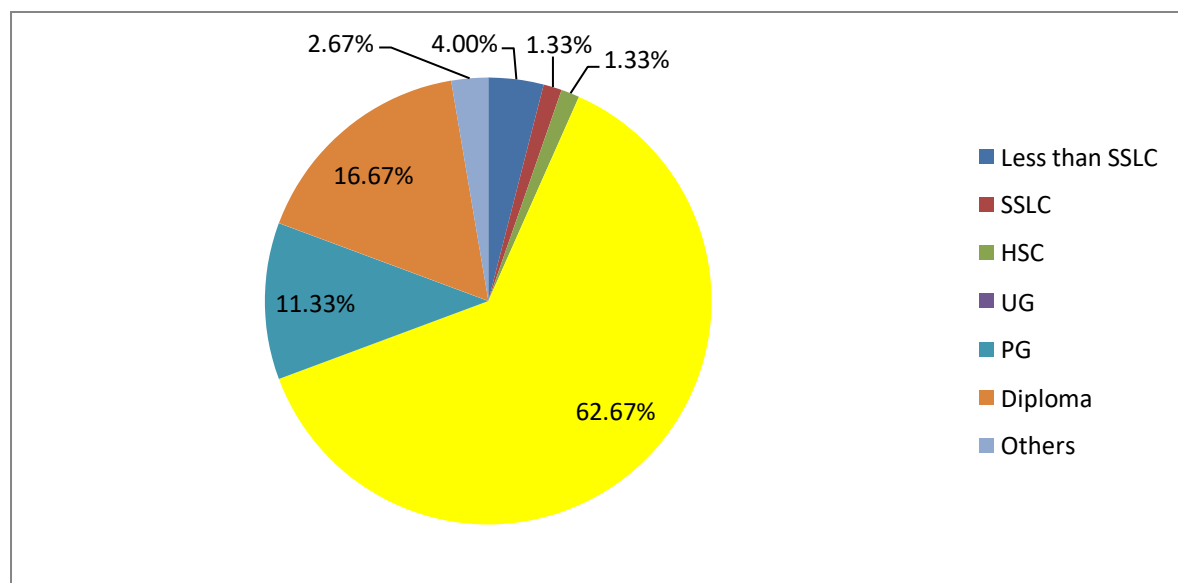
Inference:

Majority are (68%) respondents are 19-25 age

4.1.4 Table showing Education of the Respondents

Education	No of respondents	Percentage
Less than SSLC	6	4%
SSLC	2	1.33%
HSC	2	1.33%
UG	94	62.67%
PG	17	11.33%
Diploma	25	16.67%
Others	4	2.67%
Total	150	100%

4.1.4 Chart showing Education of the respondents:



Interpretation:

From the above table it is interpreted that 62.67% respondents are UG and 16.67% respondents are Diploma and 1.33% respondents are HSC and another 1.33% respondents are SSLC

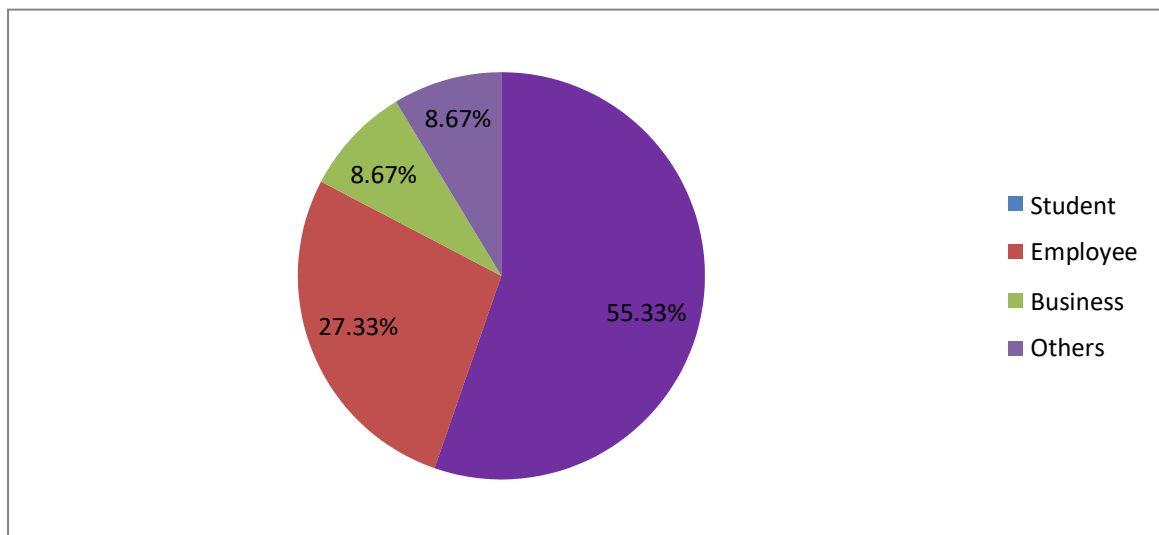
Inference:

Majority are 62.67% respondents are UG

4.1.5 Table showing occupation of the respondents:

Occupation	No of respondents	Percentage
Student	83	55.33%
Employee	41	27.33%
Business	13	8.67%
Others	13	8.67%
Total	150	100%

4.1.5 Chart showing occupation of the respondents:



Interpretation:

From the above table it is interpreted That 55.33% of the respondents were students and 27.33% of the respondents were employees, Very few respondents are business- (13%) and others are 13 with 8.67%

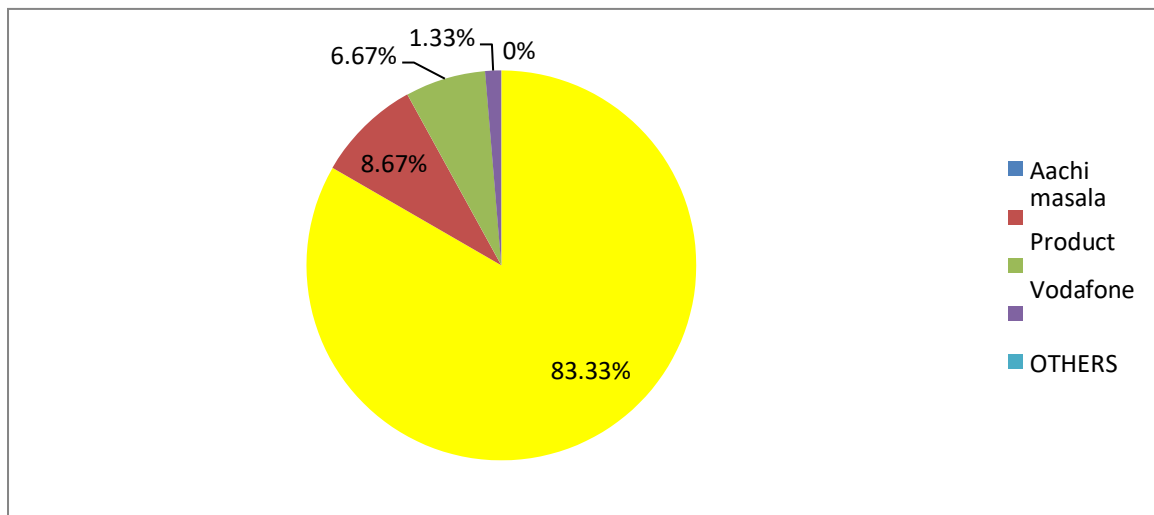
Inference:

