



A STUDY ON THE CONSUMERS' PREFERENCES AND ATTITUDES TOWARDS SAKTHI MASALA PRODUCTS IN PUDUKOTTAI TOWN

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INTRODUCTION

In olden days people used to prepare the food items for the family members by using the components which are available in the local area and required for cooking various food items. Traditional methods of preparation were utilized by all the women and also by male members who prepared food items. More volume of manual labour was utilized for preparing all food items. The female members eagerly involved in cooking and serving the food items to the family members. Most of the female members were engaged in home affairs only. They had enough time to prepare the food items. Further due to lack of development in technology and lack of awareness most of the time was spent by the female members in the kitchen room. But at present the situation is entirely changed. As we have experienced tremendous development in the technology and science, in household activities electrical and electronic equipments like mixer grinder, juicer, grinder, electric stove etc are being used even in the house of BPL (Below Poverty Line) family. Further all the members of the family including the female members particularly mothers are in a position to go for earning to the family by engaging any of the activities which generate income. They could not spend more time in preparing food items. They are hurry and busy in various engagements in their day to day activities. So the male members support the female members in cooking to minimize the time for preparation of food items.

To avoid all these problems many company and cottage industries started to manufacture various Masala powder with required components mixed for better taste. These powders are nowadays familiar in all family women. Because it adds better taste to the cooked items and also reduce the work load of the women in all family. Hence it is the practice of buying various powders for cooking in all families. Mutton masala, chilli chicken powder, thania powder are some of the familiar powers which are frequently used by the female members in all families. In all parts of the country these powders are being used regularly. In rural areas many rice mill and cottage industries are manufacturing these powders by mixing the required quantity of groceries. In some of the family the female members themselves prepare such powders as there is no need of deep technical knowledge. However there people in all areas prefer to by the powders which are manufactured by the reputed companies in the market. This is mainly due to the factors influencing the buying decisions of the consumers. For buying any domestic materials consumers must be influenced by the products and brand of the particular product.

Regarding the grocery powder there are many competitors in the markets to supply the various brands of masala powder at the desired quantity of the consumers. The following are the some of the branded masala powders which are hugely purchased by the women in their preparation for food items. Achi masala, Sakthi masala, A1 Masala etc and some of the brands prepared in the local areas. Amongst all masala powders Sakthi Masala and Achi masala are the major competitors in the markets. Due to the heavy advertisement processes taken by these companies the consumers are highly attracted by these two powders in kitchens of all family. The family members are motivated and influenced by the varieties of powders introduced by these two companies because of their taste and quality. These two companies influence the buying decisions of the consumers when compared with other brands of masala particularly the Sakthi masalas have more influence over the buying decision of the consumers. There are many local companies and cottage industries in the market for supplying the groceries powders but the sales of sakthi masala leads other brands of powders in many occasions. The consumers in all areas prefer to buy only the sakthi masala. They hesitate to buy another brand. They sometime return back to their home without buying the curri masala if there is no availability of Sakthi masala. Why it is happening? Which factors affect the buying decision of the consumers to buy sakthi masala powder? To know all these things a thorough study must be undertaken. By keeping all the above views in mind the researcher selected the above topic "A STUDY ON THE CONSUMERS' PREFERENCES AND ATTITUDES TOWARDS SAKTHI MASALA PRODUCTS IN PUDUKOTTAI TOWN" for his research work.



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SATEMENT OF THE PROBLEM

There are number of suppliers in the market to supply the masala powders in desired quantity for a reasonable price. All the manufacturers of masala powder try to satisfy the needs of the consumers by supplying various types of masalas which are frequently used in preparing foodstuff items. But the Sakthi masala has gained good reputation from the society. Nowadays it is being considered as the fast moving consumer goods. Other brands of masala powders are not moving fast as like Sakthi Masala powder. However by making effective advertisement in the media powder like Achi and Pioneer and some of the local brands capture considerable market for their products. Some of the manufacturers suffer lot to operate their business successfully. They could not compete in the market due to various factors in the quality, price and also some other factors. Sometime they face loss in their business. There are some of the family members involving in selling of various masala powders at a desired quantity. As the Sakthi Masala is familiar in the market, the cottage industries which involved in the manufacture of masala powders are in a position to close their business. Many families in the study area are doing the business of selling various masala powders. They prepare the products by using manual labours with the help of local rice mills. Their survival is questionable as the Sakthi Masala captures the entire market. Further in some of the area in Pudukottaidistrict the sales volume of the Sakthi masala products are fluctuating frequently. Some it affects the target of the Sakthi masala company which will affect the return of the company.

