



CONSUMER BUYING BEHAVIOUR OF BRITANNIA PRODUCTS IN COIMBATORE CITY, TAMIL NADU

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INTRODUCTION

Marketing is the human activity directed at satisfying needs and wants through an exchange process. Marketing is social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others". The prosperity of every business unit depends upon the efficiency with which its goods are marketing. Marketing occupies a vital role in the organization of business units. If the marketing functions are not fruitfully carried out. It will affect the existence of a business concern. Goods should be made available to the ultimate customer at all time. All activities which are involved in the process of transferring goods from the place of its manufacturer to the ultimate consumer come under the purview of marketing. After the Second World War especially in the 50's and 60's the size and character of markets in many countries of the world changed enormously. There was a substantial increase in population, the disposable income of the average family increased; new industrial concerns sprang up rapidly; a great variety of new products and services became unnecessarily difficult because of the high intensity of competition. Abundant choices were made available to the customer and customer began to occupy a place of unique importance. The industrial firms had to ensure that any complaint from the consumer about the product was attended promptly; if the product needed replacing it had to be replaced if it required after sales servicing if had to be provided and that meant the emergence of marketing.

Now a day it becomes necessary to develop new marketing techniques in maintaining the existing customers and in meeting the new ones. The most important change in the present day market is that quality standards earlier determined by the marketer have been now determined by the customer. Marketing begins with assessment of customer concerns and end up with the evolution. During the years of growing complexities the management needs more and more information to reduce the uncertainties involved in introducing new product. It is related with needs, wants and demands, products, value and satisfactions.

BUYER BEHAVIOUR

The type of buyer behaviour involved in Britannia products is mostly "Complex buying behaviour". Consumers are highly involved in a purchase and perceive significant difference among brands. Consumers may be highly involved as the Britannia Products is quality, low price, advertisement, etc., Typically consumer has much to learn about the availability of different brands and different tastes before taking the buying decision. The buyer will pass through a learning process, first developing beliefs about the product, then attitudes and then making a thoughtful purchase choice.

PROFILE OF THE COMPANY

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 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 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 crores 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. We have a presence in more than 60 countries across the globe. Our international footprint includes presence in Middle East through local manufacturing in UAE and Oman, are the No 2 biscuit player in UAE with a strong contention to leadership and have a similarly strong market position in the other GCC countries. We are also the market leaders in Nepal and are in the process of investing a manufacturing facility in the country. Britannia Industries Ltd (BIL) is a manufacturer and marketer of bakery and dairy products. The company's product portfolio includes bakery products such as biscuits, bread, croissant, cakes, wafers, and rusk, and dairy products comprising milk, butter, cheese, milk-related readymade beverages, and yoghurt. BIL offers its products under various brands, such as Good Day, Treat, 50-50, Tiger, Crackers, Bourbon, Milk Bikis, Marie Gold, and Nutri Choice. It sells and markets products through distributors, direct sales channels, vendors, and contract packers. The company supplies its products across Asia-Pacific, the Middle-East, Europe, Africa and the Americas. It owns and operates manufacturing plants across India. BIL is headquartered in Bangalore, Karnataka, India.

STATEMENT OF THE PROBLEM

Majority of the FMCG players are looking at the urban market growth, because most of the sales come from this area. In India its biscuits consumption in urban area as is low. There is a large untapped demand in urban market alone. Only 16 million people of the urban. Middle class population of about 280 million consumes biscuits. Besides storage and logistics is also a problem. Biscuits need to be distributed directly, unlike other FMCG products like soaps and detergent, which can be sold through whole sale network. Most of products are sold directly to retailers. Building such a direct network in rural area is a daunting tasks. Currently the companies are looking at the growth, through expansion of the target size, which will grow as more people move upwards in the income pyramid.