Majority are 55.33 % respondents are students

4.1.6 Table showing customer's which masala product currently they using

Mobile network service currently they using	No of respondents	Percentage
Aachi	125	83.33%
Amma	13	8.67%
rachi	10	6.67%
RDS	2	1.33%
OTHERS	0	0%
Total	150	100%

4.1.6 Chart showing customer's mobile aachi masala currently they using



Interpretation:

From the above table it is interpreted that 83.33% of the respondents were using aachi masala and 8.67% of the respondents were using Product and 6.67% of the respondents were using Vodafone and 1.33% of the respondents were using PRODUCT and 0% of the respondents were using RDS.

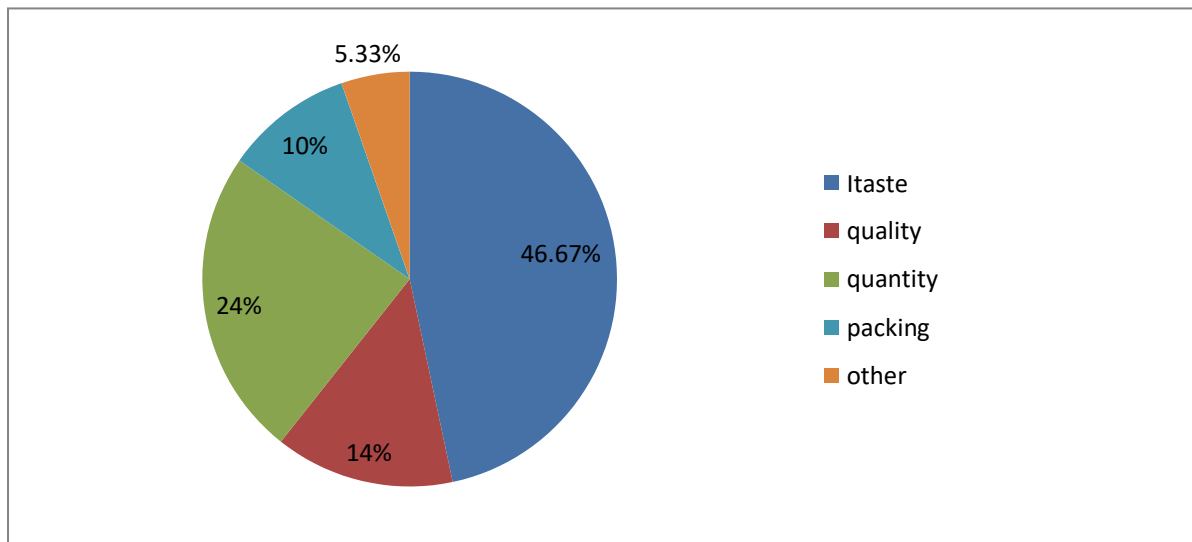
Inference:

Majority are 83.33% are using aachi masala

4.1.7 Table showing the reason for the selection of aachi masala:

Reason for the selection	No of the respondents	Percentage
Taste	70	46.67%
Quality	21	14%
Quantity	36	24%
packing	16	10%
other	8	5.33%
total	150	100%

4.1.7 Chart showing the reason for the selection of Aachi masala



Interpretation:

From the above it is interpreted that 46.67% of the respondent's reason is product and 24% of the respondent's reason is aachi and 10% of the respondent's reason is and 5.33% of the respondent's reason is calling clarity

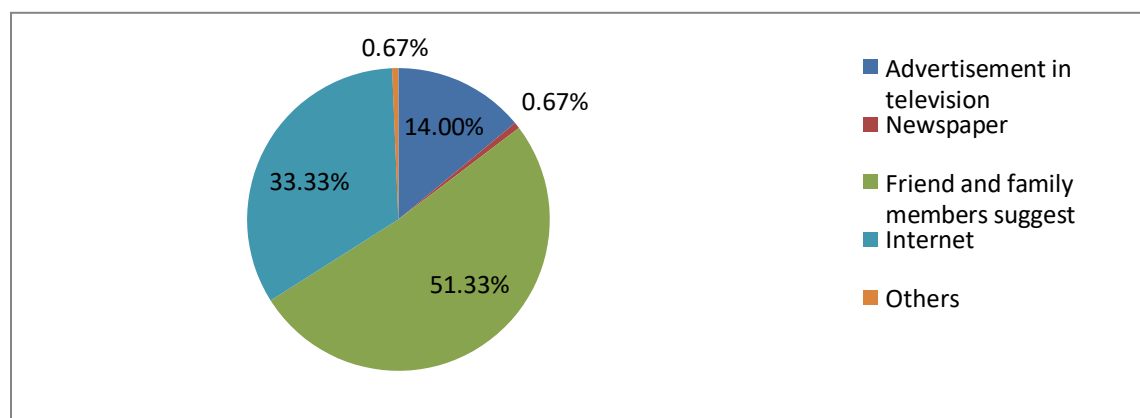
Inference:

Majority are 46.67% of the respondents reason is taste

4.1.8 Table showing from which source respondents come to know about aachi masala :

From which source respondents come to know about aachi masala	No of respondents	Percentage
Advertisement in television	21	14%
Newspaper	1	0.67%
Friend and family members suggest	77	51.33%
Internet	50	33.33%
Others	1	0.67%
Total	150	100%

4.1.8 Chart showing from which source respondents come to know about aachi masala



Interpretation:

