ORIGINAL RESEARCH PAPER

Commerce

AN IMPACT ON BRAND FIDELITY OF BRITANNIA PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY THESIS

S. Ramya	Department of Commerce A&F, Sri Krishna Arts and Science College Kuniyamuthur, Coimbatore, TamilNadu, India
Mrs. S.Haripriya*	M.Com., M.Phil., MBA., PGDCA, (PhD) Asst. Prof., Department of Commerce A&F Sri Krishna Arts and Science College Kuniyamuthur, Coimbatore, TamilNadu, India *Corresponding Author

ABSTRACT

Brand fidelity should be the main source of a company. Britannia Industries Limited is an Indian food products corporation. Britannia has an estimated market share of 38%.The study has been undertaken with a view to examine the brand fidelity of Britannia products in Coimbatore city. The focus of this study is to know about the overall satisfaction about Britannia products loyalty that is being rendered by the companies. It is purely based on the view points, feelings and also the response expressed by the customers of Coimbatore city. The study also reveals the reason for buying the Britannia products. The study outcome indicates that the customers were satisfied towards the Britannia products. From this study it is concluded that the demographic variables such as age, group are having great impact on the fidelity of Britannia products.

1.1 INTRODUCTION

Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. When consumers are brand loyal they love "you" for being "you", and they will minutely consider any other alternative brand as a replacement. The Brand loyalty of the consumers is the foundation of an organization. Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote the brand positively. Brand loyalty is a key component of brand equity. Brand loyalty is always developed post purchase. To develop brand loyalty, an organization should know their niche market, target them, support their product, ensure easy access of their product, provide customer satisfaction, bring constant innovation in their product and offer schemes on their product so as to ensure that customers repeatedly purchase the product.

EXAMPLES

- **My Coke Rewards**

My Coke Rewards was a customer loyalty marketing program for The Coca-Cola Company. Customers entered codes found on specially marked packages of Coca-Cola products on a website. Codes could also be entered "on the go" by texting them from a cell phone. These codes were converted into virtual "points" which could in turn be redeemed by members for various prizes or sweepstakes entries. The number of points from each product depended on the brand as well as the item itself.

- **Pepsi Stuff**

Pepsi Stuff was established to reward our most loyal customers. Anyone can join and members will receive points by entering the codes on specially marked packages and under the cap of specially marked Pepsi bottles and can redeem points for rewards.

- **Marriott Rewards**

Marriot rewards is one of the largest hotel rewards program. The primary use of points is free hotel nights, it can be transferred to airline frequent flyer programs, redeemed for gift cards or experiences. The value of the points will vary based on redemption method.

1.2 FACTORS INFLUENCING BRAND LOYALTY

It has been suggested that loyalty includes some degree of predisposition toward a brand. Brand loyalty is viewed as multidimensional construct. It is determined by several distinct psychological processes, and it entails multivariate measurements. Customer perceived value, brand trust, customer satisfaction, repeat purchase behaviour, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust.

1.3 STATEMENT OF THE PROBLEM

Britannia products have gained good reputation from the public. The Britannia products contribute a greater share in the entire market. Nobody can deny the fact. But in certain areas of Coimbatore the sales volume of Britannia products is considerably decreased. In modern scenario both the manufacturer and dealers must know the customers attitudes and preferences towards a product. Then only they can frame policy decision accordingly. Heavy competition is prevailing in the study area for improving the sales. The entire manufacturers try to identify the attitudes of the customers. But the Britannia being one of the competitors for biscuits should know the problem and reason for the problem to increase the sales volume of the Britannia products.

1.4 OBJECTIVES

- The main objective of the study is to know about the brand fidelity of Britannia products.
- To find out the factors preferring witness to buy Britannia products.
  To know the awareness about the product among the people.

1.5 LIMITATIONS OF THE STUDY

- The sample has been taken only from 100 respondents
- As this study is confined only to the respondents of Coimbatore city, the findings and suggestions are applicable only to Coimbatore city.
- The details furnished by the respondents are true and the result is based on this assumption.