In market there is a problem like threat from availability of imported brands. The premium brands, which come through official channels, do not pose a threat to Indian market. In fact the Asian market itself are very mixed for Biscuits –Pakistan, Burma and Thailand have very poor biscuit market whereas Malaysia has a large biscuit markets and also there is a lot of dumping from neighboring countries like Dubai, Nepal etc. of inferior brand of imported biscuits. These are not only of low quality, but are brought very near to their expiry dates most of the cheap biscuits brands that are available do not meet Indian Food Regulations.

OBJECTIVES OF THE STUDY

1. To know the influence of demographic factors while purchasing Britannia products.
2. To ascertain customers' awareness about various brands and model of Britannia products.

RESEARCH METHODOLOGY

To fulfill the above objectives, a structured form of questionnaire was distributed to 200 respondents in Coimbatore city, consisting of four zones during a two month period April- 2022 and deliberate attempt was made to give a fair representation to various attributes of the consumer viz., age group, occupation and income of the consumers Secondary data has been collected from standard textbooks and from various published articles through internet and journals. To know the consumer of Britannia Products in the city 200 samples were observed from 4 zones at important junctions during the busy hours. Stratified random sampling method is used for collecting the data in this study. The data collected was tabulated and analysed with help of simple percentage with total score analysis and scoring techniques.

LIMITATIONS OF THE STUDY

1. Due to time and cost factor only 100 customers were surveyed
2. The study is limited to Coimbatore city only.



REVIEW OF LITERATURE

Reynolds Jonathan et alia Howard, Elizabeth, Cuthbertson, Christine, Hristov and Latchezar (2007)¹ has undertaken a study on Perspectives on retail format innovation. The paper provides a brief summary of our existing understanding of the retail innovation process and of the longer term retail format lifecycle. It explores four features of recent format change that provide the basis for distinctive business models. Design/methodology/approach The paper concludes that whilst existing models of retail format change can risk oversimplifying and formalising what are often experimental, incremental and often accidental processes, they can complement our understanding of longer term trends in retail formats. The evolution of retail formats, together with the retail business models of which they are an expression, has been a continuing source of interest amongst stakeholders ranging from consumers, developers and investors. Findings demonstrate that innovation is seen as providing an important source of diversity and renewal for urban and suburban spaces.

ANALYSIS AND INTERPRETATION

TABLE NO. 1
GENDER OF THERESPONDENTS

Sl.No.	GENDER	No. of Respondents	Percentage of Respondents
1	MALE	126	63%
2	FEMALE	74	37%
	TOTAL	200	100%

The above table shows that out of the total respondents taken for study, 63% of the respondents are male, whereas 37% of the respondents are female. Majority of the respondents are male.

TABLE NO. 2
TABLE SHOWING THE AGE OF RESPONDENTS

Sl. No.	Age	No. of Respondents	Percentage of Respondents
1	Up to 15	64	32%
2	16-20	54	27%
3	21-35	34	17%
4	36-45	30	15%
5	Above 45	18	9%
	TOTAL	200	100%

It is known from the above table that out of the respondents taken for study, 32% of the respondents belong to the age group of up to 15 years, 27% of them belong to the age group of 16-20 years, 17% of them belong to the age group of 21-35 years, 15% of them belong to the age group of 36-45 years and 9% of them belong to the age group of Above 45 years. Majority of the respondents belong to the age group of Up to 15 years.

TABLE NO. 3
OCCUPATION OF THE RESPONDENTS

Sl.No.	Occupation	No. of respondents	Percentage of the respondents
1	BUSINESS	20	10%
2	EXECUTIVE	42	21%
3	STUDENTS	90	45%
4	HOUSE WIFE OTHERS	48	24%
	TOTAL	200	100%

It is known from the above table that out of total respondents taken for study, 45% of the respondents are employed, 21% of them are Executive, 24% of the respondents are House Wife & others, 10% of the respondents are doing business. Majority of the respondents belong to the students.

