



A STUDY ON CONSUMER PREFERENCE OF BRITANNIA BISCUITS IN PALAKKAD CITY

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ABSTRACT Britannia company industries is one of the largest food industries. . In Britannia company all the Britannia products are famous .The consumer satisfaction and the perception need in every product . The consumer satisfaction can analyses the interest of the consumer based upon the product . The customer should get satisfied in every product . To study the consumer brand preference towards Britannia Biscuits in Palakkad. This study to analyses the consumer level of preference . The type of the sample design is simple random sampling .Here from the Palakkad district population it was taken only Palakkad town for the sample. Based upon the different age group going collect the information. The sample going to take 150 sample for the collection of data The data that are required primary and secondary data are required for the collecting the information. Tools used are Percentage analysis and Garrett Ranking Method.

KEYWORDS : Britannia, Biscuits, Consumer, Preference, Satisfaction, Palakkad etc.

INTRODUCTION

The consumer perception to impress and aware about the company . It helps the company to find the consumer strategy. The company ultimate aim to increase the sales and they should aware about the factors drive to buy the goods .The perception of the consumers will be vary . It mainly to find out which actually motivate or influence to buy the product. Consumer are the persons whose consumes goods. The company focused on the consumer. Because they are the “King of the business” In the traditional times the company are focused on the production than the consumer . But now days they are giving more importance for consumer than the production. The consumer satisfaction are satisfied in all means like product quality, product price, quantity , promotion , Retailer's ship etc .If they are satisfied on these circumstances they will get satisfied .

Britannia company industries is one of the largest industries food industries. The headquarters is Kolkata, It sells the Britannia and tiger brands of the biscuits and the dairy products all over the India and around the 60 countries .The company was born on 21st march of the year 1918 as the public limited company. The company located in Kolkata, Delhi, Chennai , Mumbai.

The Britannia used in world-wide it used by all the people . In Britannia company all the Britannia products are famous and all are aware used on it .But mainly the Britannia biscuits used by people at the day-to-day basis . The biscuits that the consumers are having for the emptiness or for attraction to taste . Her going study about the consumer perception of the product based upon the different age group. It will vary on the interest and the satisfaction . Her will analyzed the consumer attraction to the biscuits and how the get satisfied on it .Here it can help the company improve the service to the consumer . And it can understand the in what way the consumer did not i get satisfied . The mainly factor I take in my study the problem in a wide range

LITERATURE REVIEW

Mr.Parasuraman, Zeithaml and Berry (1985) emphatically pointed out that the concept of quality prevalent in the goods sector is not extendable to the services sector. Being inherently and essentially intangible, heterogeneous, perishable, and entailing simultaneity and inseparability of production and consumption, services require a distinct framework for quality explication and measurement.

Mr.Zeithaml et al. (1993) explored the gap between expectations and perceptions to better understand expectations as they pertain to customer assessment of service quality and to extend the theoretical work that exists in the customer satisfaction literature. Based on their study, the gap between customer expectations and perceptions as proposed by Parasuraman et al. (1985) can be conceptualized to reflect two comparison standards: desired service which reflects what customers want, and adequate service which indicates the standard that customers are willing to accept.

Mr. Jain and Gupta (2004) have done a comparative analysis of two major service qualities Measurement scales: SERVQUAL and

SERVPERF. An ideal service quality scale is one that is not only psychometrically sound but is also diagnostically robust enough to provide in sights to the managers for corrective actions in the event of quality shortfalls. This study assesses the diagnostic power of the two service quality scales. Using data collected through a survey of consumers of fast food restaurants in Delhi, the study finds the SERVPERF scale to be providing a more convergent and discriminate valid explanation of service quality construct.

STATEMENT OF PROBLEM

The consumer satisfaction and the perception need in every product in marketing. The consumer satisfaction can analyses the interest of the consumer based upon the product . It helps the company to increase the product towards the consumers. . The customer should get satisfied in each and every product if the size of the product small or large they get satisfied .The satisfaction based upon the product differential . The company should care through the customers based upon the usage and the satisfaction.

OBJECTIVES OF THE STUDY

- To study the consumer brand preference towards Britannia Biscuits in Palakkad

METHODOLOGY

The research methodology consist of the research hypothesis ,research design ,research population , sample design ,sample size, tools for data collection and the duration period of study and the limitation of the study. The study consist of the descriptive nature .This study were consists survey methods and with structured questionnaire. This study to analyses the consumer level of preference towards Britannia products. The type of the sample design is simple random sampling .Here from the Palakkad district population it was taken only Palakkad town for the sample The sample the area have taken is Palakkad town .Based upon the different age group going collect the information. The sample size going take is around the population The sample going to take 150 sample for the collection of data The data that are required both primary and secondary data are required for the collecting the information. The primary data are collected through the pilot study on the area of Palakkad town .After the questionnaire prepared and from the questionnaire will get the information based upon the consumer mind and the reviews of the consumer about the Britannia biscuits. The secondary data are collected through the different publishers book and the journal .Through the different research problem based upon the consumer satisfaction on the different food products. The information will collected both from the primary and the secondary sources. Tools used are Percentage analysis and Garrett Ranking Method.

