



A STUDY ON CONSUMER SATISFACTION TOWARDS GOOD DAY BISCUITS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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INTRODUCTION

Biscuits are a very significant part of the food industry in most countries of the world. A biscuit is a small baked products; the exact meaning varies markedly in different parts of the world. The origin of the word “biscuits” is from Latin via Middle French and means “cooked twice. During the time of Louis XIV, soldiers’ biscuits were known as “stone bread.”

Biscuits are a variety of quick breads popular in different forms throughout the United States. They are made from a combination of flour, shortening, leavening and milk or water. This simple dough is generally rolled out, cut into small rounds, baked and served hot.

STATEMENT OF THE PROBLEM

The growth of every business largely depends upon the satisfaction level of the consumer. Good Day being a popular brand of Britannia limited has a wide range of consumers. Exit in the market for more than 120 years. This study has been undertaken to know the satisfaction level of the consumer of Good Day and its impact towards the success. This study is an attempted to examine the factors which influence the consumer to by Good Day biscuits. It is also finding out the consumer satisfaction towards good day biscuits and also expectations consumer with good day biscuits.

OBJECTIVES OF THE STUDY

- To study about customer satisfaction towards quality, availability, price of good day biscuits.
- To know awareness about the good day biscuits among the public.
- To study the relationship between the demographic variables and factors affecting of consumer

RESEARCH METHODOLOGY

Descriptive research design had been used in this study.

Sample size: 120 respondents

Sampling Unit: Consumers who are consuming good day biscuits.

Data used: Primary data as well as secondary data

Primary data: Questionnaire

Secondary data: Past Research Papers

Area of study: The study is conducted only in Coimbatore City.

Sampling method: Convenient sampling is used in the research.

Statistical tool used:

- Percentage analysis
- Likert scale
- Ranking analysis

**REVIEW OF LITERATURE**

Dr.M. Rajarajeswari March (2017) “A Comparative study on brand loyalty of biscuits (with special preference to Britannia and Parle) in Coimbatore City”. The main purpose of the study is to be measure the brand loyalty of the sample respondents to the Britannia and Parle brand biscuits and know the main factors that influence their brand loyalty. To evaluate the taste difference in both the products. The research was carried out in Coimbatore district, convenient sampling method was used to select the sample.

Hemant. J. Katole Jan (2018) “Buying Behavior and Brand Loyalty of biscuit Consumer in India”. Consumer in India”. Consumer of product is often separate temporarily from the decision to buy those products. The research reported here examines the strategies consumer use when making multiple purchase in a product category for future consumption. To know the brand loyalty based on buying behavior of

consumer. Hence research concludes that consumer is branding conscious where age plays an important role while buying biscuits.

HISTORY AND PROFILE OF THE STUDY

Britannia Industries Limited is an Indian food-products corporation based in Bangalore, India. . The company was established in 1892 by a group of British businessmen with an investment of Rs.295. It is the first bakery company in India to remove trans fats from its biscuits. Britannia innovates for strong presence in health and nutrition space.

Initially, biscuits were manufactured in a small house in central Kolkata. Later, the enterprise was acquired by the Gupta brothers mainly Nalin Chandra Gupta, a renowned attorney, and operated under the name V.S Brothers.

ANALYSIS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1	Quality	54	45
2	Price	16	13.3
3	Ingredients	35	29.2
4	Brand Image	15	12.5
	TOTAL	120	100

(Source: Primary Data)

INTERPRETATION

The table 4.1.12 shows that 45% of the respondents are purchase by Quality and the 13.3% of the respondents are purchase by Price and 29.2% of the respondents are purchase by Ingredients and the 12.5% of the respondents are purchase by Brand Image.

INFERENCE

Most 37.5% of the respondents are choosing the Good Day Biscuits on the basis of Quality

TABLE SHOWING THE DISTRIBUTION OF RANKING FOR FLAVOUR FACTORS OF GOOD DAY BISCUITS

SNO	FLAVOUR	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL SCORE	RANK
1	Cashew	27(5)	22(4)	30(3)	14(2)	27(1)	368	3
2	Nuts Cookies	14(5)	40(4)	23(3)	29(2)	14(1)	371	2
3	Chocolate	33(5)	20(4)	33(3)	19(2)	15(1)	397	1
4	Butter	22(5)	23(4)	29(3)	29(2)	17(1)	364	4
5	Choco-Nut	23(5)	21(4)	20(3)	25(2)	31(1)	340	5

(Source: Primary Data)

INTERPRATATION

The table 4.3.1 shows that the out of 120 respondents, Cashew is in the rank 3, Nuts Cookies is in the rank 2, Chocolate is in the rank 1, Butter is in the rank 4 and Choco-Nut is in the rank 5

INFERENCE

If resulted that Chocolate is in rank 1 and it influences the respondents to prefer CHOCOLATE FLAVOUR.



FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority 55.8% of the respondents are Female
- Most 47.5% of the respondents are 21 years-30 years
- Majority 56.7% of the respondents are the Under Graduate
- Majority 56.7% of the respondents Educational qualification are Students
- Majority 56.7% of the respondents are earning Rs. 40,001- Rs. 50,000
- Majority 74.2% of the respondents are Unmarried.
- Majority 56.7% of the respondents come to know about Good Day biscuits by Advertisement.
- Most 33.3% of the respondents are buy the good day biscuits from the Super Market
- Most 37.5% of the respondents prefer good day biscuits when they are break time.
- Most 45% of the respondents come to know about Good Day biscuits by Television.
- Majority 50% of the respondents consuming good day biscuits Once in a week
- Most 37.5% of the respondents are choosing the Good Day Biscuits on the basis of Quality
- Most 30.8% of the respondents like Cashew flavor of Good Day Biscuits.
- Most 35% of the respondents prefer to eat good day biscuits with Tea.
- Majority 94.2% of the respondents are fully satisfied on Good Day Biscuits.

LIKERT SCALE ANALYSIS

- Likert scale value is 4.55 greater than the middle value(3), so the consumers are satisfied in the PRICE.
- Likert scale value is 4.7 greater than the middle value(3), so the consumers are satisfied in the QUALITY.
- Likert scale value is 4.35 greater than the middle value(3), so the consumers are satisfied in the TASTE.
- Likert scale value is 3.81 greater than the middle value(3), so the consumers are satisfied in the FLAVOUR.
- Likert scale value is 3.41 greater than the middle value(3), so the consumers are satisfied in the PACKING.
- Likert scale value is 3.99 greater than the middle value (3), so the consumers are

AGREE that the children prefer the Good Day Biscuits Mostly.

RANKING ANALYSIS

- If resulted that Chocolate is in rank 1 and it influences the respondents to prefer CHOCOLATE FLAVOUR.

SUGGESTIONS

- Britannia industries may bring a variety of new tastes and flavors in Good Day Biscuits.
- The company may provide special offer to the customer.
- They also use innovative packing methods for covering the biscuits packs.
- They may concentrate in Advertisements in order to have new consumer for their product.
- The company to retain the its market leadership should concentrate in sales promotion activities, which would enhance the sales of Good Day Biscuits.

CONCLUSION

In today's scenario, customer is the king because he has got various choices around him. If the company is not capable of providing consumers the desired result then the consumer will definitely switch over to the competitor. Therefore to survive in this cut throat competition, the company needs to be the best. That Britannia Biscuits has gained acceptance by the customer and has huge potential to expand its market share and become leaders in few of its biscuits category Britannia is most popular amongst its users mainly because of its taste, brand name and innovativeness

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