¹ International Journal of Retail & Distribution Management, 2007, Vol. 35 Issue 8, p647-660, 14p;



TABLE NO.4
RESPONDENTS ON THE BASIS OF THEIR EDUCATIONAL QUALIFICATION

Sl.No.	Educational Qualification	No. of the respondents	Percentage of the respondents
1	BELOW SSLC	80	40%
2	+2	32	16%
3	UG	60	30%
4	PG	28	14%
	TOTAL	200	100%

The above table shows that 40% of the respondents are below SSLC, 30% of the respondents are UG, 16% of the respondents are PG and 14% of the respondents are +2.

Majority of the respondents are belong to the Below SSLC.

TABLE NO.5
THE TABLE SHOWS MONTHLY INCOME OF THE RESPONDENTS

Sl.No.	Income	No. of the respondents	Percentage of the respondents
1	NIL	150	75%
2	3000-6000	10	5%
3	6000-9000	4	2%
4	ABOVE 9000	36	18%
5	TOTAL	100	100%

The above table shows that 75% of the respondents have no income, most of them are students, 5% of the respondents are 3000-6000, 2% of the respondents are 6000-9000, 18% of the respondents are above 9000.

Majority of the respondents are belong to the (students) nil income groups.

TABLE NO.6
AWARENESS OF BRITANNIA PRODUCTS

Sl.No.	Awareness	No. of respondents	Percentage of the respondents
1	YES	200	100%
2	NO	0	0%
	TOTAL	100	100%

The above table shows that out of the total respondents taken for study, It indicates 100% of the respondents are aware about Britannia.. It is clearly understood all respondents

TABLE NO. 7
TABLE SHOWING THE MOST PREFERRED BRITANNIA BRAND BISCUITS

Sl. No.	BRITANNIA BRAND BISCUITS	No. of the respondents	Percentage of the respondents
1	Britannia	66	33%
2	Krackjack	64	32%
3	Maquix	56	28%
4	Monaco	14	7%
	TOTAL	200	100%

The above table shows that 33% of the respondents are preferred Britannia 32% of the respondents are preferred Krackjack , 28% of the respondents are preferred Maquix, and 7% of the respondents are preferred Monaco. It is clearly understood majority of the respondents are preferred Britainnia brand Biscuits.

TABLE NO. 8
TABLE SHOWS WAY OF AWARENESS OF BRITANNIA PRODUCTS

Sl.no	Media	No. of respondents	Percentages
1	ADVERTISEMENT	46	23%
2	FRIENDS AND RELATIVES	70	35%
3	FAMILY	62	31%
4	SELF DECISION	22	11%
	TOTAL	200	100%

The above table shows that 23% of the respondents are aware through advertisement, 35% of the respondents are aware through friends, 31% of the respondents are aware through family and 11% are through self decision. Majority of the consumers aware of the Britannia products through Friends and Relatives.

TABLE NO. 9
VIEW REGARDING THE TASTE OF PARL- G PRODUCTS

Sl.No	Opinion	No.of respondents	Percentage of the respondents
1	VERY GOOD	42	21%
2	SATISFACTORY	22	11%
3	GOOD	136	68%
4	POOR	0	0%
	TOTAL	200	100%

It indicates that 21% of the respondents have the opinion that the taste of the Britannia is very good, 11% of the respondents have the opinion that the taste is satisfactory and 68% of the respondents have the opinion that taste is good. Nobody has not mention satisfaction level of poor. It is understood from the statement Britannia product is better for other products. Majority of the respondents are given the opinion about taste is good.

TABLE NO. 10
TABLE SHOWING WHETHER RESPONDENT WATCH ADVERTISEMENT IN TV, NEWS PAPER, INTERNET OR NOT

Sl.No.	Responds	No. of respondents	percentage
1	YES	138	69%
2	NO	62	31%
	TOTAL	200	100%

It is known from the above table that out of the total respondents taken for the study, indicates that 69% of the respondents are watched the advertisement, 31% of the respondents are not watched the advertisement. Majority of the respondent are watched the Advertisement about the Parl -G product.