SIGNIFICANCE OF THE STUDY

The cottage industry which involved in preparing various masala powders in the Pudukottai town face huge problems in selling their products. They could not get the income to meet the basic requirements. But most of them depend on selling various curry powders in the residential area of Pudukkottai district. They must find some alternative for their survival or they must otherwise try to know the attitudes of the customer before taking a decision to buy the masala powders. Hence first of all it is necessary to know the factors affecting the buying decision of the customers which will help them to satisfy the needs of the customers by supplying the products in the desired tastes of the consumers. In another aspect even though the Sakthi masala powders are purchased largely by the people, due to competition by Achi masala, Devi masala and some other powder in some of the areas of Pudukottai district, the sales turn over of the Sakthi masala powders is fluctuating frequently. So the Sakthi Masala Company is in a position to know the causes for the fluctuation of sales in the Sakthi Masala products.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study

1. To evaluate the existing varieties of masala powders in the Pudukottai town.
2. To know the factors affecting the buying decision of the consumers with regard to the Sakthi Masala products.
3. To analyze the market potentiality for the Sakthi Masala Products.
4. To identify the opinion of the consumers regarding the utility of Sakthi masala Products.
5. To find out the problems faced by the consumers when they use the Sakthi Masala products.
6. To find out the remedial measures and offer recommendations to the needy.

RESEARCH METHODOLOGY

Research Design

Descriptive research was conducted in this study to make the research effective and useful to the needy.

Collection of Data

Both the primary and secondary data was collected in this research work

Primary Data

Primary data was collected from the sample respondents from the population by way preparing a questionnaire. The questionnaire was prepared with the guidance of the experts in the relevant field. A necessary correction was made in the questionnaire to complete the research work successfully.



Secondary Data

Secondary data was collected from the journals and magazine published in the related topics.

Sample Selection

The consumers who are using Sakthi masala products for preparing the food stuff items are the population for the study. As the population is numerous in the study area 120 respondents were selected in the **Pudukottai town** from the total population. The respondents were selected at random by using convenient sampling method. As the Sakthi masala products are used in hotels out of 120 respondents 20 respondents were selected from the hotel industry in Pudukootai, remaining 100 respondents were selected from the residents of Pudukottai. The sample respondents consist of both male and female respondents in the ratio of 1: 5 respectively

Study Period

The study period for the research work covers 3 month starting from January 2015, to March 2015

Study Area

Pudukkottai is one of the districts which are familiar for both the industrial development and also for educational development. The people in the district use both Sakthi masala products and also other local branded products manufactured within the district. As the researcher hailed from Pudukottai area, the researcher selected Pudokottai for his project work.

Statistical Tools

The collected data will be analyzed and interpreted properly to find the result of the research work. Further to know the association between two variables in deciding the particular issues statistical tools like simple percentage, chi-square, rank correlation, and ANOVA test will also be used.

Hypothesis

The following hypothesizes were framed for completing the project work effectively.

1. There is no association between the respondents based on the age and the volume of use of Sakthi Masala products.
2. There is no association between the educational qualification of the respondents and the knowledge about various brands of masala powders available in the market.
3. There is no association between the respondents based on the age and their opinion about the price of Sakthi Masala Products.
4. There is no association between the respondents based on their occupation and the volume of Sakthi masala products used.

Limitation of the Study

1. The data was collected from the consumers of Sakthi Masala products. So the findings of the study may not be considered for other products
2. There was no full co-operation from the respondents at the time of questionnaire or interview schedule. So the findings may be based on the information given by the respondents. There may be possibility for bias in the information provided by the respondents.
3. The survey was conducted only with female members of family and some of the hotels in Pudukottai district. Hence it may not be considered for framing the policy and decisions in other districts.

Table No-1, Table Showing the Sex of the Respondents

SEX	TOTAL	Percentage
MALE	20	16.67
FEMALE	100	83.33
Total	120	100

Source: Primary data



Interpretation

From the above table it is clearly understand that among 120 respondents 16.67 % of the respondents are male, while the remaining 83.33 % of the respondents are female.