LIMITATION OF STUDY

The source of the study can been taken only the Britannia biscuits .studying about the all the Britannia products is not possible. The sample size has been taken only 150 samples .The study were done in the short spam of time. The study was done in the Palakkad town ,hence the study correct result cannot be generalized. The research

was mainly concerned based upon the consumer satisfaction ,on the Britannia biscuits

ANALYSIS AND INTERPERATION

Table -1. Reasons to prefer Britannia biscuits

Reasons	Frequency	Percentage
Quality	36	24.0
Taste	85	56.7
Price	18	12.0
Quantity	5	3.3
Healthy	6	4.0
Total	150	100.0

Table clarifies majority eighty five (56.7%) consumers preferred Britannia for its taste, thirty six (24%) preferred for its quality, 12% for price and the remaining 4% and 3.3% preferred for quantity and healthy aspects respectively.

Table-2 Money provided for Britannia biscuit per month

Money provision	Frequency	Percentage
10 to 50	18	12.0
50 to 100	32	21.3
100 to 150	51	34.0
150 to 200	26	17.3
200 to 250	7	4.7
250 to 300	6	4.0
Above 300	10	6.7
Total	150	100.0

Table shows fifty one (34%) of the biscuit consumers provided 100 to 150 (in Rs.) per month, 21.3% provided Rs.50 to 100, 17.3% provided Rs.150 to 200, 12% provided Rs.10 to 50 and rest all 6.7%, 4.7% and 4% the consumers providing above Rs.300, Rs.200 to 250 and Rs.250 to 300 respectively.

Table -3 Brand of biscuits preferred

Brand preferred	Frequency	Percentage
Good taste	131	87.3
Based upon compulsion of the family	19	12.7
Total	150	100.0

Table elucidates vast majority i.e. one hundred and thirty one (87.3%) consumers are buying Britannia brand for its good taste and 12.7% indicated based upon compulsion of family members.

Table -4 Promotional activities by the biscuit company

Promotional activities	Frequency	Percentage
Samples	18	12.0
Discounts	34	22.7
Buy more save more	49	32.7
Recharge coupons	7	4.7
Advertisement	40	26.7
Holiday promotion	2	1.3
Total	150	100.0

Table justifies forty nine biscuit consumers (32.7%) indicated buy more save more as the promotional activity, 26.7% biscuit consumers stated advertisement, 22.7% consumers bought biscuits due to discount based promotion, 12% opted for availing samples, 4.7% on getting recharge coupons and the rest two (1.3%) of them bought for getting holiday package as promotion through Lucky draw.

Table -5 Aspects satisfying buying Britannia

Aspects	Frequency	Percentage
Product quality and quantity	83	55.3
Taste	57	38.0
Retailers	8	5.3
Others	2	1.3
Total	150	100.0

Table indicates majority biscuit consumers (55.3%) are satisfied with

product quality and quantity, 38% satisfied with taste aspects, 5.3% on retailers promotional aspects and the remaining 1.3% on other aspects (health, attraction, advertisement promotion, etc.)

Table -6 Rating of Britannia consumers

Attributes	RK1	RK2	RK3	RK4	RK5
Brand Image	81	25	10	13	21
Price	13	12	54	43	28
Advertisement	43	75	9	13	10
Recommendations by friends and relatives	4	15	25	54	52
Packaging	9	23	52	27	39

Britannia consumers rating for preferring biscuits are classified viz. brand image, price, advertisement, recommendations by friends and relatives and packaging attributes. The rank calculated using Garret method is presented in Table 14.

Table-7 Garrett Ranking on reason for preference of Britannia biscuits

Preference Attributes	Score	Mean	Rank
Brand Image	9120	60.80	1
Price	6815	45.43	3
Advertisement	8945	59.63	2
Recommendations by friends and relatives	5910	39.40	5
Packaging	6710	44.73	4

Biscuit consumers preference of Britannia is computed using Garret ranking method shows first rank towards Brand Image followed by second to fifth positions for Advertisements, Price, Packaging and recommendations by friends and relatives with the Garret mean of 60.80, 59.63, 45.43, 44.73 and 39.40 respectively.

SUMMARY OF RESULTS

- Majority eighty five (56.7%) consumers preferred Britannia for its taste,
- Fifty one (34%) of the biscuit consumers provided 100 to 150 (in Rs.) per month
- Vast majority i.e. one hundred and thirty one (87.3%) consumers are buying Britannia brand for its good taste
- Forty nine biscuit consumers (32.7%) indicated buy more save more as the promotional activity
- Majority biscuit consumers (55.3%) are satisfied with product quality and quantity
- Consumers preference of Britannia is computed using Garret ranking method shows first rank towards Brand Image and last rank for recommendations by friends and relatives

SUGGESTIONS AND CONCLUSION

Majority of the consumers expected to quantity of the package and few suggested to improve the packing. Some of the respondents recommended to improve taste and some indicated shape and size can be modified to attract more consumers. Few suggested improving the product line through promotional measures and also through introducing new products with packing attraction and better taste. Some of the consumers felt price Britannia is comparatively higher than other brands in the market which expected to be reduced to balance with the other product suggesting Britannia can achieve competitive edge over other brands

CONCLUSION

Today's technology and electronic communication system significantly enhanced the level of people awareness where advertisement is a inhabits giant share to decide the consumer preference in the market, therefore, biscuit products are not exemption. Britannia is an active promoter with different techniques like using celebrity, playing cartoon and so on occupying major share in the market shall maintain the present tempo to stamp its credibility in the market.