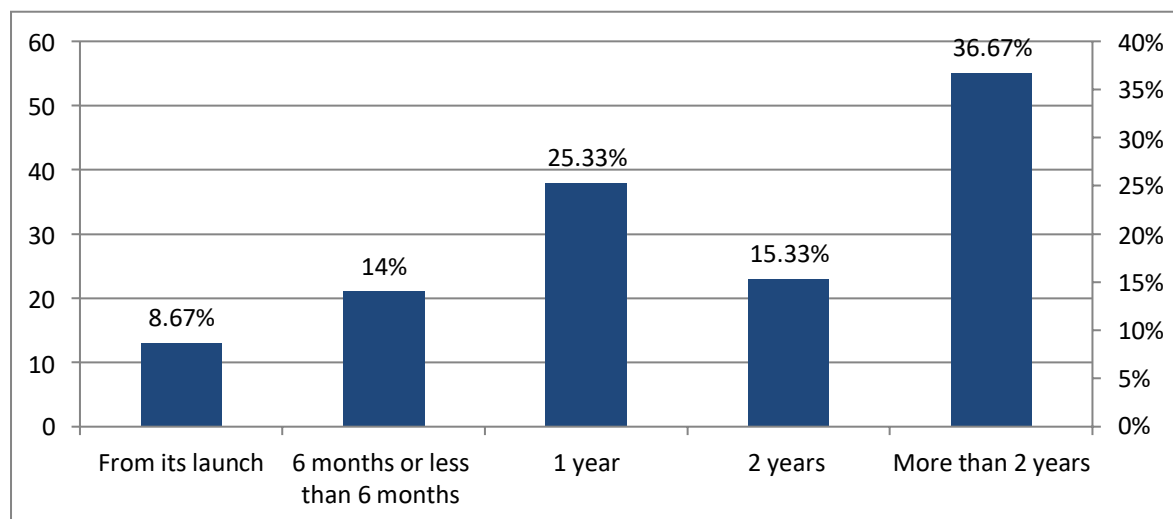
From the above table it is interpreted that 51.33% of the respondents were know about aachi masala through friend and family members suggest and 33.33% of the respondents were know about aachi masala through internet and 0.67% of the respondents were know about aachi masala through newspaper and 0.67% of the respondents were know about aachi masala through others.

Inference: Majority are (51.33%) of the respondents are know about aachi masala through friends and family members suggest

4.1.9 Table showing respondents have been using this aachi masala :

How long respondents have been using aachi masala	No of respondents	percentage
From its launch	13	8.67%
6 months or less than 6 months	21	14%
1 year	38	25.33%
2 years	23	15.33%
More than 2 years	55	36.67%
Total	150	100%

4.1.9 Chart showing respondents have been using this sim



Interpretation:

From the above table it is interpreted that 36.67% of the respondents have been using this sim more than 2 years and 25.33% of the respondents have been using 1 year and 14% of the respondents have been using 6 months or less than 6 month and 8.67% have been using from its launch.

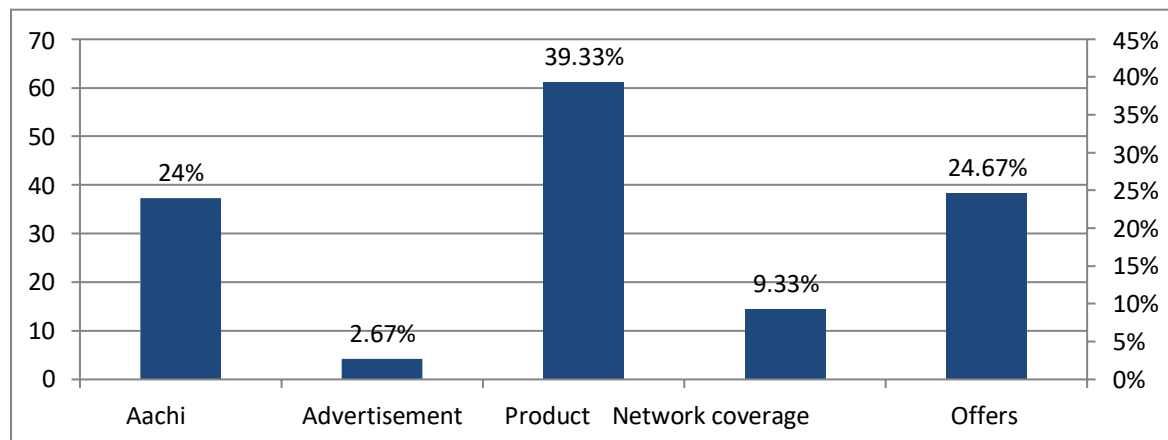
Inference:

Majority are 36.67% of the respondents are more than 2 years

4.1.10 Table showing which feature of aachi masala convinced respondents to use this taste of aachi masala

Which feature of aachi masala convinced respondents to use this taste of aachi masala	No of respondents	percentage
Quility of taste	36	24%
Advertisement	4	2.67%
Perpere of taste	59	39.33%
Network coverage	14	9.33%
Offers	37	24.67%
Total	150	100%

4.1.10 Chart showing ch feature of aachi masala convinced respondents to use this product



Interpreted:

From the above table it is interpreted that 39.33% of the respondents were convinced by product and 24.67% of the respondents were convinced by offers and 9.33% of the respondents were convinced by network coverage and 2.67% of the respondents were convinced by advertisement.

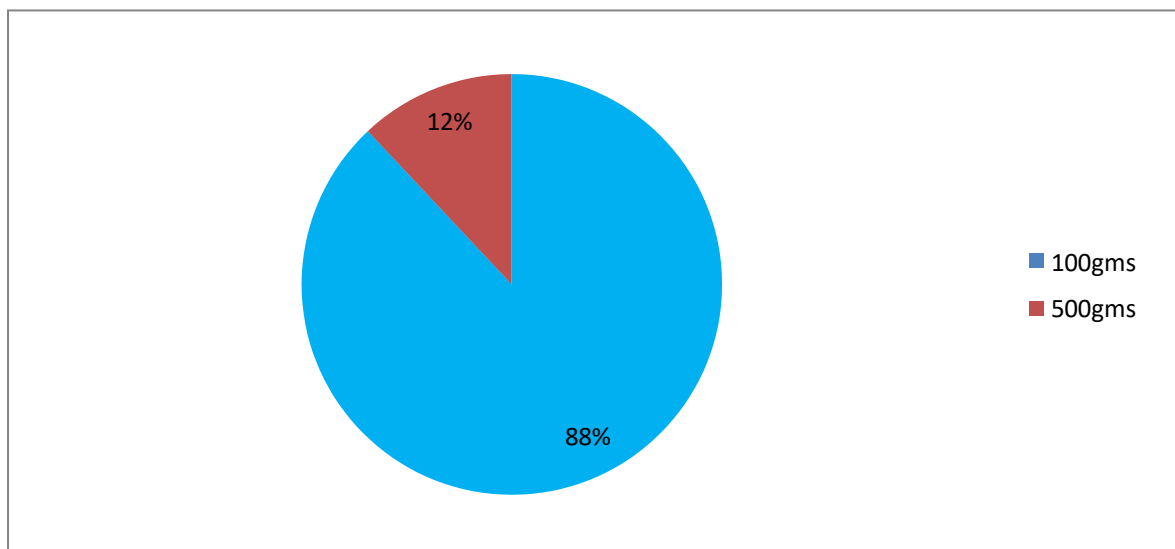
Inference

Majority are 39.33% of the respondents are convinced by product

4.1.11 Table showing which under aachi masala respondents are currently using

Aachi masala Plan under respondents are currently using	No of respondents	Percentage
100 gms	132	88%
500gms	18	12%
Total	150	100%