TABLE NO. 11
TABLE SHOWING THE FACTORS INFLUENCING CUSTOMERS TO PURCHASE THE PRODUCT

Sl.No	Factors	No. of respondents	Percentage of the respondents
1	Quality	158	79%
2	Availability	28	14%
3	Packing	14	7%
	TOTAL	200	100%

INTERPRETATION

The above table indicates that 79% of the respondents are influenced by Quality, 14% of the respondents are influenced by availability and 7% of the respondents are influenced by packing of the product.

Majority of the respondents are influenced by Quality.



TABLE NO. 12
OPINION ABOUT THE PRICE OF BRITANNIA PRODUCTS

Sl.No.	Opinion	No. of respondents	Percentage of respondents
1	REASONABLE	110	55%
2	LOW	62	31%
3	HIGH	20	10%
4	VERY HIGH	8	4%
	TOTAL	200	100%

The table indicates that 55% of the respondents are influenced by price is reasonable, 31% of the respondents are told the price is low, 10% of the respondents are told that price is high and 4% of the respondents told that price is very high. Majority of the respondents Opinion about the price of the product is Reasonable.

TABLE NO. 13
TABLE SHOWING OPINION ABOUT THE PRODUCT

Sl. no	Opinion	No. of respondents	Percentage of the respondents
1	VERY GOOD	38	19%
2	GOOD	106	53%
3	AVERAGE	56	28%
4	BELOW AVERAGE	0	0%
	TOTAL	200	100%

The above table shows that 19% of the respondent's opinion is product is very good, 53% of the respondent's opinion is good and 28% of the respondent's opinion is average.

Majority of the respondents are opinion about the products is good.

TABLE NO. 14
OPINION ABOUT THE PACKING OF THE PRODUCT

Sl no.	Opinion	No. of respondents	Percentage of the respondents
1	VERY GOOD	22	61%
2	GOOD	122	11%
3	AVERAGE	56	28%
4	BELOW AVERAGE	0	0%
	TOTAL	200	100%

It indicates that 61% of the respondents are told packing is good, 11% of the respondents are told that packing is very good and 28% of the respondents are told packing is average.

Majority of the Respondents are opinion about the packaging system of the product is good.

TABLE NO. 15
TABLE SHOWING OPINION ABOUT THE NEW PRODUCT INTRODUCED BY THE COMPANY

Sl.No.	Opinion	No. of respondents	Percentage
1	Acceptable	102	51%
2	Depending	98	49%
3	Not accepted	0	0%
	TOTAL	200	100%

The table shows that 51% of the respondents are will be accept the new product introduce by the company, 49% of the customers will accept depending on the product. Majority of the respondents are opinion about the new product introduced by the company is Acceptable.



TABLE NO: 16
OPINION ABOUT THE ADVERTISEMENT OF THE COMPANY

Sl. no	Opinion	No. of respondents	Percentage of the respondents
1	GOOD	90	45%
2	AVERAGE	48	24%
3	BELOW AVERAGE	0	0%
4	NO OPINION	62	31%
	TOTAL	200	100%

INTERPRETATION:

It indicates that 45% of the respondents told advertisement is good, 24% of the respondents told that advertisement is average, 31% of the respondents have no opinion. It is clearly understood 45% of the respondents told advertisement is good.

CHI-SQUARE TEST-1

1. Relationship between Age and brand under Britannia Products

Null hypothesis:

There is no significant relationship between respondent's age group and Britannia Products

Alternative hypothesis:

There is a significant relationship between respondent's age group and Britannia Products

Relationship between age group and Brand under Parl -G**TABLE 17. CHI-SQUARE TEST**

Calculated value	Table - Value	D.F	Significant level	Accepted / Rejected
30.19927	21.03	12	0.001	Rejected

The table value of χ^2 is less than the calculated value. The hypothesis is re. There is significant relationship between the age group and Britannia Products.

