

# **A STUDY ON CONSUMER BRAND PREFERENCE OF AACHI MASALA WITH REFERENCE TO CHIDAMBARAM**

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## **ABSTRACT**

*Preferences are the desires by each for the consumption of goods and services that translate into choices based on income or wealth for purchases of goods and services to be combined with the consumer's time to define consumption activities. A brand is one of the essential elements for the product. A brand which helps to identify the product and it is used among consumers. This study has been done to find the consumer brand preference of FMCG, and it attempts to find the level of brand awareness. This study is carried out to understand consumer brand preference. Aachi masala is placed first in the market. Even though the Aachi masala brand is placed one among the top in the choice still there is scope for improvement. Based on the findings the researchers have given some suggestions to the company. If the company incorporates ideas, they can improve brand preference, associations and loyalty.*

**Keywords:** Consumer preference, Brand loyalty, perceived quality.

## **INTRODUCTION:**

The theory of consumer preferences (for the consumption of both goods and services) related to consumption expenditures; ultimately, this relationship between choices and consumption expenditures is used to compare preferences consumer demand curves. The link between personal preferences, consumption, and the demand curve is one of the most closely studied relations in economics. Consumer preference theory is a way of analysing how consumers may achieve equilibrium between preferences and expenditures by maximising utility as subject to consumer budget constraints.

Preferences are the desires by each for the consumption of goods and services that translate into choices based on income or wealth for purchases of goods and services to be combined with the consumer's time to define consumption activities. Consumption is separated from production, logically, because two different consumers are involved. In the first case, consumption is by the primary individual; in the second case, a producer might make something that he would not consume himself. Therefore, different motivations and abilities are involved. The models that make up consumer theory are used to represent prospectively observable demand patterns for an individual buyer on the hypothesis of constrained optimisation. Prominent variables used to explain the rate at which the good is purchased (demanded) are the price per unit of that good, prices of related products, and wealth of the consumer.

## **STATEMENT OF THE PROBLEM:**

A brand is one of the essential elements for the product. A brand which helps to identify the product and it is used among consumers. This study has been done to find the consumer brand preference of FMCG, and it attempts to find the level of brand awareness. So this research is entitled as "A Study on Consumer Brand Preference of Aachi Masala concerning Chidambaram".

## **OBJECTIVES OF THE STUDY:**

- To know the percentage of male and females those are aware of Aachi masala.
- To study the consumer perception about the taste and availability of Aachi masala.
- To find out at what extent do the public response to their products.
- To offer suggestions based on the study to improve the awareness, association and loyalty level of Aachi masala products.

## **LITERATURE REVIEW:**

Accounting course defines "Brand satisfaction indicates the fulfilment that customers derive from doing business with a firm. In other words, it's how happy the customers are with their transaction and overall experience with the company".

Satisfaction is a post-choice evaluative judgment of a specific transaction. It emanates from the customer's perception of the value received during transacting or relationship where amount equates to perceived service quality relative to price and Brand acquisition costs.

Brand loyalty defined as it gives you a high return on the time, effort and money you invest in providing excellent Brand service. Loyal customers buy more, more regularly, and the cost of selling to them is low. And they will frequently recommend your business to others.

Understanding your customers, providing excellent service, handling complaints well and staying in touch all help improve Brand loyalty. To enhance organisational productivity and profitability, all the service providing businesses are focusing now a day on the satisfaction of all level of the Brand that leads to Brand loyalty because a satisfied and gratified Brand is the free adviser of business, whether is large or small.

Brand satisfaction in the banking industry is driven by key performance dimensions of the service provider. Banking service provides financial service that accepts deposits and channels those deposit into lending activities, either directly or through capital markets. Banks have to be efficient in dealing with individual customers, traders and companies. It is also necessary for banks to strive

hard to retain the existing customers in the face attracting new customers. It is an excellent chance for those companies having satisfied customers to convert them into loyal ones over some time.

### **RESEARCH DESIGN:**

Descriptive research design is used in this study. This study includes both Primary and Secondary data.

#### **Data collection:**

The primary data are collected from the public through a well-structured questionnaire. The secondary data are collected from internal and external records like Websites, Journals, Books, and so on.

#### **Sampling Design:**

The sample size of this study is 200. The sampling method used in this research is Convenience Sampling.

