

## An Exploratory Study on Brand Preference and Factors Influencing the Purchase of Masala Products in Tirupur City



### Commerce

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### ABSTRACT

*It is obvious that India stands first in using Masala Products after China among the countries in the world. As Masala Product is a mixture of different spices that are used in cooking, now a days the preparation of various food items has become easier and fast too. The spices in the Masala products make the food more inviting and add flavour to the food items. These can be used together with herbs or without depending on what the recipe requires. The different age categories of people holding different occupations have got varied perceptions towards purchase of Masala Products. Hence, through this study, the researcher is attempted to analyze the opinions of selected people in Tirupur City regarding the Brand Preference of Masala Products and factors influencing the purchases of Masala Products.*

### Introduction

The use of Ready Mix Masala plays an important role in the modern day-to-day life. Most of the people prefer using Masala Products in order to save their time and to cook a variety of food easily. There are many companies involved in manufacturing Masala Products all over the country. As of now, many varieties of Masala Products are available in the market which we use for preparing Veg as well as Non-Veg items. The Masala food items usually give the same taste as like Traditional Cooking. As it is always available in the nearby shop, people can get the Masala Products at their door steps itself. Hence, the Masala Products becomes an essential in everybody's life in fast running world. Keeping these views, an attempt has been made by the researcher through this research to analyze the Brand Preference of Masala Products in Tirupur City.

### Statement of the Problem

In olden days, Masala mixes were prepared by the people at their respective houses alone by blending various cereals in appropriate proportions and grinding upto the required levels. But, now a days, several brands of ready made Masala Products are available in the market as substitutes. The consumers are interested to purchase those products so as to prepare various required dishes and curries easily. As there are various brands of Masala Products are placed by different companies in the market, the consumers have got their own preferences over those products or brands on account of varied reasons. The present study has been planned by the researcher as it becomes imperative to the consumers to aware further about Masala Products and to the marketers to conduct a continuous research on the preferences and expectations of the consumers.

### Scope of the study

The present study shows that consumers are attracted in many ways in buying the various brands of Masala Products like. Chicken Masala, Mutton Masala, Fish Masala, Egg Masala, Chilli powder, etc. As an outcome, it is expected that the study would be useful to the producers as well as marketers to gain information about various attitudes of consumers who are playing a dominant role in promotion of markets at different levels.

### Objectives of the study

- To know the socio-economic characteristics of sample consumers of selected Masala Products
- To study the Brand preference of respondents in purchasing Masala Products.
- To analyze the factors influencing the purchase of Masala Products
- To offer suggestions based on the results of the study.

### Limitations of the Study

- As far as possible the researcher tried to achieve the precision of the study but there were some unavoidable limitations, which could not overcome.
- As the time is limited, convenient sampling technique is used to select the respondents in Tirupur City alone.
- Since the sample size is very small the conclusions may not reflect the opinions of the consumers in the universe.

The present research may not be always valid as the consumers' preference may change according to time, fashion, technology, development etc.,

### Analysis and Interpretation

#### Distribution of the Sample Respondents

**Table A**

S.No	Gender	No. of Respondents	%
1	Male	100	50
2	Female	100	50
Total		200	100

#### Source: Survey Data

The above Table A shows that out of 200 respondents, both male and female gender respondents are equally taken for the study.

**Table B**

S.No	Age	No. of Respondents	%
1	Upto 20 yrs.	28	14
2	21 – 40 yrs.	148	74
3	41 – 60 yrs.	20	10
4	61 and above	4	2
Total		200	100

#### Source: Survey Data

The above Table B shows that out of 200 respondents, 14% of respondents are Upto 20 yrs, 74% of respondents are 21- 40 yrs, 10% of respondents are 41-60 yrs and 2% of respondents are 61 and above.

**Table C**

S.No	Marital Status	No. of Respondents	%
1	Married	76	38
2	Unmarried	124	62
Total		200	100

#### Source: Survey Data

The above Table C shows that out of 200 respondents, 38% of the respondents are married and 62% of the respondents are unmarried.