4.1.11 Chart showing which plan under aachi masala respondents are you currently using



Interpretation:

From the above table it is interpreted that 88% of the respondents are currently using 100gms and 12% of the respondents are currently using 500gms

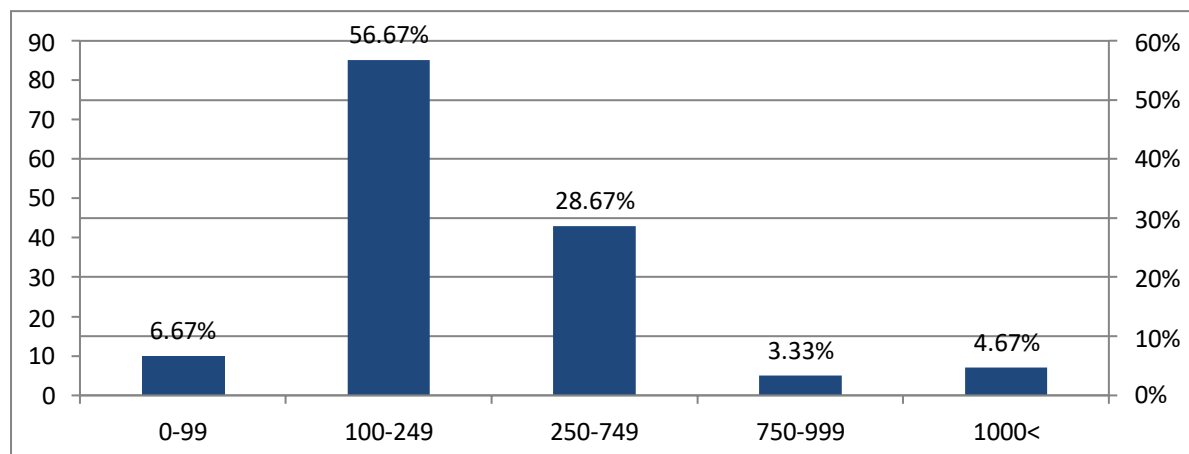
Inference:

Majority are 88% respondents are using 100gms

4.1.12 Table showing how much respondents spending on current aachi masala product

Respondents spending on current aachi masala product	No of respondents	percentage
Chili power	10	6.67%
Sambar power	85	56.67%
Butter milk	43	28.67%
Gobi Manchurian	5	3.33%
Idicha sambar powder	7	4.67%
Total	150	100%

4.1.12 Chart showing how much respondents spending on current aachi masala :



Interpretation:

From the above table it is interpreted that 56.67% of the respondents were spending rs.100-rs.249 on and 28.67% of the respondents were spending rs.250-rs.749 and 4.67% of the respondents were spending on and 6.67% of the respondents were spending rs.0-rs.99 on current product

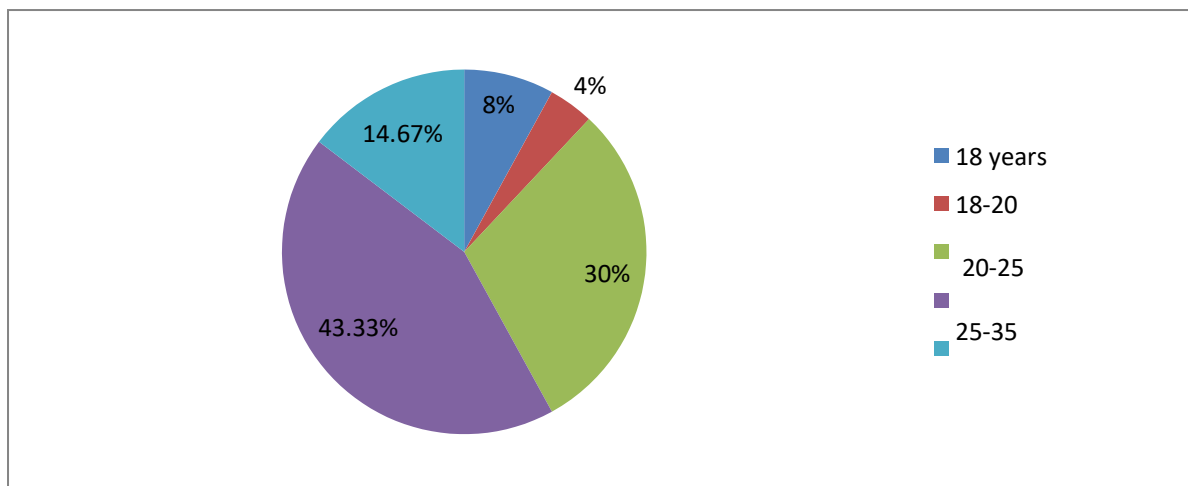
Inference:

Majority are (56.67%) respondents are sambar powder

4.1.13 Table showing service that respondents like the most while using aachi masala:

Service that respondents like the most while using aachi masala	No of respondents	percentage
18years	12	8%
18-20years	6	4%
20-25 years	45	30%
25-35years	65	43.33%
35-40years	22	14.67%
Total	150	100%

4.1.13 chart showing service that respondents like the most while using aachi masala:



Interpretation:

From the above table it is interpreted that 43.33% of the respondents like product the most while using aachi masala and 30% of the respondents like aachi the most while using aachi masala and 8% of the respondents like the most while using aachi masala and 4% of the respondents like calling clarity the most while using aachi masala.

