



A STUDY ON CONSUMER PERCEPTION TOWARDS SELECTED MASALA PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Introduction

Indian retail food industry has revolutionized shopping experience of Indian customers. Growing at the rate of 30%, the Indian food retail is going to be and no doubt is the major driving force for the retail industry. Food accounts for the largest share of consumer spending. Food and food products account for about 50% of the value of final private consumption. This share is significantly higher compared to developed economies, where food and food products account for about 20% of consumer spending.

The percentage of income spent in households will drive growth in the food market. Indian consumers are happy with store goods than branded goods and are very conservative on packaged goods. There are 10 million street vendors in India, of which 6 million only sell food. Currently, the retail food sector is US\$ 70 billion and is expected to rise to US\$ 150 billion by 2025.

Objectives of the study

With Liberalization, Privatization, Globalization and Modernization, the modern competitive business is based on understanding the best products and services that everyone wants. Considering the truth that the consumer is the king, every organization wants to increase market share and profit, the competitors are also following the same strategy. Understanding the behavior of the consumers is a great challenge. Today, instant food products occupy a legitimate shelf space in stores and super markets in India. New and high quality of instant food products have changed the life style of people and led to more number of Indian companies enter the market with varieties of instant food products. Instant food products save time and energy.

Area of Study

Efforts have taken to cover all parts of the Coimbatore city for the collection of the primary data so that the result is not biased. Since the population size is infinite, the researcher had to limit the sample size. The sample has to be evenly distributed unbiased. The whole city of Coimbatore is divided into four geographical zones. For this purpose, it was ensured that the samples are evenly distributed in each of the zone.

History of Masala Products in India

Using Indian spices Masala in cooking has a long history, dating back to 52,000 years. In earlier centuries, spices were considered as valuable commodities. This extremely lucrative business was long dominated by the Arabs who transported their merchandise to Europe via Egypt. The inherent adaptability and natural goodness of spices have inspired the world to discover more and more spices for their therapeutic, preservative and cosmetic properties.

Spices add aroma and flavour to the foods. In the sixteenth century, cloves were used to preserve food without refrigeration. Cloves contain a chemical called eugenol that prevents the growth of bacteria. Mustard and ground mustard were also found to have preservative qualities. More and more master chefs and gourmets research the origin of Indian cuisine to seasons, festivals and regions of India that there is a better understanding of the role spices play in our well-being. Not only does the food look, smell and taste are delicious, it heals, soothes and rejuvenates. Ayurveda, the indigenous system of Indian medicine, uses a large number of spices in its combination of preventive and curative medicines.

South Indian Spicy Masala Verities of Masala

The range available in the market includes Kesari Milk Masala, Garam Masala, Super Garam Masala, Royal Garam Masala, Sabji Masala, Sambhar Masala, Chhole Masala, Biryani Masala, Tea Masala, Meat Masala, Tandoori Chicken Masala, Chicken Masala, Chaat Masala, Rasam masala, turmeric powder, three varieties of red chilly powder (Kashmirilal, Tikhalal, Kutilal), coriander powder, black pepper powder, dry ginger powder, kasuri methi, cumin powder, white pepper powder,

SAKTHI MASALA

Absolute hygienic work place, matching international standards have been created and the process & products are constantly upgraded to meet the emerging global demands. Every aspect, be it introducing a new technology or an attractive packaging is well thought about before adoption and release. As part of the global strategy, the company upgrades the quality of its raw materials through highest degree of purification, accurate processing and precise packaging with stringent quality control measures at every stage with full-fledged indigenously built sophisticated technologies.

The company has non-polluting factory-line, which uses non-conventional energy resources like wind power and solar energy, as part of the global strategy – "Explore Green Power". Sakthi Masala's success lies in finding answers to the cooking problems of the people in the fast moving world with the range of spice mixes and curry powders which have been readily accepted all over the world. And naturally Sakthi Masala's aroma and flavour transcends the sovereignty of nations and has become one of the most sought after brands around the world.

AACHI MASALA

Today Aachi Masala needs no introduction. The quality of the products themselves stands testimony to their credentials and Aachi has become a household name. Simply because the product range is so wide and backed up by quality products that no household can afford to miss Aachi products from their kitchen shelf. The upper most reason for the success of the brand "Aachi" can be attributed to meeting the demand of consumers from every walk of life by pricing the product competitively and in various size packs which can be afforded by common man. The company has grown from humble beginning and the sales turnover of the year 2014-2015 stands at 207 Crores.

As the product range is very wide and also increasing every day it was felt by the customers that our entire range of products are not available under one roof. We at Aachi convert every threat as an opportunity to improve. This has now given birth to creation of "Model Shops". These shops will be of franchise type and will carry the entire range of Aachi products and customer who visits these shops will not miss any of the Aachi products of his/her choice. It is also planned to deliver from these shops the customers requirement at their door steps.

