

A Study on Consumers Preference Towards Britannia Breads

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I. INTRODUCTION

Biscuits has a Latin origin and is derived from two words, "biscuit " meaning twice and "coctus" meaning to cook. This referred to the earliest process of making biscuits where first they were baked and then dried. India's biscuits industry came into major existence and started gaining a sound status in the bakery industry in the later part of the 20th century when the urbanized society called ready made food products at a tenable cost. Indian biscuits industry seems to be largest among all the food industries and has a turnover of around Rs.3000 crore. Britannia Industries Limited is an India food products corporation based in Kolkata, West Bengal in India.

It is famous for its Britannia and tiger brands of biscuits. Which are popular thought the country. Britannia has an estimated 38% market share. The company's principal activity is manufacture and sales of biscuits, bread, rusk, cakes, and dairy product. In olden days, Britannia was considered as almost the monopolistic company in confectionery items, but at present there are number of competitors in the market. The Britannia Company has established its own market in major parts of the country. Britannia Industries is one of India's leading food companies with a 100 year legacy and annual revenues in excess of Rs. 9000 Cr. Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day, Tiger, Nutri Choice, Milk Bikes and Marie Gold which are household names in India. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian homes.

The company's Dairy business contributes close to 5 per cent of revenue and Britannia dairy products directly reach 100,000 outlets. Britannia Bread is the largest brand in the organized bread market with an annual turnover of over 1 lac tons in volume and Rs.450 crore in value.

The business operates with 13 factories and 4 franchisees selling close to 1 mn loaves daily across more than 100 cities and towns of India.

OBJECTIVES OF THE STUDY:

- To know why Britannia is successful.
- To analyze the consumer preferences of Britannia breads.
- To measure the satisfaction level of consumers towards Britannia breads.

SCOPE OF THE STUDY:

The study is undertaken to understand the consumption pattern, positioning of each brand, use of the product, and awareness about market offerings and information sources about the product

RESEARCH METHODOLOGY:

Research Methodology refers the discussion regarding the specific methods chosen and used in a research paper. This discussion also encompasses the theoretical concepts that further provide information about the methods selection and application.

Also the researcher adopt sampling method to conduct the study. It is to possible to meet all the consumers. Samples is that portion of the universe which represents the ideas of the whole lot. So, the sample selected should reflect the ideas and thoughts of the population.

SOURCE OF DATA:

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

SAMPLE DESIGN:

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. It was collected through Google Forms.

SAMPLE SIZE:

The number of items selected from the population constitutes for sample size. I have planned to collect nearly 150 responses but I got only 120 responses. So, 20 responses has been rejected and 100 responses for the study. The sample size used for the study is 100 respondents.

LIMITATION OF THE STUDY:

- On basis of data collected from the consumer respondents.
- Statistical and techniques used in the study.
- The respondents are true and the result is base on this assumption.

II. REVIEW OF LITERATURE

Venkateshwaralu et.al, (1987) conducted a study to analyze the buyer behavior towards biscuits.They have concluded that consumers generally prefer packed biscuits when compared to unpacked ones. It was also found that children are the major influence in decision making while purchasing biscuits, though parents are equally involved.

G.Prakash (2004) , A Study on Consumer Buying Behaviour on Britannia Marie Gold Biscuits has made some notable observations regarding consumer buying behavior. Every organization envisioned at maximizing the productivity and the profit never fails to show immense interest on knowing their customer requirements.

Dr. M.Arutselvi (2012) A study on Consumer's Preference towards various types of Britannia products. This deals with the study of consumer behaviour towards Britannia biscuits. The consumer behaviour varies from brand to brand on the basis of quality, quantity, price,taste and advertisement.

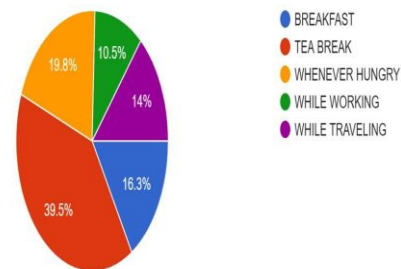
Hemant J.Katole (2018) in his study customer brand loyalty and buying behaviour of consumers for fast-moving consumer goods, especially biscuits. Two parameters have been studying gender and age are considered to verify the brand and health consciousness of consumers while buying the biscuits. By using the observation method and questionnaire method researchers have collected the data of actual timing taken by

the consumer for buying biscuits. The study was found that the customers behave health-conscious irrespective of gender while buying the product, especially biscuits.

