

A STUDY ON EFFECTIVE MARKETING STRATEGY & ITS IMPACT MANAKKADU MASALA, SALEM

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Abstract - Marketing strategy plays an important role in improving business performance and customer satisfaction. This study aims to evaluate the effectiveness of the marketing strategies adopted by Manakkadu Masala, Salem. The research is based on primary data collected from 120 respondents using a structured questionnaire and secondary data collected from books, journals, and company records. Percentage analysis was used for data interpretation. The study found that product quality, reasonable pricing, promotional activities, and product availability significantly influence customer satisfaction. The study concludes that effective marketing strategies improve customer loyalty and business growth.

Keywords: Marketing Strategy, Customer Satisfaction, Promotion, Pricing, Product Quality, Manakkadu Masala.

Introduction

Marketing strategy is the process of identifying customer needs and satisfying them profitably. Every organization requires an effective marketing strategy to compete successfully in the market. It includes product planning, pricing, promotion, and distribution.

Manakkadu Masala, Salem, manufactures quality spice products and has built customer trust through quality, affordable pricing, and good distribution. This study analyzes the effectiveness of its marketing strategies and their impact on customer satisfaction.

Review of Literature

Philip Kotler stated that customer satisfaction is the primary objective of marketing. Kevin Keller emphasized that branding and customer relationships improve business performance. Previous studies indicate that product quality, pricing, promotion, and distribution significantly influence customer buying behaviour. Digital marketing also plays an important role in increasing brand awareness.

Objectives of the Study

Primary Objective

- To study the effectiveness of the marketing strategy adopted by Manakkadu Masala, Salem.

Secondary Objectives

- To identify factors influencing customer purchase decisions.
- To measure customer satisfaction.

Need for the Study

The study helps understand customer expectations and evaluate the effectiveness of the company's marketing strategies. The findings will help improve customer satisfaction and business performance.

Scope of the Study

The study focuses on customers of Manakkadu Masala, Salem. It covers product quality, pricing, promotion, distribution, and customer satisfaction.

Research Methodology

- **Research Design:** Descriptive Research
- **Primary Data:** Questionnaire
- **Secondary Data:** Books, Journals, Company Records
- **Sampling Method:** Convenience Sampling
- **Sample Size:** 120 Respondents
- **Area:** Salem
- **Tools:** Percentage Analysis and Tables

Data Analysis and Interpretation

Table 1: Gender Distribution

Gender	Respondents	Percentage (%)
Male	72	60%
Female	48	40%
Total	120	100%

Inference: The majority of the respondents are male (60%).

Table 2: Age Distribution

Age Group	Respondents	Percentage (%)
Below 25	30	25.0%
26–35	42	35.0%
36–45	28	23.3%
Above 45	20	16.7%
Total	120	100%

Inference: The majority of the respondents belong to the 26–35 years age group (35%).

Table 3: Customer Opinion on Product Quality

Opinion	Respondents	Percentage (%)
Highly Satisfied	48	40.0%
Satisfied	50	41.7%
Others	22	18.3%
Total	120	100%

Inference: Most of the customers are satisfied or highly satisfied with the product quality.

Table 4: Customer Opinion on Price

Opinion	Respondents	Percentage (%)
Reasonable	58	48.3%
Very Reasonable	32	26.7%
Others	30	25.0%
Total	120	100%

Inference: The majority of the customers feel that the product pricing is reasonable.

Table 5: Overall Customer Satisfaction

Opinion	Respondents	Percentage (%)
Highly Satisfied	44	36.7%
Satisfied	54	45.0%
Others	22	18.3%
Total	120	100%

Inference: The overall customer satisfaction level is high, with 81.7% falling into satisfied or highly satisfied categories.

Findings

- Most respondents are aged 26–35 years.
- Customers are highly satisfied with the product quality of Manakkadu Masala.
- Product prices are perceived as reasonable and competitive.
- Promotional activities successfully create effective brand awareness.
- Products are easily available across the target distribution channels.
- Overall customer satisfaction and brand loyalty remain high.

Suggestions

- Improve Digital Marketing: Expand presence on social media platforms to target younger demographics.

- **Promotional Offers:** Introduce seasonal discounts and consumer loyalty offers to boost repeat purchases.
- **Expand Distribution Network:** Tap into new retail areas and e-commerce platforms.
- **Product Expansion:** Launch new regional spice variants or ready-to-cook mixes.
- **Feedback Mechanisms:** Collect customer feedback regularly to continuously evolve strategies.
- **Quality Control:** Consistently maintain the premium product quality that builds trust.

Conclusion

The study concludes that the marketing strategies adopted by Manakkadu Masala, Salem, have a positive impact on customer satisfaction. Product quality, affordable pricing, effective promotion, and easy availability contribute significantly to customer loyalty and business growth. The company can further improve its market position by strengthening digital marketing and introducing innovative promotional strategies.