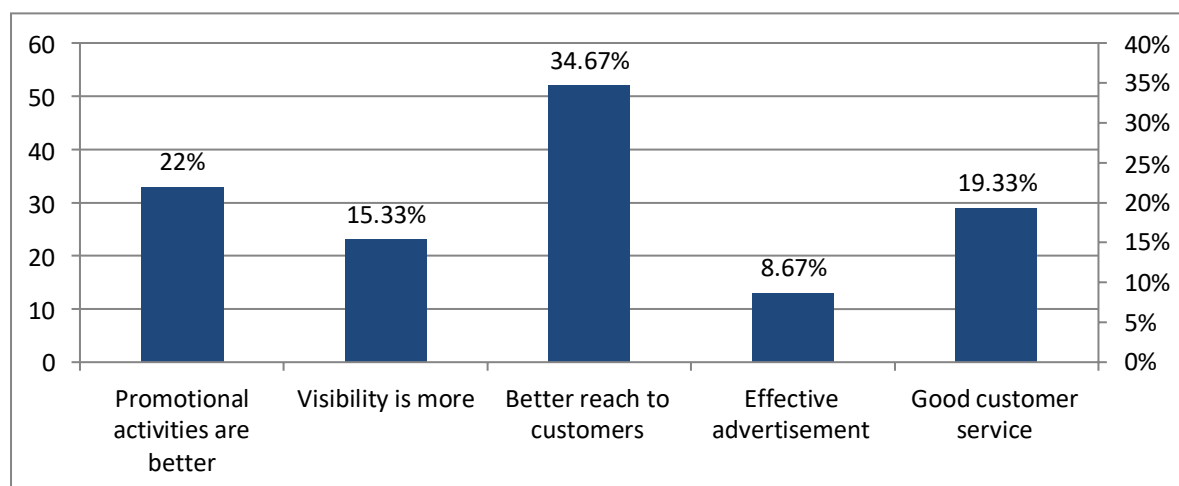
Inference

Majority are (43.33%) respondents are 25-35 years

4.1.14 Table showing respondent's answer for the particular company is doing good in this sector:

Particular company is doing good in this sector	No of respondents	percentage
Promotional activities are better	33	22%
Visibility is more	20	15.33%
Better reach to customers	40	34.67%
Effective advertisement	10	8.67%
Good customer service	20	19.33%
Total	150	100%

4.1.14 Chart showing respondent's answer for the particular company is doing good in this sector:



Interpretation:

From the above table it is interpreted that 34.67% of the respondents were answer better reach to customers and 22% of the respondents were answer promotional activities are better and 15.33% of the respondents were answer visibility is more and 8.67% of the respondents were answer effective advertisement.

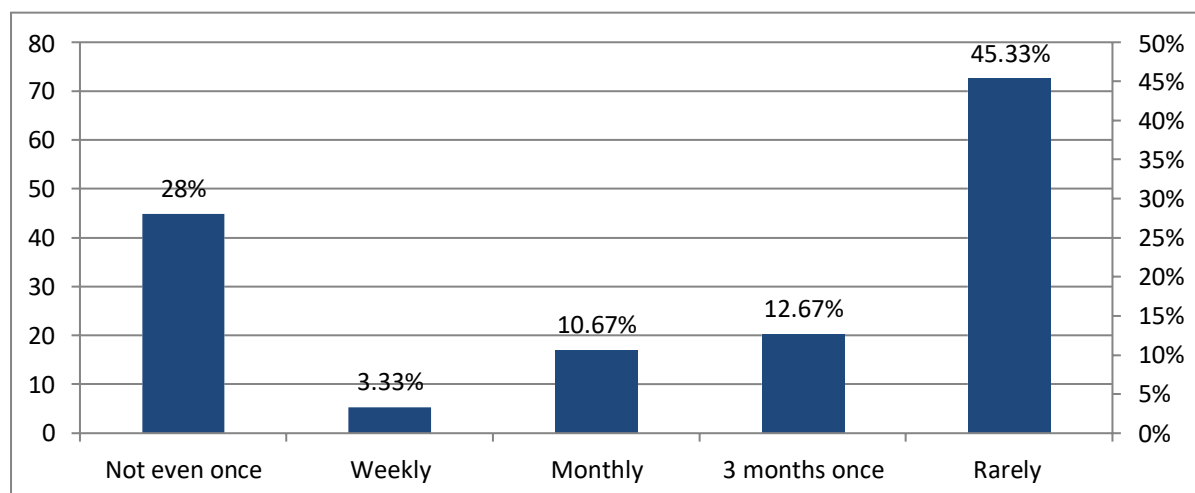
Inference:

Majority are 34.67% of the respondents answer better reach to customers

4.1.15 Table showing how many times respondents call at customer service:

How many times respondents call at customer service	No of respondents	percentage
Not even once	42	28%
Weekly	5	3.33%
Monthly	16	10.67%
3 months once	19	12.67%
Rarely	68	45.33%
Total	150	100%

4.1.15 Chart showing how many times customers call at customer service:



Interpretation:

From the above table it is interpreted that 45.33% of the respondents were call at customer service rarely and 28% of the respondents were call at customer servicenot even once and 10.67% of the respondents were call at customer service monthlyand 3.33% of the respondents were call at customer service

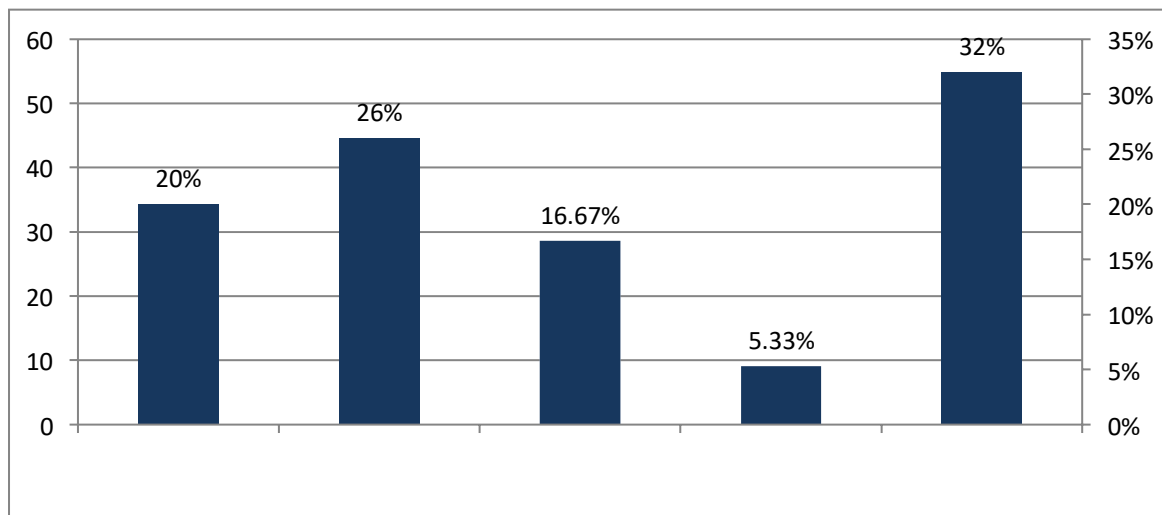
Inference:

Majority are 45.33% respondents are call at customer service rarely.