Table No - 2, Table Showing the Age Group of the Respondents

AGE	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Below 25 years	20	04	24	20.00
26 to 35	26	05	31	25.83
36 to 45	34	06	40	33.33
46 and above	20	05	25	20.84
Total	100	20	120	100

Source: Primary data

Interpretation

From the above table it is inferred that 20% of the respondents belong to the age group of below 25 years and 25.83% of the respondents belong to the age group 26 to 35 years, 33.33% of the respondents belong to the age group of 36 to 45 years where as 20.84% of the respondents belong to the age group of 46 years and above.

Table No - 3, Table Showing the Marital Status of the Respondents

MARITAL STATUS	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
UNMARRIED	16	02	18	15.00
MARRIED	74	17	91	75.83
WIDOW	04	-	04	03.33
DIVORCE	06	01	07	05.84
Total	100	20	120	100

Source: Primary data

Interpretation

From the above table it is clearly understood that among 120 respondents 15% of the respondents are unmarried, 75.83% of the respondents are married, and 3.33% of the respondents have lost their spouse while the remaining 5.84% of the respondents are divorce.

Table No- 4, Table Showing the Educational Status of the Respondents

EDUCATIONAL STATUS	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Up to 10 th Std	16	02	18	15.00
Upto 12 th Std	54	09	63	52.50
UG	06	03	09	07.50
PG	04	02	06	05.00
Others diploma	20	04	24	20.00
Total	100	20	120	100

Source: Primary data

Interpretation

The above table clearly reveals that among 120 respondents 52.5% of the respondents have studied upto 12th std, 15% of the respondents studied upto 10th Std, 20% of the respondents have studied diploma courses, 7.5% of the respondents completed degree, while the remaining 5% of the respondent have completed post graduate degrees.



Table No- 5, Table Showing the Occupation of the Respondents

OCCUPATION	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
House wife	37	-	37	30.83
Employed in private sector	24	09	33	27.50
Government employee	06	03	09	07.50
labour	24	05	29	24.17
Business	09	03	12	10.00
Total	100	20	120	100

Source: Primary data

Interpretation

The above table shows that among 120 respondents 30.83% of the respondents are house wives, 27.5% of the respondents are employed in private sectors, 24.17% of the respondents are labour, 10% of the respondents involved in business, while the remaining 7.50% of the respondents are government employees.

Table No-6, Table Showing the Monthly Income of the Respondents

MONTHLY INCOME	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Up to Rs.4000	37(35)	05(7)	42	35.00
Rs.4001-8000	29(31.67)	09(6.33)	38	31.67
Rs.8001-12000	26(24.17)	03(4.83)	29	24.16
Rs.12000 and above	08(9.16)	03(1.84)	11	09.17
Total	100	20	120	100

Source: Primary data

The figures in the parenthesis shows the expected frequencies

Interpretation

The above table limelight that among 120 respondents 35% of the respondents get a monthly income up to Rs.4000, 31.67% of the respondents earn Rs. 4001-8000 per month, 24.16 % of the respondents get a monthly income between Rs.8001-12000 while the remaining 9.17% of the respondents earn Rs.12000 and above per month.

Chi-Square Test

Null hypothesis

There is no significant relationship between respondents based on the sex and their income

Alternative hypothesis

There is significant relationship between respondents based on the sex and their income

Factor	Calculated value ²	Table value	DF	Remarks
Gender	3.741	7.815	3	Significant

As the calculated value of ² (3.741) is less than the table of ²(7.815) at 3 degrees of freedom for 5 % level of significance, there is no relationship between the respondents based on sex and their income per month. Hence the null hypothesis is accepted and concluded that there is no relationship between the sex of the respondents and their income. Income of the respondents may depend on some other factor like the activities involved, ability of the individual and the experience.



Table No- 7, Table Showing The Reason for Buying the Sakthi Masala Products

REASONS	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Quality	16	02	18	15.00
Tasty	44	09	53	44.17
Discount offer	14	06	20	16.66
Easy availability	26	03	29	24.17
Total	100	20	120	100

Source: Primary data

Interpretation

The above table clearly reveals that among 120 respondents 44.17% of the respondents told that tasty is the main reason for purchasing the sakthi masala products, 24.17% of the respondents convey that easy availability is the main reason for purchasing the sakthi masala products, 16.66% informed that discount offer is the main for purchasing the sakthi masala products while the remaining 15 % of the respondents conveyed that quality is the main reason for buying the sakthi masala products.