The process of Model Shop is gaining momentum and it is planned to establish around 10,000 Model Shops by this year end in Tamil Nadu alone. Having conquered in Tamil Nadu we are making progress in other Southern States and also exporting to global markets.

Everest

Everest spices come in two forms: pure spices and blended masalas. The basic ingredients are always sourced from regions where they are grown and are packaged in a way that allows them to retain their true flavour and aroma. To create blends, Everest invests extensively in researching traditional and authentic cuisines, evaluating cultural

preferences and quite simply following the evolution of changing tastes. The blends in the market which bear the Everest legacy are a proud reminder that in an effort to capture and package the delights that make Indian cuisine so agreeably international, the brand has left nothing to chance.

The Everest Masala It was who foresaw in post independent India, the company shift in people's tastes and habits and accurately predicted that paucity of time and the urge to experiment with cuisines would necessitate the advent of the pre-blended spice market. The company desired to create a brand that would bring together the nation's best flavours. It was a hard task, for blends were kept secret and were complex in nature, varying from region to region. The company management spent many years experimenting with extracts and powders and mixtures till it was certain that the country would accept blended spices from Everest as readily as its pure spices. Everest Garam Masala, Tea Masala and Kesari Milk Masala were first launched in Bombay in 1968. Their success encouraged Everest to look at brand extensions and launch a succession of new developments and formulations. Today, Everest has 42 blends available in the market; each has a household name and adds a very special touch to cooked food.

Sree Annapoorna

Sree Annapoorna is the first group of hotels in Coimbatore to introduce the culinary art and flavours of traditional south Indian cuisine. Hailed as the most popular of the various Indian culinary traditions, South Indian cuisine boasts of a variety of unique cooking methods and rich flavours. Sree Annapoorna's cuisine is prepared to meet the highest hygienic standards and to offer a carefully balanced diet. The dishes are prepared by highly qualified, cooks and served by the restaurant staff, always on hand, to ensure that the stay is as homely and comfortable as possible. Sree Annapoorna pledges to select only prime and healthy vegetarian ingredients and apply advanced, technologies to provide consumers with food, 73 products that are delightfully tasty, healthy, and convenient. The management continuously strives to improve and to meet the changing needs and expectations of their customers.

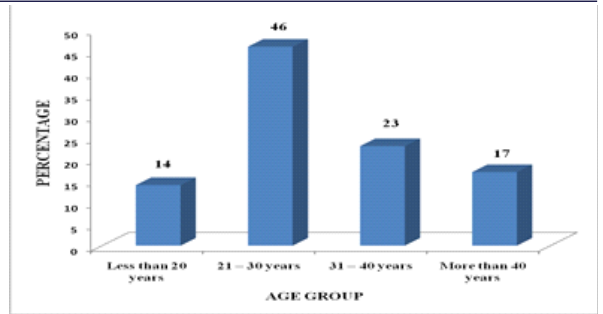
Sree Annapoorna is very much concerned, about the health, fitness and nutrition of the community it's serves. All of Sree Annapoorna's menus reflect its commitment to a healthy approach towards nutrition. Each day, they offer matchless selections, an extensive salad bar and fresh fruit. They stir-fry vegetables and offer stir-fry entrees regularly. In addition, they highlight the healthy menu items for each meal served to increase awareness of nutrition-wise choices.

The Gowrishankar Group of Hotels, started from the nearby village in 1960 to Coimbatore city, which is known as the Manchester of South India, having salubrious climatic conditions, with pure Kongu Tamil culture and housing huge textile mills and a number of small-scale engineering Industries. With an idea of starting a small business, opened a canteen in the Kennedy Theatre premises at R.S.Puram. The special Kirai Vadai and tasteful coffee supplied by the canteen attracted more number of people to enjoy the snacks and coffee rather than viewing the movie in the theatre. In 1968, the vision of creating a second outlet under the brand "Sree Gowrishankar" was conceptualized. In the beginning they concentrated on limited 72 menu with coffee, tea, snacks and tiffin items. In that year they started a restaurant called Sree Annapoorna & Sree Gowrishankar for the supply of good vegetarian food (meals) with the co-operation and patronage of the general public

AGE GROUP OF CONSUMING THE MASLA PRODUCTS

| S.No | Age Group | Number Of Customers | Percentage |
|------|--------------------|---------------------|------------|
| 1 | Less than 20 years | 28 | 14 |
| 2 | 21 – 30 years | 92 | 46 |
| 3 | 31 – 40 years | 46 | 23 |
| 4 | More than 40 years | 34 | 17 |
| | TOTAL | 200 | 100 |

AGE GROUP OF CONSUMING THE MASLA PRODUCTS



Conclusion:

The study will help the management to reduce the problem to create development of motivational activities. The customer perception in such a way that their careers goals are achieved. On issues such as the prime factors influence leading to brand preference, purchase opinion, ideas of consumer about the brand and so on. Hence the present study has been undertaken. The study will help to gain knowledge about the factors influencing on consumer to prefer the Masala products and problems faced by them on using such a product.

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