1.6. RESEARCH METHOLOGY

The process used to collect info rmation and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys, and other research techniques and could include both present and historical information.

1.6.1 COLLECTION OF DATA

The data bases of the study consist of both primary data and secondary data that helped the researcher in systematic frame work of the study.

1.6.2 PRIMARY DATA

The primary data was collected through questionnaire from the dealers of Britannia product. It was prepared and administered by taking a sample of 80 respondents, which contains different categories of respondents like male & female etc..who deals with the Britannia product.

1.6.3 SECONDARY DATA

Secondary data means data that are already available and they are referred to the data which have already been collected and analyzed by someone else. These were collected from various websites and also from various books.

More than expected	35	35
Happy with it	59	59
Needs improvement	6	6
Total	100	100

1.7 TOOLS AND TECHNIQUES

- Simple percentage method
- Chi – square Analysis
- One way Annova

2. REVIEW OF LITERATURE
2.1 REVIEW OF LITERATURE

Sheth and Park (1974)[1] suggested that Brand Loyalty is multi-dimensional and comprise three dimensions namely, the emotive tendency towards the brand; the evaluative tendency towards the brand and third the behavioural tendency towards the brand. They theorised that all three dimensions are present in every situation where brand loyalty prevails .

Venkateshwaralu et.al, (1987)[2] 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 influencers in decision making while purchasing biscuits, though parents are equally involved.

G.Prakash (2004)[3], "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.

Mr. S.D. Nidhyananth, and Mr. B. Vigneshwaran (2011)[4] in made a "study on customer satisfaction towards Britannia biscuits in Coimbatore city". To find out the factors those influence the purchase of Britannia biscuits. It is concluded that consumer's satisfaction with preferable taste, awareness about various brands, about choice and their frequency of preference satisfaction of Britannia biscuits.

Dr. M.Arutselvi (2012)[5] "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.

3. OVERVIEW OF THE STUDY
3.1 OVERVIEW OF INDIAN BISCUIT INDUSTRY

India biscuits industry is the largest among all the food industries and has a turnover of around Rs. 3000 crores. India is known to be the second largest manufactures of biscuits, the first being USA. It is classified under two sectors: organized and unorganized. Bread and biscuits are the major part of the bakery industry and covers around 80 percent of the total bakery products in India. Biscuit stands at a higher value and production level than bread. This belongs to the unorganized sector of the bakery industry and covers over 70% of the total production.

3.2. COMPANY PROFILE

The story of one India's favourite brands reads almost like a fairy tale. In 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta with an Initial investment of Rs.295. The company we all know as Britannia today. The beginnings might have been humble-the dreams were anything but, by 1910 with the advent of electricity, Britannia mechanized its operations, and in 1921 it became the first company east of the Suez canal to use imported gas ovens. In 1992, it celebrated its Platinum Jubilee. In 1997 the company unveiled its new corporate identity "Eat Healthy, Think Better" and made its first foray into the diary products market.In 1990 the "Britannia Khao world cup Jao"promotion further fortified the affinity consumers had with Britannia

3.3 OVERVIEW OF BRITANNIA INDUSTRIES

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, NutriChoice, Milk Bikis 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 "Biscuit King"

Kerala businessman Rajanpillai secured control of the group in the late 1980s becoming known in India as the " biscuit king" In 1993, the Wadia group acquired a stake in associated biscuits international (ABIL), and became an equal partner with group Danone in Britannia Industry Limited.

128 years ago, in a small house in central Calcutta (now Kolkata) an intrepid baker made a batch of delicious, golden brown biscuit. These were meant for officers of the British Raj and their families, people used to the exacting standards of English tea- time snacking. Form the paeans of ecstasy for that first batch of aromatic, flavor-some biscuits was born a long tradition of delectable baking- and its Indian custodian Britannia.