CHI SQUARE TEST- 2

2. The relationship between occupation of the respondents and opinion about the price.

Null hypothesis:

There is no significant relationship between respondent's Occupation group and Brand under Britannia Products

Alternative hypothesis:

There is a significant relationship between respondent's Occupation group and brand under Parl -G Products

Table 18
Chi-Square Test

Calculated value	Table - Value	D.F	Significant level	Accepted / Rejected
21.57946	16.92	9	0.5%	Rejected

The table value of χ^2 is less than the calculated value. The hypothesis is rejected. There is a significant relationship between the respondent's occupation and price of the product.

**CHI SQUARE TEST- 3**

The relationship between qualification of the respondents and way of awareness about Britannia Products

Null hypothesis:

There is no significant relationship between qualification of the respondents and way of awareness about Britannia Products

Alternative hypothesis:

There is a significant relationship between qualification of the respondents and way of awareness about Britannia Products

Table No.19 Chi-Square Test

Calculated value	Table - Value	D.F	Significant	Accepted / Rejected
39.95	16.92	9	0.5%	Rejected

INTERPRETATION

The calculated value of χ^2 is more than the table value. The hypothesis is rejected. There is significant relationship between the respondents' qualification and way of awareness of the Britannia products.

FACTORS INFLUENCING BUYING DECISION

Every customer is highly unique and a complex human, yet there are many things customers have in common when it comes to buying. Many factors are involved in their buying decision, any one or more can become their deciding factor. While selecting a biscuit, the consumer buyer will consider the brand, price, quality, taste and advertisement. To analyse techniques are adopted.

Factors	Percentage	Rank
Brand name	21.16	I
Price	23.68	II
Quality	21.58	III
Taste	19.73	IV
Advertisement	13.85	V
Total	100	

Source: Primary data

In this question the respondents are asked to rank factors which influence them on a given scale of 1 to 5. For calculating total score weights have been assigned in the descending order of rank (like for 1st rank 5, 2nd rank 4, 3, 2 & 1). By multiplying these weights with the corresponding number of respondents to get the individual scores which on summation of the individual scores gives a total score for concerned factor. This is representative of different respondent's opinion. The above table makes it clear that buyer look for brand as the first factor, price of the biscuits as the second factor, quality as the third factor, taste and Advertisement as the VI and V factor.

FINDINGS

- Most of the consumers buy biscuits for their personal consumption.
- It was found out the consumers give more preference for quality and brand name while buying biscuits. They don't bother about the price.
- Advertisement especially TV's induces consumers to buy Britannia of particular brand.
- 55% of the respondents replied price is reasonable.
- 51% of the respondents will accept the new product by the Britannia
- 68% of the respondents replied taste of Britannia is good.
- Most of the respondents know about Britannia through friends and relatives.
- 79% of the respondents influenced by the Quality, 14% by the availability and 7% by packing.
- Most of the respondents replied price of Britannia is reasonable.

SUGGESTIONS

- Britannia should improve its distribution channels and make sure its Britannia are available in most of the shops



- Britannia Company must firm up with offers so as to popularize in the biscuits among various segments.
- Britannia should try to undertake some mass publicity and also try to create a brand image in the minds of customers.
- Britannia has not undertaken any marketing research so as to know the acceptability of the product. The company should conduct the market research based on that take decision making,
- Britannia should try to study the minds of consumers and also try to know their requirements. This is possible to be done by appointing professional people.
- Britannia should try to produce innovative products.
- Improve the advertisements and promotional activities.

CONCLUSION

Marketing starts before production and continuous after sales. Marketing is the process of creating customers. Biscuits is the product which is loved by each and every one irrespective of age group. So target market of Biscuits are no more restricting to children. We can understand by taking into marketing strategy adopted by the different biscuits company's but Britannia failed in this field. Though Britannia is doing very well it could not create brand image. Company has to give importance to brand building of finished product which can be done only with the help of strong marketing strategy.

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