

## Market Potential Analysis for ITC Master Chef Masala

*Aruna S\**

*PG Scholar*

*School of Management*

*Sri Krishna College of Technology*

*Kovaipudur, Coimbatore*

*KodeeswaraManikandan K\*\**

*PG Scholar*

*School of Management*

*Sri Krishna College of Technology*

*Kovaipudur, Coimbatore*

*AlaguPrasanth G\*\*\**

*PG Scholar*

*School of Management*

*Sri Krishna College of Technology*

*Kovaipudur, Coimbatore*

### ABSTRACT

ITC has been listed among India's Most Valuable Companies by Business Today magazine. ITC "Master Chef" masala is one of the popular masala brands among the many households today. It is doing Masala trading into the field of pure spice powders like Turmeric, Chilli, Coriander powders, and Mutton, Chicken, Kulambu Masalas etc.,. This masala encountered a lot of hurdles, since selling masala products during those days to the oriental women who are traditionally conservative. It is not easy to sell. This survey tries to examine the potential customer's satisfaction that determines the functioning of ITC Master Chef masala in and around Coimbatore. This survey is done to know and analyze the views and perception that people have about ITC master Chef masala. The present study aims to understand the prevailing under current, forces, & challenges faced by ITC Master Chef masala.

**Keywords:** ITC, powder, Masala products, Consumer, Satisfaction, etc.

### 1.INTRODUCTION

ITC is rated among the World's Best Big Companies, Asia's 'Fab 50' and the World's Most Reputable Companies by Forbes magazine and as 'India's Most Admired Company' in a survey conducted by Fortune India magazine and Hay Group. ITC also features as one of world's largest sustainable value creator in the consumer goods industry in a study by the Boston Consulting Group. ITC has been listed among India's Most Valuable Companies by Business Today magazine. The Company is among India's '10 Most Valuable Brands', according to a study conducted by Brand Finance and published by the Economic Times. ITC also ranks among Asia's 50 best performing companies compiled by Business Week. Within a relatively short span of time, ITC has established vital brands like Aashirvaad, Sunfeast, Fabelle, Sunbean, Dark Fantasy, Delishus, Bingo, Yippee, Candyman, mint-o, Kitchens of India in the Branded Foods space; Fiama, Vivel, Engage, Savlon, Shower to Shower and Superia in the Personal Care products segment; Classmate and Paperkraft in Education & Stationery products; Wills Lifestyle and John Players in the Lifestyle Apparel business; Mangaldeep in Agarbattis and Aim in the Safety Matches segment. This growth has been rated by a Nielsen Report to

be the fastest among the consumer goods companies operating in India. Today, ITC is India's leading Fast Moving Consumer Goods company, the clear market leader in the Indian Paperboard and Packaging industry, a globally acknowledged pioneer in farmer empowerment through its wide-reaching Agri Business and runs the greenest luxury hotel chain in the world. ITC Infotech, a wholly-owned subsidiary, is one of India's fast-growing IT companies in the mid-tier segment. This portfolio of rapidly growing businesses considerably enhances ITC's capacity to generate growing value for the Indian economy.

#### *Objectives of the study*

To analyze the socio demographic profile of respondents. To identify the satisfaction level of respondents of ITC Master Chef Masala. To study the performance & service rendered by ITC Master Chef Masala. Sample size consists of 120 respondents who are all consumers of ITC Master Chef masala products.

## **2. REVIEW OF LITERATURE**

Abinaya.P, Kanimozhi.S and Subramani. A.K, (2015), this article examines that Aachi Masala

products encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative, it was not easy to sell. It was concept sealing on “Easy Cooking” rather than marketing food products with self-rule and tenacious attempts it was able to get into the kitchens of our country and the rest of the world. The main objective of this research is to identify the customer satisfaction towards Aachi chicken masala in Avadi. Descriptive research was used in this research. The research was based on the customer satisfaction of Aachi chicken masala and the product preference of the customers to identify the competitors of Aachi.

PoonamBagal, (2015), this article analysis that Spices have been an integral part in every Indian food is prepared at home or elsewhere. In recent times, large scale production of spice powders, curry seasonings, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been aggressive since there are several brands firmly rooted in the market. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference such

dishes are called by specific names that refer to their ingredients, spicing and cooking methods. The general satisfaction level is very high among people with regards to Everest Masala. Another heartening trend in market is that people like spices in their daily food for change.

