

## **CONSUMER PREFERENCE TO BRAND OF MASAL POWDER**

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Masala refers to a mixture of many contiments which gives a plesant odour. Gone were the days, the housewives used many contiments such as pattai, lavangam, crampu, kasa kasa, sompu, coriander, pepper, cumin, turmeric, curry leaf, cardamom, mace, aniseed, staranise, etc., for the purpose of preparing masal and inturn the prepared masala is mixed with food items at the time of cooking. Masala mixture is very difficult to prepare manually, though the formula is known because the various items are to be graineded so nicely. Better the masala is prepared more pleasant odour and taste will be the result. After the innovations of grainders and mixies, masala is prepared by using these devices. However, masala cannot be prepared in large quantities and be kept in storage. In recent days many, small firms with brand names came forward to supply masala powder in sachets in dry form in different quantities.

Virtually a severe competition prevails in the market among masala powder manufacturers, distributors, and retail vendors. Each brand of masala has its own product line as curry masala, mutton masala, chicken masala, chilly masala, fish masala, vatha kolampu masala etc. the different manufacturers name the purpose of masala powder uniformly. Among the manufacturers, sizes are also uniform. Inspite of it, there is an advertisement war among the manufacturers in high lighting the features of masala powder. Masala powder market is buyers market. As such, the buyers can choose their brand of masala at their preference. What makes them to buy a brand of masala is to be known in the larger interest of manufacturers, users of masala and the on lookers. Therefore, in the proposed study, an attempt is made by means of a survey, to understand the brand popularity in terms of favourable features of masala powder.

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## **STATEMENT OF THE PROBLEM**

There are numerous brands of masala powder which are sold in India. All brands of masala powders are manufactured and traded, among other things, with the objective of providing a readily available substitute to the masala wet mix prepared by the cooks then and there. The masala powder are sold in the form of dry powders packed in sachets in different quantities. Though there are numerous brands 8 popular brands three very popular two brands are further chosen for analysis. How actually the users distinguish one brand from the other and prefer a particular brand is a question needs to be answered. Further, how actually a brand is more preferred by the users by taking in to consideration action the various features of brands of masala powder is also a question which requires answer. These two questions are socially relevant in the sense that a separate industry is engaged in providing ready made items for reducing the cooking time, giving better taste, saves cost of preparing food items etc.,

## **SIGNIFICANCE OF THE STUDY**

Masala powder market is a buyers market. The consumer preference plays a significant role in choosing and buying a particular brand. The consumer preference towards a brand of masala powder needs analysis because the success or otherwise of a manufacturer of masala powder depends on consumer preference. The competitive benefits will reach the ultimate consumer only if the product differentiation is not wider. Larger the level of product differentiation greater will be the monopolistic competitive effect. If the perception of the consumers are known all brands of manufacturers may try to understand the users as well as to satisfy the users. As such, the study is significant in understanding the users of masala powder towards preferring a brand of masala powder.

## **IMPORTANCE OF THE STUDY**

The life style of cooks and housewives has totally been changed in preparing food times of vegetarian and non-vegetarian. They want to cook food by using readymade contents and in this attempt they believe the quality and character of readymade contents. The sachets, which contain masala, powder comes under the Package Commodities Regulation Order 1976. As such, every other description about the brand shall be printed on the cover of the packet. The price of the product manufacturing address..etc.,

are to be clearly printed. It is not so easy to dupe the consumers or buyers. In a buyers market, it is easy for the buyers to prefer as well as reject brand. No one could prevent the entry of new comers in the filed under the present state of economy. As such, it is important for the manufacturers to under the market, market share,...etc., only through the consumer preference towards their brand. The proposed study will pave the way for understanding the preference of users of masala powder towards a brand of masala powder.

## **RESEARCH METHODOLOGY**

The researcher adopted survey method of research and conducted a survey from among the users of masala powder in Salem District. The survey is conducted by means of a questions schedule. The researcher distributed the question schedule to the select respondents and got back the filled in question schedule.

## **SAMPLING TECHNIQUE**

Random sampling technique was adopted. Most of the customers are using masala powder. There are numerous brands of masala powder sold in Salem, for the convenience of the researcher, sample respondents are selected only from the Salem District. Such brands of masala powder 3 brands are popular and sold in Salem. The respondents from the addresses are selected by question schedule.

