A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS JP MASALA WITH SPECIAL REFERENCE TO TIRUPUR CITY

Mrs.L.Priya M.com(CA).,M.Phil.,(Ph.D)[1], Mr. M. Balakumar[2]

[1]Associate Professor Department of Commerce with Computer Applications,
Dr. N. G. P Arts and Science college, Coimbatore.
[2]Student of III B.Com. (CA), Department of Commerce with Computer Applications,
Dr. N.G.P Arts and Science college, Coimbatore.

ABSTRACT

Even though JP Masala was started as a small-scale industry in 2001, in the current it has enhanced its product market with its smart strategy of packing its products in various quantities of 20, 50, 200, 500 grams in order to reach all class customers. The masala is important in cooking because it adds depth and richness of flavor to the dishes. It can be used to create both mild and spicy dishes, depending on the ingredients used. The masala is also believed to have health benefits, such as aiding in digestion and helping to fight off infections. No food is considered as a complete food without masalas. Masalas play a vital role in Indian cuisine. Masala powder or just masala is nothing but a blend of specific spice or multiple spice. Since ancient times Indian masalas are not only used in Indian cuisine but are also used for the treatment of diseases. For example, 'turmeric' which is famous for its anti-inflammatory properties is considered a boon for Indians. India is rich in spices and each of them has different flavor, color, texture. There are so many spices in India that it becomes difficult to count. Spices also vary from different states to different food. Few spices are not even known by all the Indians as they are rare and only used by professional chefs. For an authentic Indian masala cuisine, adding the right amount of masala is very important.

KEYWORDS: *Masala*

INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION

JP Masala is a popular Indian spice brand that has been in the market for several years. The brand has established a strong presence in the spice industry and has gained a loyal customer base over time. However, with the increasing competition in the market, it is important for JP Masala to continuously evaluate its product offerings and understand the preferences and satisfaction levels of its customers. JP Masala is a well-known brand of spices and seasonings in India that has been satisfying taste buds. JP Masala is a brand established in the year 2001 to redefine the taste of Non veg dishes. We are one of the top most established brands in Coimbatore, Tirupur, Chennai districts of Tamil Nadu state, for the family's day to day cooking needs.

Even though JP Masala was started as a small-scale industry in 2001, in the current it has enhanced its product market with its smart strategy of packing its products in various quantities of 20, 50, 200, 500 grams in order to reach all class customers.

Their products include Bajji Bonda Mix, Chicken Masala, chilly chicken masala, fish fry masala, cumin powder, garam masala, rasam powder, biriyani powder, fish curry masala, idly dosa powder, sambar powder, coriander leaves, curry masala, ginger garlic paste, chilli powder, turmeric powder, black pepper powder and etc.

OBJECTIVES OF THE STUDY

1. To know the socio-economic profile of the respondents.
2. To understand the customer awareness about JP Masala.
3. To know the factors influencing purchasing behaviour to JP Masala.
4. To know the satisfaction level of consumers towards JP Masala.
5. To give the suggestions based on the findings.

SCOPE OF THE STUDY

With particular reference to the city of Tirupur, this research study describes the study on consumer satisfaction with JP Masala. The study aims to know the consumer perception and buying behaviour of JP Masala. There is a need to identify the consumer preference of the JP Masala. The focus of the study is to know the satisfaction level of consumers.

RESEARCH METHODOLOGY

RESEARCH DESIGN
A descriptive research design is used in this study.

SOURCE OF DATA
PRIMARY DATA
Primary data are those collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire.

SECONDARY DATA
The data which are already collected is called secondary data. It means data that was already available. Secondary data was collected from various journals, articles and internet blogs.

SAMPLING TECHNIQUE
The Convenient random sampling technique is used in this study.

SAMPLE SIZE
The sample size is 120 respondents.

AREA OF STUDY
The study cover tirupur district only.

TOOL FOR ANALYSIS
- Percentage analysis
- Rank analysis

SIMPLE PERCENTAGE ANALYSIS
Percentage analysis is used in making comparisons between two or more series of data. Percentage is used to describe relationships. Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

$$\text{Simple percentage method} = \frac{\text{Number of respondents replied}}{\text{Total number of respondents}} *100$$

The information given by the proprietor will be influenced by their personal profile like age, educational qualification, nature of business and so on. So, to have an idea on their personal profile a percentage analysis was carried out.

RANK ANALYSIS
A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first" ,"second", "third", etc., To different of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

LIMITATIONS OF THE STUDY
- The research study is based on Questionnaire collected from the Respondents.
- Sample size is restricted to 120 Respondents.
- This study is focused with special reference to Tirupur City.

- Findings of this study purely depends upon the factors, satisfaction level & strategies of the respondents.

REVIEW OF LITERATURE

[1]**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.

[2]**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. The study has been made by collecting the responses of consumers through structured interview schedule. The research shows that turmeric and Chili powder preferred pure spices blends.

[3]**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.

[4]**Prakash. M and Vinoth. M, 2017,** "Consumer preference to brand of Masala powder" Masala refers to a mixture of many continents which gives a pleasant odour. Gone were days, the housewives used many continents 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.