Table No-8, Table Showing the Person Influenced to buy the Sakthi Masala Products

PERSON INFLUENCED	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Parents	35	07	42	35.00
Friends	14	04	18	15.00
Sales person	22	02	24	20.00
Media	29	07	36	30.00
Total	100	20	120	100

Source: Primary data

Interpretation

A survey was undertaken to know the person influenced the respondents to buy the sakthi masala products. The survey clearly reveals that among 120 respondents 35 % of the respondents conveyed that their parents influenced them to buy sakthi masala products, 30% of the respondents stated that media influenced them to buy Sakthi masala products, 20% of the respondents informed that they bought the sakthi masala products due to the influence of the sales men, while the remaining 15 of the respondents told that their friends influenced them to buy the products.

Table No-9, Table Showing the type of the Sakthi Masala Products Frequently Purchased Buy the Respondents

PRODUCTS	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Pure spices	23	05	28	23.33
Traditional spice Blend	44	04	48	40.00
Instant mixture and flour	17	03	20	16.67
pickles	16	08	24	20.00
Total	100	20	120	100

Source: Primary data

Interpretation

The above table limelight that among 120 respondents 40% of the respondents told that they buy only the traditional spice blend, 23.33% of the respondents informed that they used to buy only pure spices, 20% of the



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respondents said that they buy only pickles, while the remaining 16.67% of the respondents expressed that they buy the instant mixture and flour from the sakthi masala products.

Table No- 10, Table Showing the Opinion of the Respondents Regarding the Brand Image of the Products Plays Role to Make Buying Decision

OPINION	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Yes	68	16	84	70.00
No	32	04	36	30.00
Total	100	20	120	100

Source: Primary data

Interpretation

The above table exhibits that among 120 respondents 70% of the respondents opined that the brand image of the products play role in buying the products, while the remaining 30% of the respondents opined no for the play of brand image to take buying decision of the products.

Table No- 11, Table Showing the Opinion of the Respondents Regarding Initiatives Taken by the Company to Promote Sales

OPINION	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Yes	83	10	93	77.50
No	17	10	27	22.50
Total	100	20	120	100

Source: Primary data

Interpretation

From the above table it is inferred that among 120 respondents 77.50 of the respondents told that the company takes initiatives to promote the sales, while the remaining 22.50 % of the respondents informed that the company does not take initiatives to promote the sales at present.

Table No- 12, Table Showing the Methods Adopted by the Sakthi Masala Company to Promote the Sales

METHOD	RESPONDENTS		TOTAL	PERCENTAGE %
	FEMALE	MALE		
Advertisement	23	02	25	26.88
Maintain quality	30	04	34	36.56
Competitive price	17	03	20	21.51
Credit facilities to the dealers	13	01	14	15.05
Total	83	10	93	100

Source: Primary data

Interpretation

The above table clearly reveals that among 93 respondents who know about the initiatives taken by the company to promote the sales 36.56% of the respondents informed that the company maintain sustainable quality in the products to promote the sales, 26.88% of the respondents conveyed that the gives more advertisement to promote the sales, 21.51% of the respondents stated that the company offer competitive price to the customers to promote the sales, while the remaining 15.05% of the respondents told that the company provides credit facilities to the dealers to improve the sales.



Table No-13, Table Showing the Association between Age of the Respondents and their Occupation

Age	RESPONDENTS BASED ON OCCUPATION					TOTAL NUMBER OF RESPONDENTS	% OF THE RESPONDENTS
	HOUSE WIFE	EMPLOYED IN PRIVATE SECTOR	GOVERNMENT EMPLOYEE	LABOUR	BUSINESS		
Below 25 years	09(7.40)	05(6.60)	02(1.80)	06(5.8)	02(2.4)	24	20.00
26-35	06(9.56)	08(8.53)	03(2.33)	07(7.5)	07(3.1)	31	25.83
36-45	12(12.33)	13(11)	03 (3)	11(9.66)	01(4)	40	33.33
46 and above	10(7.71)	07(6.87)	01(1.87)	05(6.04)	02(2.5)	25	20.84
Total	37	33	09	29	12	120	100

Source: primary data

The figure in the parenthesis shows the expected frequencies.