III. ANALYSIS AND INTERPRETATION

TABLE :CONSUMPTION OF BRITANNIA BREADS

S.NO	CONSUMPTION OF BRITANNIA BREADS	NO.OF RESPONDENTS	PERCENTAGE
1	BREAKFAST	28	16.3
2	TEA BREAK	68	39.5
3	WHENEVER HUNGRY	34	19.8
4	WHILE WORKING	18	10.5
5	WHILE TRAVELING	24	14
	TOTAL	100	100

9.CONSUMPTION OF BRITANNIA BREADS:
100 responsesChart :Consumption of Britannia Breads
Source : Primary data

Interpretation : In the above given pie ,16.3% of respondents are breakfast, 39.5% of respondents are tea break , 19.8% of respondents are whenever hungry, 10.5% of respondents are while working and only 14% of respondents are while traveling . Therefore majority (39.5%) of respondents belong to Tea break .

TABLE : FACTOR INFLUENCES TO BUY BRITANNIA BREAD

S.NO	FACTOR INFLUENCES	NO.OF. RESPONDENTS	PERCENTAGE
1	PRICE	32	13
2	QUALITY	48	19.4
3	QUANTITY	33	13.4
4	TASTE	60	24.3
5	PACKAGE	25	10.1
6	ADVERTISEMENT	21	8.5
7	HEALTH BENEFIT	18	7.3
8	OTHER	10	4
	TOTAL	100	100

10.WHICH FACTOR INFLUENCES YOU TO BUY BRITANNIA BREAD:
100 responses

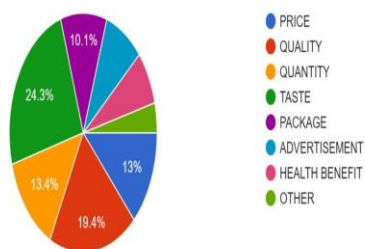


Chart :Factor influences to buy Britannia Bread
Source : Primary data

Interpretation : In the above given bar , 13% of respondents are price, 19.4% of respondents are quality , 13.4% of respondents are quantity, 24.3% of respondents are taste, 10.1% of respondents are package , 8.5% of respondents are advertisement , 7.3% of respondents are healthy benefit and only 4% of respondents are other . Therefore majority (24.3%) of respondents belong to Taste .

TABLE : RATE OF SATISFACTION - LEVEL ON BRITANNIA BREAD

S.NO	SATISFACTION - LEVEL	NO.OF. RESPONDENTS	PERCENTAGE
1	VERY HIGH	24	24
2	HIGH	28	28
3	NEUTRAL	42	42
4	LOW	3	3
5	VERY LOW	3	3
	TOTAL	100	100

11.HOW WOULD YOU RATE YOUR SATISFACTION-LEVEL ON BRITANNIA BREAD:
100 responses

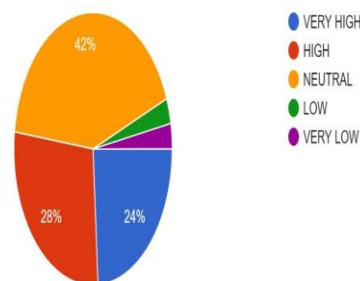


Chart : Rate of satisfaction - level on Britannia Bread
Source : Primary data

Interpretation : In the above given bar , 24% of respondents are very high, 28% of respondents are high , 42% of respondents are neutral , 3% of respondents are low and only 3% of respondents are very low . Therefore majority (42%) of respondents belong to Neutral .

FINDING, SUGGESTIONS AND CONCLUSION

- Therefore majority (39.5%) of respondents belong to Tea break (Consumption of Britannia Breads).
- Therefore majority (24.3%) of respondents belong to Taste (Factor influences to buy Britannia Bread).
- Therefore majority (42%) of respondents belong to Neutral (Rate of satisfaction - level on Britannia Bread)

IV. CONCLUSION

The modern marketing and business are fully consumer and customer oriented. These ideas should be kept in mind with all the manufacturers. Otherwise, they have to lose the existing customers.

All the companies should try to satisfy the desires and needs of the customers in all possible ways. As there are heavy competitions in the confectionery items, the Britannia industry should be very careful with regard to customer satisfaction. The Company new products contribute considerable market share in the total market.

Britannia products are most popular among its users mainly because of its taste and preferences, low price and much more availability. Customers ask for specific brands of Britannia in retail shop because of their advertisement. If the particular brand is not available they would not recommend any other brand.

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