



## A study on customer satisfaction towards aachi masala in Puthanampatti, Trichy (DT)

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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

### 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.

### 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 & up gradation 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.”

### Review of literature

Abinaya. P, Kanimozhi.S and Subramani. A.K, 2015, this article examine that Aachi Masala products encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative, it was not easy to sell. It was concept sealing on “Easy Cooking” rather than marketing food products with self-rule and tenacious attempts it was able to get into the kitchens of our country and the rest of the world. The main objective of this research is to identify the customer satisfaction towards Aachi chicken masala in 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, 2016, 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 profitability, by satisfying customers in a socially responsible manner.

Poonam Bagal, 2017, 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.

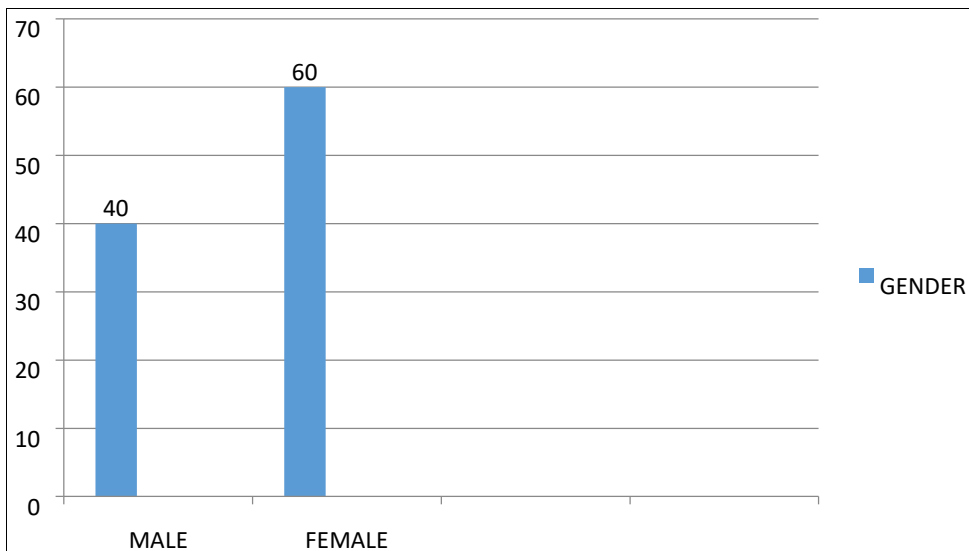
**Data Analysis and Interpretation**

**Table 1:** Showing Gender Of The Respondents

Gender	No. Of respondents	Percentage
Male	10	40
Female	15	60
Total	25	100

**Interpretation**

From Male the above table it is interpreted that the (60%) are Female of the respondents and (40%) are Male. Majority 60% of the respondents are female



**Chart 1:** Showing Gender Of The Respondents

**Table 2:** Showing education of the respondents

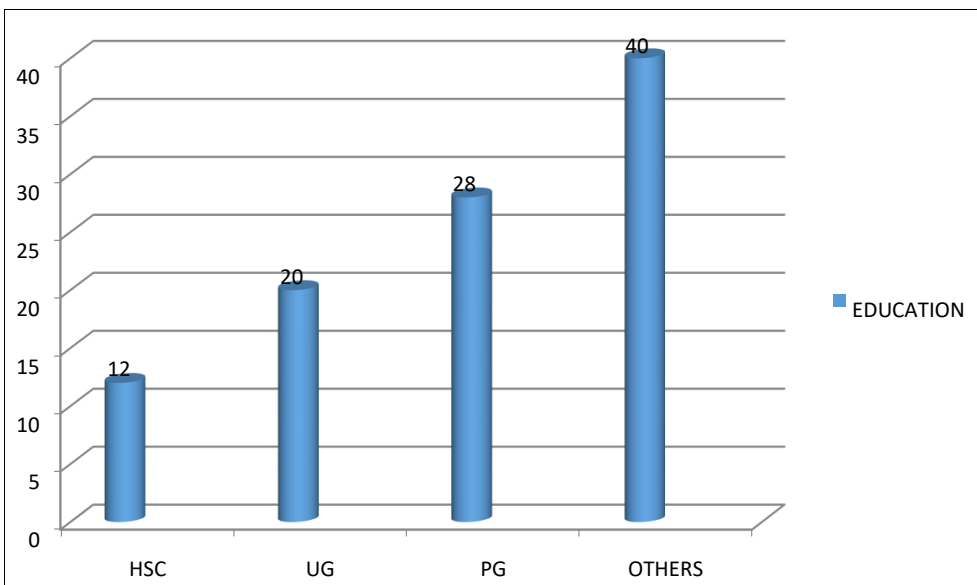
Education	No of respondents	Percentage
HSC	3	12
UG	5	20
PG	7	28
Others	10	40
Total	25	100

**Interpretation**

From the above table it is interpreted that 40% respondents are others and 28% respondents are PG and 20%

respondents are UG and 12% respondents are HSC.

**Majority are 40% respondents are others**



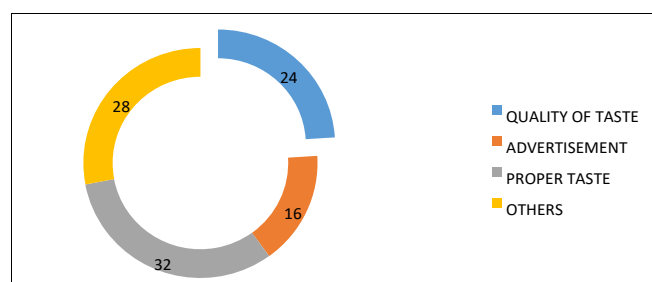
**Chart 2:** Showing education of the respondents

**Table 3:** showing which feature of aachi masala convinced respondents touse this taste of aachi masala

Respondents to Use this taste of Aachi masala	No of Respondents	Percentage
Quality of taste	6	24
Advertisement	4	16
Proper of taste	8	32
Others	7	28
Total	25	100

### Interpretation

From the above table it is interpreted that 32% of the respondents were convinced by proper of taste and 28% of the respondents were convinced by others and 24% of the respondents were convinced by quality of taste and 16% of the respondents were convinced by advertisement. Majority are 32% of the respondents are proper of taste.



**Chart 3:** Showing Which Feature Of Aachi Masala Convinced Respondents To Use

### 1. Findings

- The majority of the respondents are female.
- The majority of the respondents are married.
- The majority of the respondents are 26-35 age.
- The majority of the respondents are others.
- The majority of the respondents are business
- The majority of the respondents are using Aachi masala.
- The majority of the respondents reason in taste.
- The majority of the respondents friends and family members suggest.
- The majority of the respondents have using this 2years.
- The majority of the respondents are proper of taste.
- The majority of the respondents are satisfied for purchase from the departmental stores.
- The majority of the respondents are purchase in their family with the purchase quantity of 50g and 250g of Aachi masala products.
- The company may consider providing the fully natural based masala products.
- Aachi masala products 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.

### 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.

### 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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