Chi-Square Test

Null hypothesis

There is no significant relationship between respondents based on the age and their occupation

Alternative hypothesis

There is significant relationship between respondents based on the age and their occupation

Factor	Calculated value ²	Table value	DF	Remarks
Gender	11.482	21.026	12	Significant

As the calculated value of χ^2 (11.482) is less than the table of χ^2 (21.026) at 12 degrees of freedom for 5 % level of significance, there is no relationship between the respondents based on the age and their occupation. . Hence the null hypothesis is accepted and concluded that there is no significant relationship between the respondents based on age and their occupation. The occupation of the respondents may depend on some other factor like knowledge, education and the attitudes of the respondents.

ANOVA TABLE

Sources of Variation	Degrees of freedom	Sum Square	MSS =SS/Dof	F _c	F _{tab(5%)}
Between samples	4	438	438/4=109.5	109.5/51.05=2.144	3.01
Within samples	4	421.2	421.2/4= 105.3	105.3/51.05=2.06	3.01
Error	16	816.8	816.8/16=51.05		
Total	24	1676			

Critical Value. The critical value of F for 4 and 16 degrees of freedom at $\alpha = 0.05$ is $F_{0.05(4,16)}$ is = 3.01 Decision: The computed value 2.144 < tabled value of $F_{0.05(4,16)}$ (4,16) = 3.01. Hence the null hypothesis H_0 is accepted and the alternative hypothesis H_1 is rejected. All the mean of the respondents based on educational qualification are equal and all the mean opinion of the respondents regarding the location of the Sakthi masala products store are similar.

5.1 FINDINGS

The collected data were properly interpreted and analyzed by applying various statistical tools to make the study fruitful and find out the result of the study and make the findings useful to the needy. After having thorough analyses from the collected data, the following finds were found out.

1. Most of the respondents are female. (83.33 %)
2. Most of the respondents belong to the age group of 36 to 45 years
3. Most of the respondents are married (75.83%)
4. Major proportion of the respondents have studied up to 12th std (52.5%)



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5. Most of the respondents are house wife.
6. Most of the respondents get a monthly income up to Rs.4000
7. Most of the respondents told that tasty is the main reason for purchasing the sakthi masala products (44.17%)
8. Most of the respondents conveyed that their parents influenced them to buy sakthi masala products.
9. Most of the respondents told that they buy only the traditional spice blend,(40%)
10. Most (70%) of the respondents opined that the brand image of the products play role in buying the products.
11. Major proportion (53.33%) of the respondents opined that the brand image of the products attracted the respondents hence they bought the products.
12. Most (57.5%) of the respondents told that they know the other services provided by the sakthi masala company.
13. Most of the respondents told that the company sponsors the divider in the road side.
14. Most (77.50) of the respondents told that the company takes initiatives to promote the sales.
15. Most (36.56%) of the respondents informed that the company maintain sustainable quality in the products to promote the sales.
16. Most (80%) of the respondents satisfied with the products of the sakthoi Masala company.
17. Most (48.81%) of the respondents conveyed that they are satisfied with the quality of the products of sakthi masala.
18. Most (58.33%) of the respondents informed that poor standard of raw materials is the main reason for which they are not satisfied with the sakthi masala products.
19. Most (40%) of the respondents buy two products from sakthi masala at a single time.
20. Most (45.83%) of the respondents purchased up to three products from the sakthi masala items during the previous month of survey.
21. Most (62.50%) of the respondents prefer non veg masal powder.
22. Most (68.33%) of the respondents like pickles from Sakth masala company.
23. Most (48.78 %) of the respondents prefer lemon pickle.
24. Most (61.67%) of the respondents told that their family members are satisfied with the sakthi masala products.
25. Most of the respondents opined good responses regarding the brand factor of the Sakthi masala products.
26. Most (34.17%) of the respondents gave good opinion for the quality of the sakthi masala products.
27. Most (43.33%) of the respondents gave normal opinion regarding price of the Sakthi masala products.
28. Major proportion of the respondents gave good opinion for the quality of the sakthi masala products.
29. Major proportion (43.33%) of the respondents gave normal opinion regarding price of the Sakthi masala products.
30. Major (35%) of the respondents gave normal opinion for the cash discount provided for the sakthi masala products.
31. Major (49.17 %) of the respondents expressed that the quality and competitive price of the Sakthi masala products is normal.
32. Most (49.17%) of the respondents informed that the T.V advertisement of Sakthi Masala Products is good.
33. Most (40 %) of the respondents informed that the radio advertisement of Sakthi Masala Products is good.
34. Most (36.67 %) of the respondents informed that the Flex board advertisement of Sakthi Masala Products is good.
35. Most (36.67 %0 of the respondents told that Buy one get one scheme of Sakthi Masala Products is normal.
36. Most (38.33 %) of the respondents informed that the attractive display of Sakthi Masala Products is good.
37. Most (52.50 %) of the respondents informed that the convenient location of the store of Sakthi Masala Products is good.
38. Major proportion (47.5 %) of the respondents informed that the familiarity of the store of Sakthi Masala Products is good.
39. Most (77.50%) of the respondents opined that the sakthi masala products serve the needs of the society.