**Table D**

S.No.	Educational Qualification	No. of Respondents	%
1	10 <sup>th</sup>	20	10
2	12 <sup>th</sup>	8	4
3	Degree	156	78
4	Diploma	12	6
5	Others	24	12
Total		200	100

**Source: Survey Data**

The above Table D shows that out of 200 respondents, 10% of the respondents have studied upto 10<sup>th</sup>, 4% of the respondents have studied upto 12<sup>th</sup>, 78% of the respondents are degree holders, 6% of the respondents are diploma holders and 12% of the respondents are others ( Professionals and Illiterates).

**Table E**

S.No.	Preference of Brand	No. of Respondents	%
1	Aachi	32	16
2	JP	20	10
3	Sakthi	80	40
4	Annaporna	8	4
5	MTR	16	8
6	Everest	36	18
7	Aashirvaad	4	2
8	Others (Anjali,Kannan,etc.)	4	2
Total		200	100

**Source: Survey Data**

The above Table E shows that out of 200 respondents, 16% of the respondents are preferring Aachi, 10% of the respondents are preferring JP, 40% of the respondents are preferring Sakthi, 4% of the respondents are preferring Annaporna, 18% of the respondents are preferring Everest, 2% of the respondents are preferring Aashirvaad and 2% of the respondents are preferring others (Anjali, Kannan,etc.).

**Table F**

S.No.	Quantity	No. of Respondents	%
1	0.50 k.g.	100	50
2	0.100 k.g.	84	42
3	0.150 k.g.	16	8
Total		200	100

**Source: Survey Data**

The above Table F shows that out of 200 respondents, 50% of the respondents are purchasing 0.50 k.g, 42% of the respondents are purchasing 0.100 k.g and 8% of the respondents are purchasing 0.150 k.g.

**Table G**

S.No.	Inducements for Purchase	No. of Respondents	%
1	Family members	8	8
2	Advertisements	24	24
3	Advise of Friends & Relatives	2	2
4	Self decision	66	66
Total		200	100

**Source: Survey Data**

The above Table G shows that out of 100 respondents, 8% of the respondents are induced by advertisements, 24% of the respondents are induced by purchase friends, 2% of the respondents are induced by prestigious thoughts and 66% of the respondents are induced by self decision.

**Ranking Analysis**

**Table H**

**Ranking of the factors influencing the purchase of Masala Products**

Factor	Weighted Average Score	Rank
Convenience & Time Saving	957	I
Prices of individual ingredients	587	IV
Nuclear family Set up	612	III
Drudgery of work	653	II
Reduced domestic servants	265	V

**Source: Calculated data**

From the above table H, it is inferred that the Respondents give First rank to “CONVENIENCE & TIME SAVING”, Second rank to “DRUDGERY OF WORK”, Third rank to “NUCLEAR FAMILY SET UP”, Fourth rank to “PRICES OF INDIVIDUAL INGREDIENTS” and Fifth rank to “REDUCED DOMESTIC SERVANTS” among the factors influencing purchase of Masala Products

**Findings, Suggestions and Conclusion**

The following are the findings in the study

- Majority of the respondents belong to the age group of 21-40 years.
- Majority of the respondents are unmarried.
- Majority of the respondents have studied upto degree level.
- Majority of the respondents are purchasing Sakthi Masala Products.
- Majority of the respondents are purchasing 0.50 k.g.of Masala Products.
- Majority of the respondents give First rank to “CONVENIENCE AND TIME SAVING”
- Majority of the respondents are induced by self decision in purchasing Masala Products.

**SUGGESTIONS**

The age-wise analysis of purchase of Masala Products shows that young Category of respondents prefers more than the middle and old aged Category. Hence still due care may be taken by the Masala Products manufacturing companies to attract the middle and old aged respondents.

- Further attractive advertisements could be made to increase the spreading rate of Masala Products.
- Still good flavour or mint may be added into the existing contents of the Masala Products
- The consumers should compare various brands of Masala Products among them so as to purchase right quality and quantity
- The prospective consumers could get advises from others before purchases of Masala Products.

**CONCLUSION**

Usage of Masala Products has become fashion in today’s modern life. However, this research is a novel attempt made by the researcher. The researcher has got experienced a lot of ups and downs during the research. Finally, it would a rewarding exercise to the researcher if the suggestions are incorporated by the related people using as well as manufacturing Masala Products.

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