## **DATA COLLECTION AND ANALYSIS**

Both primary and secondary data are widely used for the purpose of the study. Secondary data are collected from the books, Journals, News paper, Magazines, Pamphlets, Notices, wall writings, Advertisement, seminars, guest lecturers etc., Primary data is collected by means question schedule. The question schedules are arranged, coded and tabulated. The tabulated data is analysed by using various statistical techniques such as percentages etc.,

## **OBJECTIVES OF THE STUDY**

- i) To examine the consumer preference towards ready mix cooking items in general and masala powder in particular.
- ii) To analyse empirically the consumer preference towards a brand of masala.

- iii) To examine the brand popularity of three selected brands of masala powder.
- iv) To suggest, if possible, for the improvement of masala powder market.

## **LIMITATIONS OF THE STUDY**

The proposed study is confined to the consumers of masala powder in Salem District. The results of the study are based up on the information provided by the respondents.

## **PRODUCT DIFFERENTIATION IN MASALA POWDER**

All the brands of masala powder use the various contiments. Their product is differentiated only in changing the rate of mix. By way of increasing or decreasing or by adding or by deleting an item of contiment the masala powder is differentiated. For the purpose of product differentiation with in the brand or among the brands, the following items of ingredients are changed.

### **Salt**

The rate of mix varies from 5 percent to 35 percent. For example as in Table 3.1, 5 percent salt added in Chicken Masala, 30 percent salt in Fish fry Masala, Below 35 percent is added in Chilli-chicken 65, below 20 per cent salt added in Tamarind rice powder, and below 10 percent salt added in chilli chutney powder.

### **Chilly**

Through rate of mix is not given obviously, product is differentiated by way of changing the rate of mix of chilly.

### **Colour**

The exact colour of the powder is not printed on the packet. The colour of the Masala powder also varies to differentiate the product. It seems chemical colour is mixed in masala powders to differentiate the products.

### **Oil**

Though the rate of mix is not given obviously, product is differentiated by way of changing the rate of mix of oil. The exact rate of mix is not printed on the pocket.

**Coriander**

Though the rate of mix is not given obviously, product is differentiated by way of charging by rate of mix of coriander.

**Pepper**

Though the rate of mix is not given obviously, product is differentiated by way of changing by rate of mix of pepper. The exact rate of mix is not printed on the pocket.

**Turmeric**

Though the rate of mix is not given obviously, product is differentiated by way of changing by rate of mix of turmeric. The exact rate of mix is not printed on the pocket.

**Conclusion**

The brand Sakthi masala powder has thirteen varieties for thirteen different purposes. The brand of Aachi masala has eight varieties for eight different purposes. The brand of Rock fort masala powder has eight varieties for eight different purposes. The Annapoorna masala powder has seven varieties for seven different purposes. The Aditya masala powder has five varieties for five different purposes. In each variety, the ingredients are varied. The price charged for each variety also varies.

**TABLE NO. 1.1****TABLE SHOWING HOUSEWIFES ACCUSTOMED OF USING MASALA POWDER**

<b>S.No</b>	<b>Using of Masala Powder</b>	<b>No of Respondents</b>	<b>Percentage</b>
01.	Using	100	100
02.	Not-using	-	-
	Total	100	100

**Sources : Primary Data**

The statistical details have been shown in Table 4.1The survey reveals the fact that 100 percent of the respondents are using Masala Powder.

Majority of 100 percent of the respondents are using Masala Powder.