Krishnakumar. K. Dr and Kavitha. S, (2014), this article is to investigate the influence of brand loyalty on Masala product buying behaviour of consumers of Salem city in the Tamil Nadu. The study concluded that there is a high level of influence of product attributes on brand loyalty among women in Salem. The study concluded that there is a high level of influence of product attributes on brand loyalty among women in Salem. Product attributes such as longer shelf life, taste, exotic flavour and varieties, excellent grade of ingredients, pleasant aroma /distinctive flavour aroma, taste enhancer, delicious, hygienically and good packaged, fresh and safe to use, optimum processed, price worthiness, promotion and offers, and availability of various quantity are most important aspects of brand. It is found that Sakthi branded Masala powder create high level of brand loyalty among consumer.

### 3.METHODOLOGY

The research is done by using both types of data which as primary and secondary data which is collected from consumer of ITC Master Chef Masala Products. The primary data are gathered through well-structured Questionnaire. The secondary data have been collected from books, journals, magazines, newspaper, official web site, etc. The collected data is analyzed and interpreted properly to find the result of the research work and statistical tools used for analyze the data like simple percentage and the results is given through tables forms and graphical representation. This study is mainly confined to the consumer satisfaction of ITC Master Chef products. The primary data is collected through a structured questionnaire cum interview schedule and the sample size has limited only 120 respondents.

#### 4. ANALYSIS & DISCUSSION

Female respondents are higher. This shows that Masala products are mainly used by the female for cooking the products. Most of the married people use this product. Majority of the person has completed the H.Sc. 31-40 age group prefer this product because to use in the dishes while preparing at houses and some petty shops. The house Wives are using the product mostly

while preparing recipe for the husband and children. Income of above 40000 is higher because of its price is little higher. 3-4 no of person in a family is higher because many people are married. They mainly awareness about the product from other and there s no mass reach on advertisement, supermarket and friends and relative. Availability of frequency it is strongly disagree by the people this says the available frequency throughout the Market is very less. They choose this product because various flavour or varieties which they are producing in the market. Price of the product is neutral. Purchasing power of the product is normal but the low level of income people has a problem in spending the cost and buying the product. Flavour and aroma has strongly satisfied by the people because of the packaging, quality etc. The quality of the product is highly satisfied by the customer because of the smell and looking colour. The packaging is neutral.

#### 5. SUGGESTIONS

The company should promote and create awareness about the product and service in and around the city. The availability of the product should be increased. Since there are more competitors available in the market. The price

can be affordable only by the high-level income group, it should also focus on the low level of income group.

## 6. CONCLUSION

The overall analysis of the study indicates that at presents so many varieties of products available even the customer were satisfied by smell, taste, quality, cost, packing of the ITC master chef masala products. As there are more competitors in the market because of the quality and packaging it with stands in the market.

## References

Abinaya.P, Kanimozhi.S and Subramani.A.K, (2015), "Customer Satisfaction TowardsAachi Chicken Masala in Avadi" - A Study, Zenith International Journal of Multidisciplinary Research.

Ajjan. N. Dr, Geetha. P, and Sivakumar. S. D, (2007), "Food Processor's Distribution Service to the Retailers - A Case Analysis", Journal of Contemporary Research in Management.

BalaSwamy. M, Anil Kumar. T and SrinivasaRao. K, (2012), "Buying Behaviour of

Consumers Towards Instant Food Products", International Journal of Research and computational Technology.

Krishnakumar. K. Dr and Kavitha. S, (2014), this article is to investigate the influence of brand loyalty on Masala product buying behaviour of consumers of Salem city in the Tamil Nadu.

Palanivel.V and ManikandaMuthukumar. C. Dr, (2014), "A Study on Customer Satisfaction TowardsSakthi Masala Products in Dharmapuri District", IRACST – International Journal of Commerce, Business and Management.

PoonamBagal, (2015), "A Study on Consumer Buying Behaviour Towards Spices with Special Reference to Everest Masala in Bengaluru City, International Journal of Interdisciplinary Research Centre.

Thangamani.S, and Arthi. E, (2015) "A Study on Customer Satisfaction TowardsSakthi Masala in Coimbatore City", International Journal of Research in Commerce, Economics &Management.