### **FINDINGS OF THE STUDY:**

- Majority of 84 per cent of the respondents are 31- 40 years of age category.
- A significant portion of 56 per cent of the respondents is female.
- A significant portion of 62.5 per cent of the respondents is married.
- Considerable portion of 34.5 per cent of the respondents is school level/Diploma/ITI.
- A significant portion of 51 per cent of the respondents is salaried employees.
- Considerable portion of 42.5 per cent of the respondents is up to Rs.10000 monthly income.
- There is no significant difference between the educational qualification of the respondents and the utilities of Aachi masala.
- There is no significant difference between the age of the respondents and the logo of Aachi masala.
- There is no significant difference between the age of the respondents and the period of Aachi masala.
- There is no significant difference between the ages of the respondents and satisfied Aachi masala.
- There is no significant difference between the educational qualification of the respondents and advertisements of Aachi masala.
- There is no significant difference between the educational qualification of the respondents and leader of Aachi masala.
- There is no significant difference between the educational qualification of the respondents and the reputation of Aachi masala.
- There is no significant difference between the marital status of the respondents and the usage of Aachi masala.
- There is no significant difference between the marital status of the respondents and recommend of Aachi masala.
- There is no significant difference between gender of the respondents and loyal of Aachi masala.
- The weighted average value '4' shows that the respondents are somewhat aware of the Aachi masala and its brand.
- The value '3' shows that the respondents are moderate with the opinion about the symbol of Aachi masala.
- The value '3' shows that the respondents are moderate with the opinion about the variants of Aachi masala.
- The value '4' shows that the respondents are somewhat aware of the utilities of Aachi masala.

- The value '4' shows that the respondents are somewhat aware of the opinion about the logo of Aachi masala.
- The value '3' shows that the respondents are moderate with the opinion about the recognition of Aachi masala among other competing brands.
- The value '3' shows that the respondents are moderate with the opinion about the advertisements of Aachi masala.
- The value '3' shows that the respondents are moderate with the opinion about the logo/symbol of Aachi masala comparison with other brands.
- The value '3' shows that the respondents are moderate with the opinion about the mind of Aachi masala.
- The value '3' shows that the respondents are somewhat aware of the opinion about the brand awareness of Aachi masala.
- The value '3' shows that the respondents neither agree – nor either agree with the opinion about the taste of Aachi masala.
- The value '3' shows that the respondents disagree with the opinion about the offers of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the comfortable of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the reputation of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the leader of Aachi masala.
- The value '3' shows that the respondents neither agree – nor either agree with the opinion about the personality of Aachi masala.
- The value '3' shows that the respondents neither agree – nor either agree with the opinion about the image of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the understanding of Aachi masala.
- The value '3' shows that the respondents neither agree – nor either agree with the opinion about the promotional of Aachi masala.
- The value '3' shows that the respondents neither agree – nor either agree with the opinion about the usability of Aachi masala.
- The value '3' shows that the respondents neither agree – nor either agree with the opinion about the promises of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the period of Aachi masala.
- The value '3' shows that the respondents agree with the opinion about the aspects of Aachi masala.
- The value '3' shows that the respondents are with neither agree – nor either agree with the opinion about the usage of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the satisfaction of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the loyal of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the choice of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the good reputation of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the trust of Aachi masala.

- The value '4' shows that the respondents agree with the opinion about the attachment of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the induce of Aachi masala.
- The value '3' shows that the respondents neither agree – nor either agree with the opinion about the recommend of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the recommend of Aachi masala.
- The value '2' shows that the respondents disagree with the opinion about the bad experience with this brand of Aachi masala.
- The value '4' shows that the respondents agree with the opinion about the satisfied of Aachi masala.

### **SUGGESTIONS FOR THE STUDY:**

- Customers are not fully aware of the aachi masala brand. The company may introduce more possibilities to create high awareness among consumers via advertisements in TV, newspaper, etc.,
- The logo of each masala is not remembered by all the consumers. So the company may create an attractive logo to attract the consumers and also for easy recall.
- Consumers could not recognise the competing brands comparing to each masala. So it is suggested that the company may give attractive packaging, pricing, advertising, etc., will be useful when compared to the competitors brand.
- Consumers have received information in various ways, not merely through advertisements.
- Aachi masala which comes in the mind of consumers at the beginning itself, but the finding shows that it is in moderate level. So the company has to give inputs to the consumers.
- Taste of each masala is at a moderate level, so the company may improve the level of flavour to attract the consumers.
- The promotional strategy of aachi masala is not good. So it is suggested that to promote the aachi masala, the company may introduce some offers system like coupons, samples etc., to attract the consumers.
- The brand offers in neutral level because it does not fulfil the promises of the brand offers.
- Company has to fulfil the needs and expectation of the consumers when the consumer's expectation is met, then they will promote the brand to others through word-of-mouth. The company may promote the products with good quality, taste etc. to satisfy them.

### **CONCLUSION:**

This study is carried out to understand consumer brand preference. Aachi masala is placed first in the market. Even though the Aachi masala brand is placed one among the top in the choice still there is scope for improvement. Based on the findings, the researchers have given some suggestions to the company. If the company incorporates suggestions, they can improve brand preference, associations and loyalty:

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