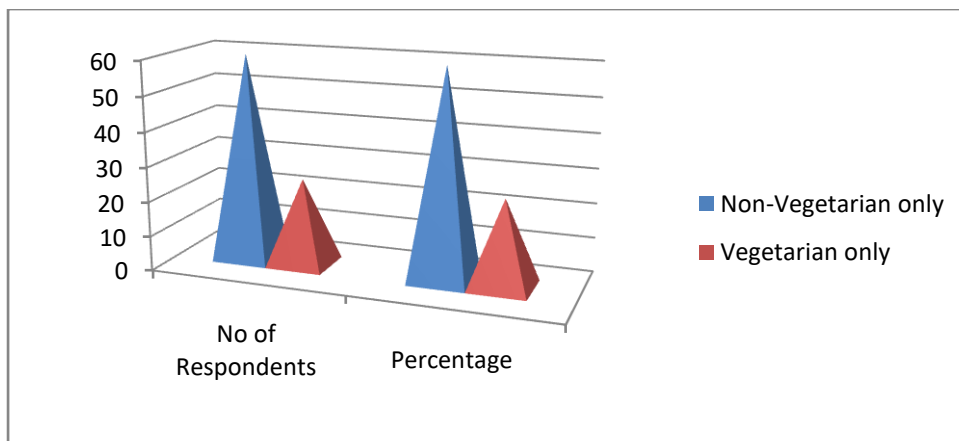
**TABLE NO.1.2****TABLE SHOWING USERS OF MASALA POWDER FOR VEGETARIAN, NON VEGETARIAN (OR) BOTH**

S.No	Purpose of using masala powder	No of Respondents	Percentage
01.	Non-Vegetarian only	60	60
02.	Vegetarian only	25	25
	Total	100	100

**Sources: Primary Data**

The statistical details have been shown in Table 4.2. A pie diagram has also drawn to exhibit the use of masala powder. The survey reveals that 60 percent of the respondents are using Masala Powder for cooking non- vegetarian food, 25 percent for vegetarian food preparation and the remaining 15 percent of the respondents are using masala powder to prepare both vegetarian and non-vegetarian items.

Majority of 60 percent of the respondents are using Masala Powder for cooking non- vegetarian food

**CHART NO 1.2****CHART SHOWING USERS OF MASALA POWDER FOR VEGETARIAN, NON VEGETARIAN (OR) BOTH**

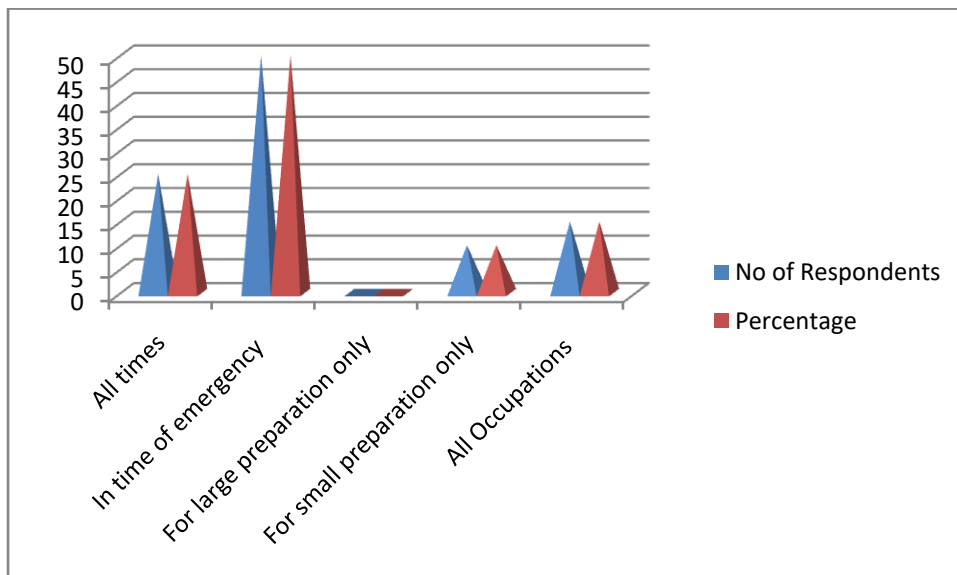
**TABLE NO 1.3****TABLE SHOWING THE PURPOSES OF USING MASALA POWDER**

S.No	Using Masala Powder	No of Respondents	Percentage
01.	All times	25	25
02.	In time of emergency	50	50
03.	For large preparation only	0	0
04.	For small preparation only	10	10
05.	All Occupations	15	15
	Total	100	100

**Sources : Primary Data**

The statistical details have been shown in Table 4.3 The survey reveals that 25 percent of the respondents are using masala powder for all times, 50 percent respondents are using masala powder in times of emergency 10 percent respondents are using masala powder for small preparations only and the remaining 15 percent respondents are using masala powder for all occasions.