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40. Most (61.29%) of the respondents informed that the sakthi masala company supply the quality products.
41. Major proportion (44.17%) of the respondents informed that the society have good feeling about the Sakthi Masala product.
42. Majority (45.24 %) of the respondents are satisfied with the sakthi masala products.
43. Most (74.17%) of the respondents opined that the sakthi masala company renders various social services to the society.
44. Most (45.31%) of the respondents conveyed that then sakthi masala company provides employment opportunity to the unemployed.
45. Most (56.67%) of the respondents informed that fixed price in the sakthi masala products is the main problem faced by them.

FINDINGS FROM CHI-SQUARE TEST

1. There is no relationship between the respondents based on the age and their occupation.
2. There is no relationship between the respondents based on the age and their income.
3. There is no relationship between the respondents based on the educational status and their income.
4. There is a relationship between the respondents based on the educational status and regarding the packing size of the sakthi masala products.
5. There is no relationship between the respondents based on sex and their income.

FINDINGS FROM CORRELATION TEST

1. The respondents based on the sex have similar attitudes in stating the problem faced by them with regard to Sakthi masala products.
2. The respondents based on the sex have similar attitudes in giving opinion regarding the quality and competitive price of Sakthi masala products.
3. The respondents based on the sex have similar attitudes in giving opinion regarding the one Get one scheme of the sakthi masala products.

FINDINGS FROM ANOVA TEST

All the mean of the respondents based on educational qualification are equal and all the mean opinion of the respondents regarding the location of the Sakthi masala products store are similar.

SUGGESTIONS

- Some of the respondents opined that the rate of the sakthi masala products is increased frequently. Hence the management should try to maintain stability in the price of the products which will help to increase the potential customers.
- Few respondents in the study area are not satisfied with the sakthi masala products. Hence the company should enhance the quality and taste of the products to satisfy all the consumers.
- Few consumers in the study area do not know much about the sakthi masala products due to lack of awareness and limited literacy, so the company may give more advertisement so that the sakthi masala products will reach all the parts of the country.
- Some of the respondents informed that the locations of the store which are dealing in Sakthi masala products are far away from their place. Hence if possible the company may try increase the retailers dealing in sakthi masala products.
- Some of the consumers told that the window display is not sufficient for Sakthi masala products, hence the company may arrange for window display in the heart of the cities which will increase the potential consumers and customers considerably.
- Some of the customers are not satisfied with the compliments scheme given by the Sakthi masala products company. Hence the company may try increase more and compliments which will help to overcome the competition in the market.



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- Most of the respondents preferred only lemon pickle of the sakthi masala. So company may increase the flavour to all the pickles which will increase the taste simultaneously it will lead to increase the sales of all the pickles.

CONCLUSION

The Sakthi masala products are one of the familiar brands in the markets, even though in the study area some of the people do not aware of sakthi masala products, as they used to buy the local brands of masala powders prepared at cottage level. Further they buy masala items in the groceries shop and they prepare masala powders for their own taste. It is the real situation prevailing in the study area. Most of the respondents in the study area prepare pickles in their home itself. The masala powder is prepared by them once or twice in a year. Further there are severe competitions in the market for Sakthi masala products nowadays. Hence the company has to concentrate more in marketing and advertisement of their products in all possible way to overcome the issues in marketing of Sakthi masala products which will help to satisfy the needs and desires of the ultimate consumers and lead to increase the profit of the concerns. Further the company has to enhance the quality of all varieties of Sakthi masala products to have stability movements of all of its products in the market.

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