4.1.16 Table showing challenge with current providers:

Challenge with current providers	No of respondents	percentage
Direct seller	30	20%
Indirect seller	39	26%
Wholeseller	25	16.67%
Middle man	8	5.33%
None of the above	48	32%
Total	150	100%

4.1.16 Chart showing challenge with current providers:



Interpretation:

From the above table it is interpreted that 32% of the respondents facing none of the options and 26% of the respondents facing network coverage and 16.67% of the respondents facing connection problem and 5.33% of the respondents facing unnecessary balance out

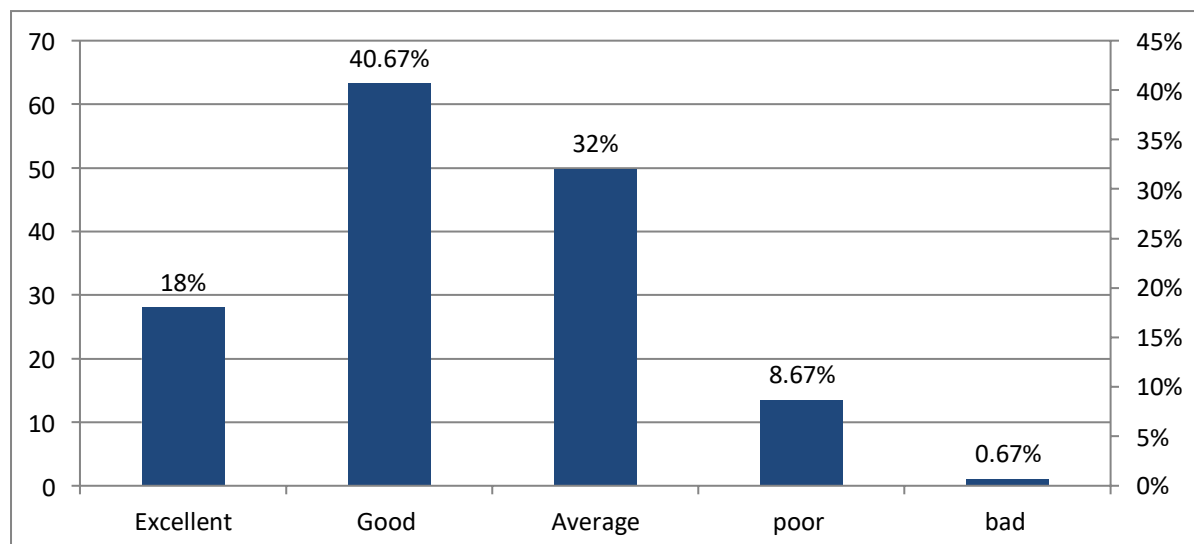
Inference:

Majority are 32% of the respondents are none of the options

4.1.17 Table showing ratings of aachi masala:

Aachi masala	No of the respondents	Percentage
Excellent	27	18%
Good	61	40.67%
Average	48	32%
Poor	13	8.67%
Bad	1	0.67%
Total	150	100%

4.1.17 Chart showing ratings



Interpretation:

From the above table it is interpreted that 40.67% of the respondents are gave the good as rating and 32% of the respondents are gave average as rating and 8.67% of the respondents gave poor and 0.67% were bad.

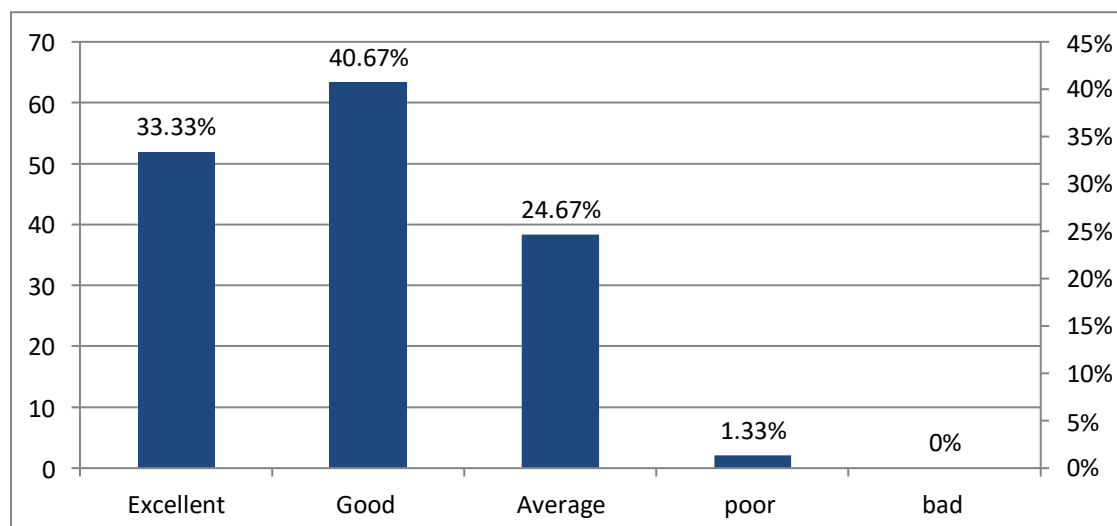
Inference:

Majority are 40.67% respondents are good as rating

4.1.18 Table showing ratings of aachi masala taste and quality

Taste and quality	No of the respondents	Percentage
Excellent	50	33.33%
Good	61	40.67%
Average	37	24.67%
Poor	2	1.33%
Bad	0	0%
Total	150	100%

4.1.18 Chart showing ratings of product:



Interpretation:

From the above table it is interpreted that 40.67% of the respondents gave good and 33.33% of the respondents gave excellent and 1.33% of the respondents were given poor as rating and 0% of the respondent were gave bad as ratings.

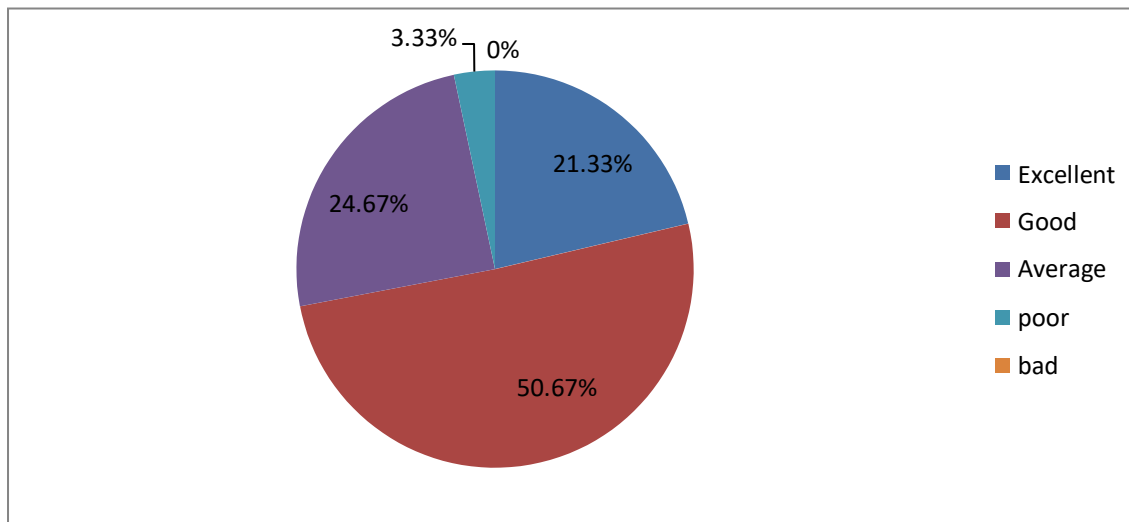
Inference:

Majority are 40.67% respondents are gave good

4.1.19 Table showing ratings of product plan

product plan	No of the respondents	percentage
Excellent	32	21.33%
Good	76	50.67%
Average	37	24.67%
poor	5	3.33%
bad	0	0%
Total	150	100%

4.1.19 Chart showing ratings of product plan



Interpretation:

From the above table it is interpreted that 50.67% of the respondents gave good and 24.67% of the respondents gave 3.33% of the respondents were gave poor and 0% were gave bad

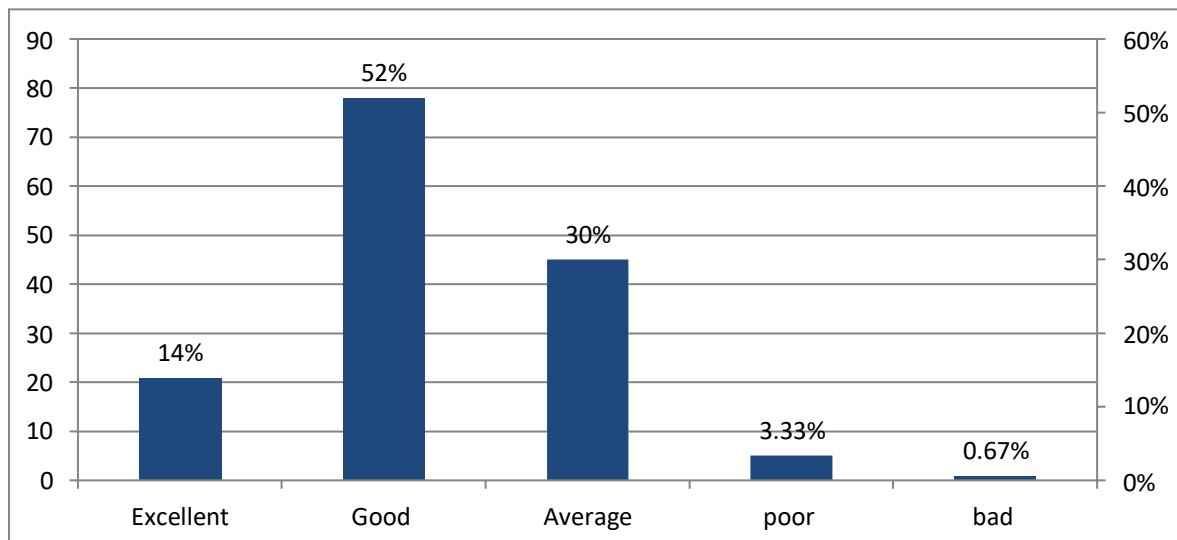
Inference:

Majority are 50.67% respondents were gave good

4.1.20 Table showing ratings of people rating over aachi masala:

Rating of masala	No of the respondents	Percentage
Excellent	21	14%
Good	78	52%
Average	45	30%
poor	5	3.33%
bad	1	0.67%
Total	150	100%

4.1.20 Chart showing ratings of aachi masala:



Interpretation:

From the above table it is interpreted that 32% of the respondents were gave good and 30% of the respondents were gave average and 3.33% of the respondents were gave poor and 0.67% of the respondents were bad.

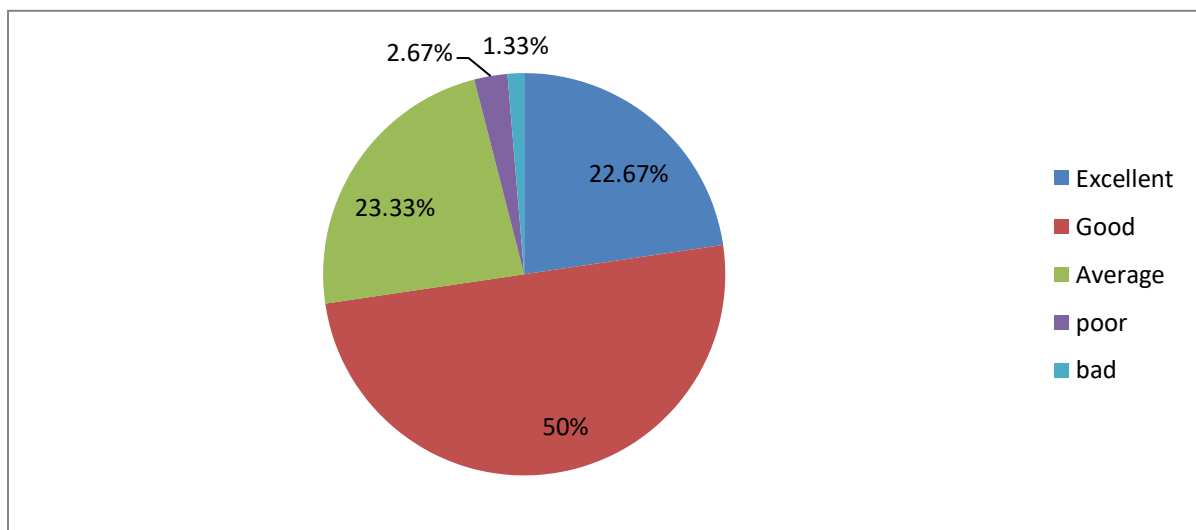
Inference:

Majority are 32% respondents are give good as rating

4.1.21 Table showing ratings of product moving in india rating:

Product rating	no of the respondents	Percentage
Excellent	34	22.67%
Good	75	50%
Average	35	23.33%
poor	4	2.67%
bad	2	1.33%
Total	150	100%

4.1.21 Cable showing ratings of movement rating:



Interpretation:

From the above it is interpreted that 50% of the respondents were gave good as rating and 23.33% of the respondents were gave average as rating and 2.67% of the respondents were gave poor as rating and 1.33% of the respondents were gave bad as rating