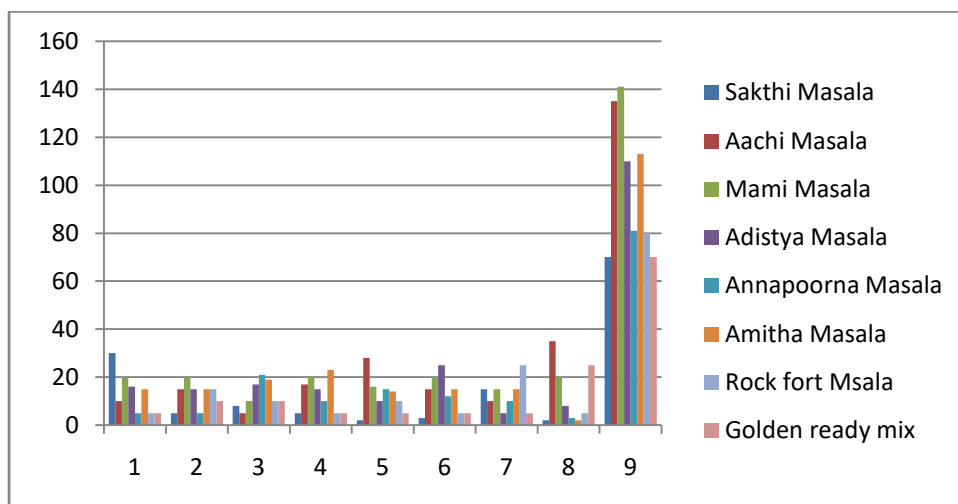
Majority of 50 percent respondents are using masala powder in times of emergency

**CHART NO 1.3****TABLE SHOWING THE PURPOSES OF USING MASALA POWDER**

**TABLE NO.1.4****TABLE SHOWING AVAILABILITY OF BRANDS IN THE MARKET OF MASALA POWDER**

Brands of Name	Ranks								
	1	2	3	4	5	6	7	8	9
Sakthi Masala	30	5	8	5	2	3	15	2	70
Aachi Masala	10	15	5	17	28	15	10	35	135
Mami Masala	20	20	10	20	16	20	15	20	141
Adistya Masala	16	15	17	15	10	25	5	8	110
Annapoorna Masala	5	5	21	10	15	12	10	3	81
Amitha Masala	15	15	19	23	14	15	15	2	113
Rock fort Msala	5	15	10	5	10	5	25	5	80
Golden ready mix	5	10	10	5	5	5	5	25	70
Total	100	100	100	100	100	100	100	100	800

The statistical details have been shown in Table. 4.5 the availability of brands of masala in the market is surveyed. The survey reveals that sakthi masala stands first in availability, Mami masala second, Annapoorna third, Anitha fourth, Aachi fifth, Adistya masala sixth, Rock fort masala seventh, and Golden ready mix the last. So, sakthi masala stands first in availability.

**CHART NO.1.4****CHART SHOWING AVAILABILITY OF BRANDS IN THE MARKET OF MASALA POWDER**



## SUGGESTIONS

There are numerous brands of Masala powder which are while are sold in India. All brands of masala powders are manufactured and traded, among other things, the objective of providing a readily available substitute to the Masala wet mix prepared by the cooks and housewives then and there. The Masala powders are sold in the form of dry powders packed in sachets in different quantities. Though there are numerous brands 8 popular brands are chosen for the proposed study. These two questions are socially relevant in the sense that a separate industry is engaged in providing ready made items for reducing the cooking time, giving better taste, and saving cost of preparing food items.

## CONCLUSION

Masala powder packet may be sold in small quantities at a lower price rate of Re.1 so has to enable every one to buy, The manufacturer should come forward to give a guarantee that the masala powders will not result in any form. The Government should come forward to regulate the masala powder market buy insisting the manufacturer to print on the packet the date of manufacture, date of expiry and to give the address where the complains if any about the masala powder may be represented The masala powder manufacturer should come forward to disclose the fact that how forward to disclose the fact that how their able to bring out an eloquent colour to the powder because it is a surprise to the housewives to find that strange colour.

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