



## The Influence of Product Attributes towards Brand Loyalty of Masala products among women in Salem City

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### ABSTRACT

*The purpose of this article is to investigate the influence of brand loyalty on Masala product buying behaviour of female consumers of Salem city in the Tamilnadu. Questionnaires were distributed 100 female customers. Descriptive analysis and t-test were used in this study. The study concluded that there is a high level of influence of product attributes on brand loyalty among women in Salem.*

**KEYWORDS :** Brand Loyalty, product attributes, Masala products, price worthiness, buying behaviour

### Introduction

The customer who re-purchases the product which is manufacturer manufactured the specific product that is available in the market offer by different companies. That is called brand loyalty which customer purchase consistently specific brand from the different other brands available in the market (Naveed). According to the (Carman 1970) opinion the most important thing of product loyalty is retail loyalty. When customer have enough choice about different brand under one roof this will bound him to switch to other brands which are available in the market. So the store loyal customers always increase the brand loyalty because he thinks that all benefits of his brand is better than other brands. The brand loyalty concept does not depend only on product quality and product succession.

### Problems Statement

Masala powder is one of the important ingredients in cooking. There is a thought that using of Masala powder gives a good taste and flavour for food items. In olden days they required Masala powder for cooking where prepared by women in home. As per the current scenario of modern living particularly in a nuclear family setup and both are employed status there is no time for preparing all those things. Nowadays there are plenty of branded and certified Masala products available in the market for fulfilling various kinds of food requirements. Among them some of the brands are most familiar and having loyalty among consumers. That brand loyalty is completely based on various factors of the particular Masala brand. Among which one of the most important and predominant factors is product attributes. Therefore, it is essential to know the influence of product attributes on brand loyalty of Masala products.

### Objectives of the study:

1. To know the relationship between products attributes and demographic factors.
2. To find the influence of Product Attributes on brand loyalty of Masala Products

### Methodology:

The study is based on both primary and secondary data. The primary data is collected through a well structures questionnaire by using convenient sampling technique in Salem city of Tamilnadu. Simple percentage and one sample t test were used in this study. The secondary data collected from journal, website, books and magazines etc.

**Table -1 Description of the Respondents**

Variable	Maximum (%)	Minimum (%)
Age	42(31-45)	36 (Below30)
Marital Status	64 (Married)	36(Unmarried)

Educational Qualification	30(Degree)	20(12 <sup>th</sup> )
Occupational Status	42(Housewife)	16 (Govt. employee)
Monthly Income	48(Below20,000)	20(21,000-40,000)
Family Size	58(3-5)	30(Above5)

**Table -2 Which Brand of Masala do you Prefer Most**

Products	Frequency	Percentage
Aachi	20	20 %
Sakthi	50	50 %
Everest	10	10%
MTR	6	6 %
Aashirvaad	6	6 %
Others	8	8 %
Total	100	100 %

The above table revealed that maximum 50% of the customers prefer to buy Sakthi Masala powder, 20% of the customers prefer to buy Aachi Masala powder, 10% of the customers prefer to buy Everest Masala powder, 8% of the customers prefer to buy other Masala powders, whilst 6% of the customers prefer to MTR and Aashirvaad Masala powder.

**Table -3 How Long you have been using Masala Products**

Years	Frequency	Percentage
1-3Years	20	20 %
3- 5 Years	42	42 %
Above 5 Years	38	38 %
Total	100	100 %

The above table revealed that maximum 42% of the customers using same Masala powders for 3-5 years, 38% of the customers using same Masala powders for above 5 years, whereas 20% of the customers are using same Masala powders for 1-3 years

**Table -4 Relationship Between Demographic Factors and Product Attributes**

Products	Age	Marital status	Educational Qualification	Occupational Status	Monthly Income	Family Size
Longer Shelf life	.000	.392	.224	.001	<b>.518</b>	.016
Taste	.000	.189	.355	.002	.005	.032
Exotic Flavour and Varieties	.000	.610	.006	.000	.000	.000
Excellent Grade of Ingredients	<b>.053</b>	.238	<b>.345</b>	<b>.638</b>	.024	.032
Pleasant Aroma / Distinctive Flavour Aroma	.000	.685	.252	.000	.002	.019
Taste Enhancer	.004	.479	<b>.074</b>	.000	.015	.000
Delicious	.010	.293	.005	.000	.007	.000
Hygienically and good packaged	.002	.233	.000	.000	<b>.054</b>	.000
Fresh and safe to use	.003	.089	.000	.000	.161	.000
Optimum processed	.000	.297	.001	.000	.001	.000
Price worthiness	.023	.020	.000	.001	<b>.171</b>	.000
Promotion and offers	<b>.092</b>	.541	.002	.000	.000	.000
Availability of various quantity	.433	.980	.039	.010	<b>.838</b>	.033

The above table exhibited that there is a significance relationship between the product attributes demographic variable like age, educational qualification, occupational status, monthly income and family size but there is no relationship between the demographic factors and marital status.

#### Conclusion:

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 women. Since its product attributes highly convincing and acceptance nature.

## REFERENCES

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