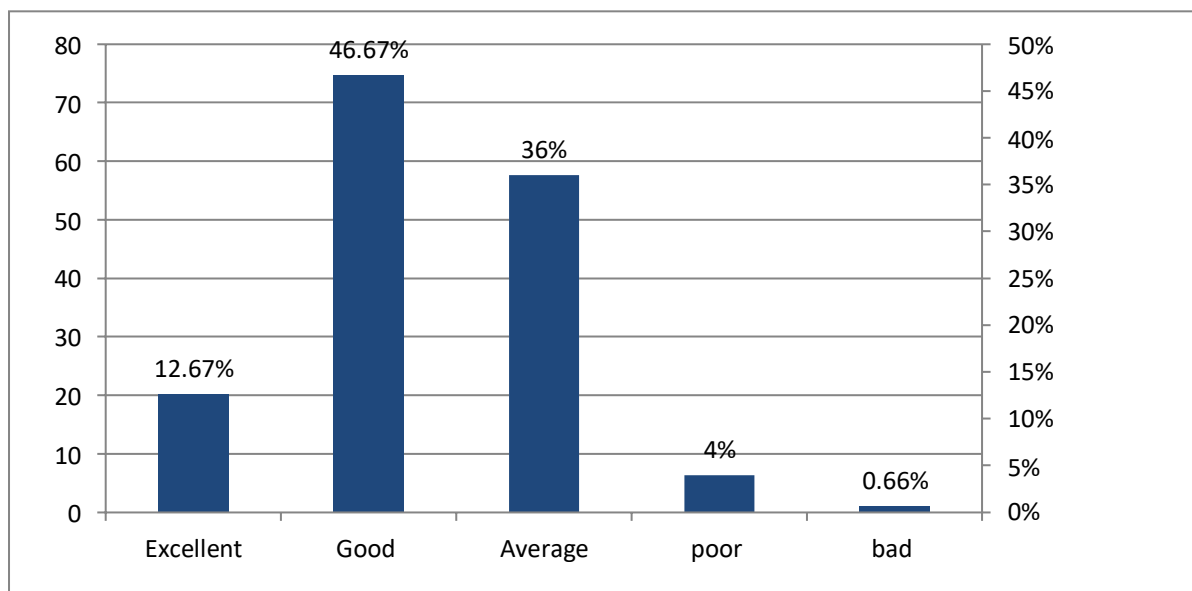
Inference:

Majority are 50% of the respondents are give good as rating

4.1.22 Table showing rating of packing quality:

Packing quality	No of the respondents	Percentage
Excellent	19	12.67%
Good	70	46.67%
Average	54	36%
poor	6	4%
bad	1	0.66%
Total	150	100%

4.1.22 Chart showing rating of packing quality:



Interpretation:

From the above table it is interpreted that 46.67% of the respondents were gave good and 36% of the respondents were gave average and 4% of the respondents were gave poor and 0.66% of the respondents were gave bad

Inference:

Majority are 46.67% of the respondents are give good as rating

CHAPTER – 5

5.1 FINDINGS:

- The following findings are prepared on the basis of on analysis.
- The majority of the female buyers is Neither Satisfied nor dissatisfied.
- The majority of the unmarried respondents are satisfied the Aachi masala products.
- The majority of the respondents are satisfied with the age group of 20 to 30 year of the Aachi masala products The majority of the respondents are satisfied in the earning group of Rs.5000 to 8000 per month.
- The majority of the respondents are satisfied of both vegetarian and non-vegetarianmasala.
- The majority of the respondents are satisfied influenced through the advertisement for buy the Aachi masala.
- The majority of the respondents are purchase belong 5 members in their family with the purchase quantity of 50g and 250g of Aachi masala products.
- The majority of the respondents are satisfied for purchase from the departmental stores.
- The following suggestions are prepared on the basis of findings on analysis.
- To supply small size packs for every day purpose to attract the women buyer will reach people easily.
- The present advertisement covered is effectively in the city area so the company may consider this to promote the market size in rural areas available in all shops.
- The company may consider providing the fully natural based Masala products.
- Aachi Masala Product at present so many varieties available. But, they do not have consumer awareness about Masala products so, if they offer awareness to their consumer manufacturer will obtain more consumers.

5.2 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
- Price cost shouldn't increase if aachi masala want to maintain the customers now it's has. problem has to solve and make sure aachi masala provide stable taste quality
- Most of the people suggest aachi masala cost of the packages.

5.3 CONCLUSION:

Masala is a very essential and daily using commodity. It is useful to all the group's 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 consumer. 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 consumer satisfaction of Aachi Masala Products in City The overall analysis of the study indicates that at presents so many varieties of products available even the consumer were satisfied product. So, most of them likely to buy the Aachi Masala product and they prepare the foods in easy manner, because save the time and also getting the tasty foods in very short time.

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APPENDIX –(Questionnaire)

1. Gender :

- a) Male
- b) Female

2. Martial status of the respondents

- a) Married'
- b)Un married

3. Age of the respondents

- a)Less then 18
- b)19 -25
- c)26-35
- d)35-45
- e)Above 45

4. Education of the respondents

- a)Less then SSLC
- b)SSLC
- c)HSC
- d)Ug
- e)Pg
- f)Diploma
- g)Others

5. Occupation of the respondents

- A)Student
- b)Employee

- d)Business
- e)Other's

6.Customer which masalaa product currently they using

- a)Aachi
- b)Rss
- c)Others

7.Reson for the selection of aachi maslaa

- a)Taste
- b)quality
- c)Packing
- d)Quantity
- e)Other

8.Respondent come to know about aachi masala

- a)Advertisement in telivision
- b)Newspaper
- c)Frends and family
- d)Internet
- e)Other's

9.Respondent have been using achi masalaa

- a) From its launch
- b) 6 month or less then 6 months
- c)1 years
- d)2 year's

10.Aachi masala convinced respondents touse this taste of aachi masala

- a)Quality of taste
- b)Advertisements

- c)Prepare of taste
- d)Offers

11.Aachi masalaa respondents are currently using

- a)100 GM's
- b)500 GM's

12.How much respondents spending on current acchi masala product

- a)Chili powder
- b)Sambar powder
- c)Butter milk
- d)Gobi manchuriun
- e)Idicha sambar podii

13.Respondent like the most while using aachi masala

- a)18 years
- b)18 -20 years
- c)20 -25 years
- d)25 - 35 years
- e)35 -40 years

14Respondent particular company is doing good in this sector

- a)Promotional activities are better
- b)Visibility is more
- c)Better reach to customer
- d)Effective advertisement
- e)Good customer service

15.Respondent cal at customer service

- a)Not even once
- b)weekly

- c)Monthly
- d)3 month once
- e)Rarly.

16.Challenge with current providers

- a)Direct seller
- b)Indirect seller
- c)Wholesaller
- d)Middle man
- e)Non of the above

17.Rating of achi masala

- a)Excellent
- b)Good
- c)Average
- d)Poor
- e)Bad

18.Achi maslaa taste and quality

- a)Excellent
- b)Good
- c)Average
- d)Poor
- e)Bad

19.Rating of products plan

- a) Excellent
- b)Good
- d)Average
- e)Poor
- f)Bad

20. People rating over Aachi masala

- a) Excellent
- b) Good
- c) Average
- d) Poor
- e) Bad

21. Product moving in india rating

- a) Excellent
- b) Good
- c) Average
- d) Poor
- e) Bad

22. Rating of paking quality

- a) Excellent
- b) Good
- c) Average
- d) Poor
- e) Bad