[1]Hariharan.S (2019) A study on Customer satisfaction towards aachi masala product in Tambaram Town, Chengalpattu District Tamilnadu think India journal 22(14).
[2]Angamuthu.M (2019) "Consumer Perception and Satisfaction Towards Sakthi Masala Products" knowledge Economy – A Half Yearly Jounal 9 (17) 5-13.
[3]Rasadurai. M, Raguraman. M. (2018) a case study on consumer preference in choosing the masala brands between Sakthi and aachi masala, Shanlax International Journal of Commerce.
[4]Prakash.M, Vinoth. M (2017) "consumer preference to brand masala powder" international Journal of Management, IT and Engineering 7(8), 318-327.

TABLE NO 4.1
THE TABLE SHOWING THE GENDER OF THE RESPONDENTS

S.No	Gender	Number of Respondents	Percentage (%)
1	Male	45	37.5
2	Female	75	62.5
	Total	120	100

INTERPRETATION
From the above table we found that 37.5% of the respondents were Male and 62.5% of the respondents were Female.

INFERENCE
Majority 62.5% of the respondents were Female.

TABLE 4.2
TABLE SHOWING SOURCE OF AWARENESS OF THE RESPONDENTS

S. No	Source of Awareness	Number of Respondents	Percentage (%)
1	Television	33	28
2	Radio	16	13
3	Friend	43	36
4	Relative	25	21
5	Other	3	2
	Total	120	100

(Source: Primary Data)
INTERPRETATION
From the above table we found that 28% of the respondents aware through television,13% of the respondents aware through radio,36% of the respondents aware through friend,21% of the respondents aware through relative and 2% of the respondents aware through other.

INFERENCE
 Mostly 36% of the respondents aware through Friend.

TABLE 4.3
TABLE SHOWING SOURCE OF PURCHASE OF THE RESPONDENTS

S. No	Source of Purchase	Number of Respondents	Percentage (%)
1	Store	59	49
2	Online	36	30
3	Bulk	24	20
4	Other	1	1
	Total	120	100

(Source: Primary Data)
INTERPRETATION
 From the above table we found that 49% of the respondents purchase through Store,30% of the respondents purchase through Online,20% of the respondents purchase through Bulk and 1% of the respondents purchase through Other.

INFERENCE
          Mostly 49% of the respondents purchase through Store.

TABLE 4.4
TABLE SHOWING FACTORS WHICH INFLUENCE OF THE RESPONDENTS

Source	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total	Rank
Product quality	66 (5) 330	32 (4) 128	17 (3) 51	3 (2) 6	2 (1) 2	517	I
Variety of products	17 (5) 85	68 (4) 272	30 (3) 90	5 (2) 10	0 (1) 0	457	III
Taste	34 (5) 170	45 (4) 180	37 (3) 111	4 (2) 8	0 (1) 0	469	II
Packaging	20 (5) 100	58 (4) 232	25 (3) 75	16 (2) 32	1 (1) 1	440	IV
Price	38 (5) 190	51 (4) 204	21 (3) 63	2 (2) 4	8 (1) 8	469	II

(Source: Primary Data)

INTERPRETATION
 The above table result is found that product quality rank 1, taste and price ranks 2, variety of products rank 3 and packaging rank 4

INFERENCE
 Majority of the respondents found that product quality ranks 1.

FINDINGS, SUGGESTIONS AND CONCLUSIONS
FINDINGS
 1. Majority 62.5% of the respondents were Female.
 2. Mostly 36% of the respondents aware through Friend
 3. Mostly 49% of the respondents purchase through Store.
 4. Majority of the respondents found that product quality ranks 1

SUGGESTIONS
 1. Improving availability of the JP masala
 2. Improving the quality of the vegetarian masala (sambar, rasam, etc.)
 3. Improve awareness level of JP Masala through advertising in television, social media.
 4. Improve the variety of masalas.
 5. Give more offers to attract the customers.

REFERENCE
 1. *Leelavathi, R., & Munivel, K. (2016) impact of customer satisfaction of sakthi masala product. Primax International Journal of Marketing (PIJM).*
 2. *Poonam Begal (2015), "A Study on Consumer Buying Behavior towards Spices with special reference to Everest Masala in Bengaluru City", International journal of Interdisciplinary research Centre.*
 3. *Thangamani and Arthi (2015) "A Study On Customer Satisfaction Towards Sakthi Masala In Coimbatore City", International Journal Of Research In Commerce, Economics & Management, Volume No. 5, Issue No. 02, ISSN 2231-4245,pp.57-60.215.*
 4. *Abinaya, P., Kanimozhi, S., & Subramani, A. K. (2015). Customer satisfaction towards Aachi chicken Masala in Avadi-A study. Zenith International Journal of Multidisciplinary Research, ISSN, 2231-5780*

TEXTBOOK REFERENCE
1. *Philip Cotler, Marketing Management (Pearson Education, 12th Edition)*
2. *Naresh Malhotra, Marketing Research (An applied orientation research design)*
3. *Service Marketing by M.K. Rampal*

WEBSITE REFERENCE
1. *https://www.jpmasala.com/*
2. *https://www.marketresearch.com*
3. *www.eecmbajournal.in.*