3.4 BRITANNIA PRODUCTS
Products offered by Britannia under biscuit segment :
Products offered by Britannia under biscuits segment
- Good day
- Crackers/50-50
- Nutrichoice
- Marie Gold
- Tiger
- Milkbikis
- Milkbikis Cream
- Treat
- Jim Jam + Treat
- Bourbon
- Little hearts
- Pure Magic
- Nice time

4. DATA ANALYSIS AND INTERPRETATION
4.1 ANALYSIS AND INTERPRETATION
4.1.1 DATA ANALYSIS

The process of evaluating data using analytical and logical reasoning to examine each component of the data provided. This form of analysis is just one of the many steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed, and then analyzed to form some sort of finding or conclusion.

4.1.2 INTERPRETATION

Data interpretation refers to the process of critiquing and determining the significance of important information, such as survey results, experimental findings, observations or narrative reports. Interpreting data is an important critical thinking skill that helps you comprehend text books, graphs and tables.

4.2 SIMPLE PERCENTAGE METHOD

Percentage Calculator is a mathematical tool used in number conversion to calculate the percentage of a given quantity relative to whole number of quantity.

TABLE 4.2.1

	Freque-ncy	Percen-tage
More than expected	35	35
Happy with it	59	59
Needs improvement	6	6
Total	100	100

INTERPRETATION

The above table shows that 35% of the respondents said that their satisfaction level in Britannia is more than they expected. 59% of the respondents said that they are happy with this product. 6% of the respondents said that this product needs improvement.

Hence majority of the respondents says that they are happy with this product.
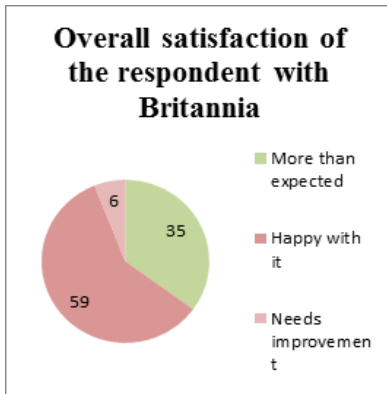
CHART 4.2.1

TABLE 4.2.2

	Frequ-ency	Perce-nt
Milk bikis	15	15.0
Cream biscuits	24	24.0
Good day	28	28.0
50- 50	10	10.0
Nutri choice	8	8.0
Little hearts	11	11.0
Marie Gold	4	4.0
Total	100	100.0

INTERPRETATION

The above table shows that 15% of the respondents likes Milk bikis, 24% of the respondents likes Cream biscuits, 28% of the respondents likes Good day, 10% of the respondents likes 50 – 50, 8% of the respondents likes Nutri choice, 11% of the respondents likes Little hearts, 4% of the respondents likes Marie gold.

Hence majority of the respondents likes Good Day.

CHART 4.2.2
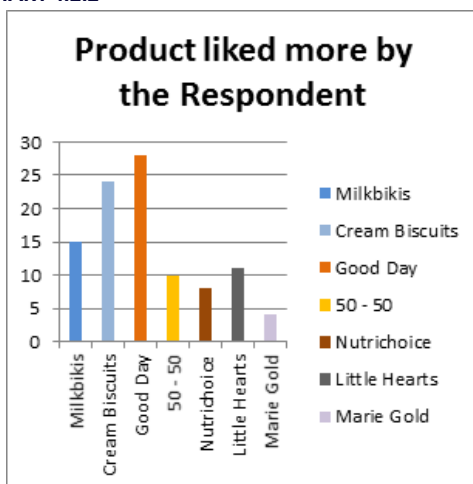
4.3 CHI SQUARE ANALYSIS

The chi square test is an important test among the several tests of signification developed by satisfaction. Chi-square, symbolically written x2 is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories as used.

$$x^2 = \frac{(0-E)^2}{E}$$

Where, O = Observed frequencies,
E = Expected frequencies
Ho= Null Hypothesis
H1= Alternative Hypothesis

TABLE 4.3.1 Age of the respondents and the Product liked more by the respondent

Chi-Square Tests		
`	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.568a	.401
Likelihood Ratio	17.012	.149
Linear-by-Linear Association	.694	.405
N of Valid Cases	100	

Ho = There is no significant relationship between Age of the respondents and the product liked.

H1 = There is significant relationship between Age of the respondents and the product liked.

