

## Customer’s Attitude Towards ‘Sakthi Masala’ in Erode District



### Commerce

**KEYWORDS :** : 1. Customer 2. Spices  
3. Buying behaviour 4. Foreign trade 5. Perseverance

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### ABSTRACT

*The story of Indian spices dates back to 7,000 years in to the past. It is chequered history of lands, discovered or destroyed, kingdoms built or brought down, wars own or lost, treaties signed or flouted, favours sought or offered. Today Indian spices hold the same spell. Within the past one decade the international trade in spices has grown by leaps and bounds. An estimated 500,000 tonnes of spices and herbs valued at 1,500 million US dollars are now imported globally every year. An impressive 46% of this supply comes from India. India’s exports of spice extracts have shown spectacular growth attaining over 50 percent of the global market within a short span. Over the past decade, the Indian spices industry has made quality the cutting edge of its global game plan. In recent years, export of Indian Spices has been taking giant leaps. The Indian export of spices has crossed the 450 million US dollar mark during 1999-2000 and has reached 468 million US dollar. This remarkable achievement is born of a sea change in the industry scenario. From traditional commodity exports, Indian Spices have evolved into a state-of-the-art industry. Absorbing technology, broad basing its products range, developing value added products, identifying niche markets, forging strategic alliances clinching global collaboration and joint ventures. The spices Board India (Ministry of Commerce, Government of India) is the apex body for the export promotion of Indian Spices. Established in 1987, the Board is the catalyst of these dramatic transitions. The Board has been with the Indian Spice industry every step of the way. The Board plays a far reaching and influential role as a developmental, regulatory and promotional agency for Indian Spices.*

### INTRODUCTION

Indian Spices travelled around the world, from the Pyramids in Egypt to the Hanging Gardens of Baby to Kings like Solomon, Greek Physicians of Mesopotamia and Sheiks of Arabia were the early buyers of spices. Today the role of Indian Spices may not be as pivotal as it had been in the past when pepper corns were used as currencies in several European countries, still there is no gain saying the fact that have played crucial role in the exploration of the world and the development of human civilization. The spices were so indispensable both politically and economically, that they feel proud to be associate the spice trade and develop a globally accepted household brand **SAKTHI**. The history of India’s foreign trade in spices is probably as old as human civilization itself. The Veda Bible and the Quran are al replete with references directly or indirectly to various Indian Spices.

About two and a half decades ago, Mr.Duraisamy established “Sakthi Masala Pvt Limited” with a meagre investment and in a small space at Erode. The road was not smooth but with a lot of bumps and pot holes. The weather was not frien with a lot of storms, floods as well as droughts. Yet his perseverance and his hard work along with his supportive and enthusiastic wife. Mrs. Santhi Duraisamy, made it to climb the mountain and stay at the peak. “Sakthi Masala” maintains year after through the use of sophisticated machinery and trained personnel.Sakthi Masala has been a house on the Southern region of India -Erode. The aroma of the region’s spices wafted to distant shores across the country. The position of Sakthi Masala as a top leader of the Indian consumer Market is earned by its relished, high quality spices and spice powders. The Masalas are unique in taste and flavour. The products developed at Sakthi Masala, by professionals had pronounced emphasis of the South Indian flavour with tradition and high quality standards which cater to the needs of house wives all over the world.

### OBJECTIVES

- To study customer behaviour, their attitude and preferences while purchasing spices & Masala powder.
- To identify the brand loyalty of customers with special reference to Sakthi Masala and factors influencing the buying pattern.
- To select appropriate marketing strategies and programmes in accordance with customers preferences.

**TABLE – 1**  
**sexwise CLASSIFICATION OF the respondents**

S.No	SEx	No.Of respondents	Percentage
1.	Male	6	4%
2.	Female	144	96%
<b>TOTAL</b>		<b>150</b>	<b>100%</b>

Source: Primary Data.

It is found from the analysis that out of the sample respondents 96% of them belongs to female and only 4 per cent of them registered under male category. It is understood that female are taking decision to purchase the spices and masala powder.

**TABLE – 2**  
**reason for using sakthi masala powders.**

S.No	reasons	No.Of respondents	Percentage
1.	Taste & Flavour	54	36%
2.	Moderate price	43	29%
3.	Best quality	26	17%
4.	Easy availability	9	6%
5.	No specific reason	18	12%
<b>TOTAL</b>		<b>150</b>	<b>100%</b>

Source : Primary Data.

Sakthi masala powder because of taste & flavour.

**TABLE – 3**  
**influencing factors of the respondents.**

S.No	source	No.Of respondents	Percentage
1.	Taste	36	24%
2.	Price	24	16%
3.	Advertisement	45	30%
4.	Quality	30	20%
5.	No specific reason	15	10%
<b>TOTAL</b>		<b>150</b>	<b>100%</b>

Source : Primary Data.

The table shows that most of the respondents are influenced by advertisement comparing to other factors.

### FINDINGS

In this study 96% of the respondents are female.34% customers belongs to 21 – 30 age group. Most of the customers are graduates .majority of the customers are house wives. Majority of the

customers belong to the income group of Rs.3001-4000.41% of the customers are taking self decision for purchasing provisions to their family. Majority of the customers influencing factor is their advertisement. Most of the customers have modest attitude towards price of Sakthi masala powders. Most of the customers will buy Sakthi masala definitely in future; they won't go for any other brands.

Majority of the customers are expecting new type of masalas with low price for SMPL. Majority of the customers having seen/ heard advertisement of Sakthi masala. Most of the customer have / heard advertisement in Radio and Television.

### Suggestions and Recommendations

The following are the recommendations suggested for improvements.

- Sakthi masala has so far grown with quality and taste. It is suggested to be maintained. The prices can be marginally decreased & single serve packs can be introduced to attract low income group of consumers.
- Sakthi has good brand image in the mind of customers. It is suggested to go for sales promotion & advertising for effective distribution and growth. The existing masala varieties are to be made more innovative to suit the present food style of Indian customers.
- SMPL concentrates in providing availability of its masala powder in city market only not in remote areas, so that the rural customers may be diverted into competitor's product due to non availability. Having strengthened itself in the field of food products. It can diversify itself into making of Atta, cooking oil, pickles, jam, slat, instant mixes, ready to serve foods and such items.
- Sales & service has to be definitely improved to retain loyal distributors. Spices throw open numerous competitors its strong giants already in the field more ranges, latest recipes, improved quality would enable Sakthi masala. Powders to withstand in the market.

This paper reveals that Sakthi masala is in better position in the customers mind. It should give some attention in future which will help to stand in the market. They are going in for taste & flavour. Indian food styles are different and as such new varieties will have to be introduced to suit customers and culture. This paper enables marketers to understand and predict consumers' behaviour in the market place. It also promotes understanding of the role that consumption plays in the lives of individuals. This paper developed as an extension of the field of marketing research focusing almost exclusively on consumer behaviour rather than the other aspects of the marketing process.

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