Research Paper   **Marketing**

A Study on Customers Awareness Level towards Sakthi Masala Products with Reference to Coimbatore city

* Ms.M.Vanishree ** Dr.L.Shanthi

* Assistant Professor,Department of Management, Sree Narayana Guru College,K.G.Chavadi,Coimbatore-105.

** Assistant Professor,Department of Management, Sree Narayana Guru College,K.G.Chavadi,Coimbatore-105.

ABSTRACT

India is the world's second largest producer of food next to china and has the potential of being biggest industry with food and agricultural sector contributing 26% of Indian GDP. The masala food products are not only easy to cook but also have a significant role and place in the celebration of the family functions and religious functions of the people. Since the majority users of masala products are women, the researcher in the study has selected house wives and working women as the sample with 120 as sample size, and has applied descriptive analysis and chi-square test to find the awareness level of the consumers towards Sakthi masala products.

Keywords : Food retailing, customer awareness, media influences

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.

NEED FOR THE STUDY

The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people were in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food in the conventional methods. Capitalizing this situation, business houses ranging from small time manufactures to multinational corporations have started innovating and commercializing "easy to cook food items". Hence the researcher has taken to study the awareness level of masala products particularly Sakthi masala which possess major market share.

OBJECTIVES OF THE STUDY

1. To analyze the level of awareness of sakthi Masala powders with women employees.
2. To offer suggestions based on the study to improve the awareness level of Sakthi masala products.

SAMPLE DESIGN

The type of sampling, chosen is convenience sampling. The sample size is restricted to 120 comprises of house wives and working women.

TOOLS USED

Tools that are to be used for analysis are:-
1. Simple percentage analysis
2. Chi-Square analysis/test

LIMITATIONS OF THE STUDY

The study is restricted only to the women customers using branded masala powders in Palakkad city. The finding of this zone cannot be used to judge the overall performance. (of other zones)

Review of literature

1. Aaker (2000) opined that, brand awareness was remarkably durable and sustainable asset. It provides a sense of familiarity especially in low- involvement products such as soaps, a sense of presence or commitment and substance and it was very important to recall at the time of purchasing process. Apart from the conventional mass media, there were other effective means to create awareness viz., event promotions, publicity, sampling and other attention getting approaches.
2. Beverland (2001) studied the level of brand awareness within the New Zealand market for ZESPRI kiwi fruit. The effectiveness of this branding strategy employed by kiwi fruit, New Zealand was studied. It is indicated that brand awareness could be increased through a relationship-making programme involving targeted marketing and supply chain management.
3. Chen (2001) expressed a different thought on brand awareness that it was a necessary asset but not sufficient for building strong brand equity. In this view, a brand could be well known because it had bad quality.

Data Analysis

Table 1: The level of awareness towards sakthi masala products distribution of respondents

Sakthi masala products	Number of respondents	Percentage
Super Garam Masala	3	2.5
Chicken masala	36	30
Mutton masala	25	20.8
Fish Curry Masala	21	17.5
Biriyani masala	11	9.2
Egg guruma masala	12	10
Curry powder masala	12	10
Total	120	100

Source: Primary Data

It is found from table 1 that 36 (30%) of the total respondents have awareness towards chicken masala and 25(20.8%) have awareness towards mutton masala and so on.

Table 2: source of awareness of sakthi masala products distribution of the respondents

Source of awareness	Number of respondents	Percentage
Friends &Relatives	38	31.7
Dealer/representatives	11	9.1
Advertisements	71	59.2
Total	120	100

Source: Primary Data

It is found from table 2 that 71 (59.2%) of the total respondents source of awareness is through advertisements and 38(31.7%) through friends and relatives and so on.

Table 3: Media of awareness distribution of the respondents

Media of awareness	Number of respondents	Percentage
Radio	18	15
News papers & magazines	12	10
Posters and banners	10	8.3
Notices	6	5
Televisions	74	61.7
Total	120	100

Source: Primary Data

It is found from table 3 that 74 (61.7%) of the total respondents media of awareness is through televisions, 18(15%) is through radio and so on.

Table 4: Years of brand awareness distribution of the respondents

Years Products	Less than 2	2 - 4	4 - 6	Above 6
Super Garam Masala	70 (58.3)	15(12.5)	13(10.8%)	22(18.4%)
Chicken masala	24(20)	28(23.3)	20(16.7%)	48(40%)
Mutton masala	24(20)	26(21.7)	24(20%)	46(38.3%)
Fish Curry Masala	34(28.3)	34(28.3)	25(20.8%)	27(22.6%)
Biriyani masala	54(45)	25(20.8)	21(17.6)	20(16.6)
Egg guruma masala	47(39.2)	27(22.5)	28(23.3)	18(15)
Curry powder masala	62(51.7)	24(20)	20(16.7)	14(11.6)

Source: Primary Data (values in bracket is percentage)

It is found from table 4 that 48(40%) of the total respondents have above 6 years of awareness in chicken masala, 46(38.3) have above 6 years of awareness in mutton masala and 28 (23.3%) have 4 to 6 years of awareness in curry powder massala and so on.

Table 5: Level of awareness of sakthi masala products distribution of the respondents

Awareness	Number of respondents	Percentage
Very high awareness	16	13.3
High awareness	59	49.2
Awareness	33	27.5
Low awareness	10	8.3
Very low awareness	2	1.7
Total	120	100

Source: Primary Data

It is found from table 5 that 59 (49.2%) of the total respondents have high awareness towards Sakthi masala products and 33 (27.5%) have awareness of Sakthi masala products and so on.