INTERPRETATION

The above table inferred that the significance level is greater than 0.05 (.401).

So the null hypothesis is rejected and the alternative hypothesis is accepted. So there is significant relationship between Age of the respondents and product liked.

TABLE 4.3.2 Educational qualification of the respondents and way of awareness of the respondent

	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.045a	.000
Likelihood Ratio	35.651	.000
Linear-by-Linear Association	4.661	.031
N of Valid Cases	100	

Ho = There is no significant relationship between Educational Qualification and awareness of the product

H1 = There is significant relationship between Educational Qualification and awareness of the product

INTERPRETATION

The above table inferred that the significance level is less than 0.05 (0.00) So Null hypothesis is accepted and there is no significant relationship between Educational qualification and way of awareness.

5. FINDINGS AND SUGGESTIONS
5.1 FINDINGS

The following are the findings from the study based on the brand fidelity of Britannia products (Biscuits)
*   38% of the respondents came to know about the product by means of advertisement.
*   31% of the respondents buys Britannia every day.
*   52% of the respondents are using this product for more than 5 years.
*   62% of the respondents says that they will definitely buy this product in future
*   59% of the respondents says that they are happy with this product.

5.2 SUGGESTIONS

The following suggestions are given based on the findings of the study.

The company to retain its market leadership should concentrate in sales promotion activities, which would enhance the sales of Britannia products.

Special programmes can be organised to motivate the dealers and

retailer to gain awareness about various schemes and also push the sales.

- The company can concentrate more on the availability of the products as most of them buys Britannia every day.
- They may reduce the Price of the biscuits.
- To improve the service of the products.
- Britannia industries may bring a variety of new taste in biscuits.
- They may introduce variety of packages.

5.3 CONCLUSION

Marketing plays a pivotal role in the growth and development of country. The development of marketing has always kept pace with the economic growth of the country. Now the modern marketing faces the high competition in their activities. Competition is to the order of the day. Businessmen have started realizing it. Earning profit is possible only through customer satisfaction by means of loyalty. This is possible only when information are collected from the consumer.

The design of the study reveals that consumers preference on brand loyalty, Britannia has a high image among the consumer than the others in respect of quality, taste, price etc.,In order to retain brand loyalty, the manufacturer must know the consumer's habits, and encourage them to continue purchasing the products in future.

REFERENCES
1. Maruthamuthu, K.Krishnakumar Consumer behaviour and brand preference of Britannia biscuits –an empirical study with reference to Salem, Tamilnadu. Indian Journal of Marketing.
2. Bloemer, J.M.M and Kasper,H.D.P. "The complex relationship between consumer Satisfaction and brand loyalty", Journal of Economic Psychology, Vol 16, 1995, 311-329.
3. Mittal V. And Kamakura, W.A. "Satisfaction, repurchase intent, and repurchase Behaviour: Investigating the moderating effect of customer characteristics", Journal of Marketing Research, 38 (1), 2001, 131-142.
4. Sirdeshmukh. D, Singh .J, and Sabol. B, "Consumer Trust, Value, and Loyalty in Relational Exchange".Journal of Marketing, Vol.66, 2002, 15-37.
5. Bitner, M.J. "Building Service Relationship: It's all about Promises", Journal of Academy of Marketing Science, 23 (4), 1995, 246-51.
6. Stiener, Robert L. "The inverse associating between the margins of manufacturers and Retailers Review of Industrial Organization", 1993, 717-740 Corstjens, M. And Lal, R. "Building store and loyalty through private labels", Journals of Marketing Research, Vol.37, 2000, 281-291.
7. Dunne, David, & Narasimham, Chakravarthi. "The new appeal of private labels", Harvard Business Review, 77(3), 1997, 45-65.
8. Wileman, A., and Jary .M. "Retail Power Plays: from Trading to Brand Leadership", Macmillan Business,
9. Great Britain, 1997, 45-65. 9. Lepir, J., European private label. Global Cosmetic Industry
WEBSITE
10. www.india.britannia.com
11. www.indianinfoline.com
12. Indian journal of Marketing – August 2006
13. Journal of Marketing research
14. Business world