CHI-SQUARE ANALYSIS
Personal factors and sources of awareness of sakthi masala products.
Hypothesis: The personal factors have more significant influence on the source of awareness of sakthi masala products.

Table 6: Chi-square values – personal factors and source of awareness of sakthi masala products.

Personal factors	Chi-square values	P values	Significant Not significant
Age group	16.14	0.064	NS
Educational level	55.07	0.00	S
Occupational status	24.73	0.054	NS
Marital status	15.86	0.001	S
Type of family	2.00	0.571	NS
Size of family	21.81	0.001	S
Number of earning members	12.19	0.058	NS
Monthly family income	27.05	0.001	S

Note: S- significant p value ≤ 0.05); NS – not significant (p value ≥ 0.05)

It is found from the table 6 that the hypothesis is rejected (significant) in four cases and in other cases hypothesis is accepted (not significant).

It is concluded that educational levels, marital status, size of family and monthly family income have significant influence on source of awareness of sakthi masala products.

Personal factors and media of awareness through advertisement of sakthi masala products
Hypothesis: The personal factors have more significant influence on the media of awareness through advertisement of sakthi masala products.

Table 7: Chi-square values – personal factors and media awareness through advertisement of sakthi masala products.

Personal factors	Chi-square values	p values	Significant/ Not significant
Age group	40.75	0.00	S
Educational level	56.26	0.00	S
Occupational status	31.08	0.054	NS
Marital status	6.98	0.136	NS
Type of family	13.96	0.007	S
Size of family	12.57	0.127	NS
Number of earning members	25.35	0.001	S
Monthly family income	25.64	0.012	NS

Note: S- significant p value ≤ 0.05); NS – not significant (p value ≥ 0.05)

It is found from the table 7 that the hypothesis is rejected (significant) in four cases and in other cases hypothesis is accepted (not significant).

It is concluded that age group, educational level, type of family and number of earning members have significant influence on media of awareness through advertisement of Sakthi masala products.

Personal factors and level of opinion about the advertisement of sakthi masala products.
Hypothesis: The personal factors have more significant influence on the level of opinion about the advertisement of sakthi masala products.

Table 8: Chi-square values – personal factors and level of opinion about the advertisement of sakthi masala products.

Personal factors	Chi-square values	p values	Significant/ Not significant
Age group	24.90	0.15	NS
Educational level	68.72	0.00	S
Occupational status	20.51	0.426	NS
Marital status	3.75	0.440	NS
Type of family	11.11	0.025	NS
Size of family	6.52	0.589	NS
Number of earning members	11.34	0.183	NS
Monthly family income	20.08	0.065	NS

Note: S- significant p value ≤ 0.05); NS – not significant (p value ≥ 0.05)

It is found from the table 8 that the hypothesis is rejected (significant) in one case and in all other cases hypothesis is accepted (not significant).

It is concluded that educational level has significant influence on level of opinion about the advertisement of sakthi masala products.

FINDINGS

❖ Most (30%) have awareness towards chicken masala.

❖ Majority 71 (59.2%) source of awareness is through advertisements.

❖ Majority 74 (61.7%) media of awareness is through televisions.

❖ Majority 70(58.3%) have above 6 years of awareness in chicken masala.

❖ Most (49.2%) is having high awareness towards sakthi masala products.

❖ Educational levels, marital status, size of family and monthly family income have significant influence on source of awareness of sakthi masala products.

❖ Age group, educational level, type of family and number of earning members have significant influence on media of awareness through advertisement of sakthi masala products.

❖ Educational level has significant influence on level of opinion about the advertisement of sakthi masala products.

SUGGESTIONS

Advertisement is the major source of awareness. It is advisable to use more advertisements in different means so as to pull up sales. Considerable portion is through television which is the best way to reach house wives in India now a day. It is suggested that players of packed food industry should concentrate on places or regions where standard of living is better. The company can use either penetration pricing or premium pricing technique considering the quality of product, brand value, public image etc. To cover both high and lower middle income group.

CONCLUSION

The demand for masala food products is undergoing a change both in qualitative and quantitative terms. Though there are so many foods available in the market, their popularity is increasing in a slow pace especially in the rural markets due to lack of awareness compared to larger cities where they are widely available and are also more popular. Hence, the researcher has attempted to study the awareness level of Sakthi masala which has got major share in the market.

REFERENCES

1. Aaker David, 2000, "Building strong brands", The Free Press, New York. | 2. Morten H. Abrahamsen (2011), Roger Baxter, Arch G. Woodside (ed.), "Advances In Business Marketing And Purchasing", (Volume 17), Emerald Group Publishing Limited, pp: 33-73 | 3. Beverland, M., 2001, "Creating value through brands: The ZESPRITM kiwi fruit case", British Food J., 103 (6): pp: 383-399. | 4. Chen A., 2001, "Using free association to examine the relationship between the characteristics of brand associations and brand equity", J. Product and Brand Management, 10 (7), pp: 439-451. | 5. Andrei Mikhailitchenko and Thomas W. Whipple (2011), "Research in Consumer Behavior", Emerald Group Publishing Limited, vol: 10, pp: 33-73. | 6. V. Kumar and Naresh K. Malhotra, 2011, "Review of Marketing Research", (ed.) Emerald Group Publishing Limited, vol: 8, pp: 33-73.