



THE STUDY ON CONSUMER PERCEPTION TOWARDS BRITANNIA PRODUCTS IN MADURAI CITY

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ABSTRACT:

A study on consumer perception towards(Britannia products). The paper contains the market potential of Britannia product. This paper examines the market potential of Britannia, focusing their nutritional value, versatility, and sustainability. The paperanalyses current trends in the Britannia including supply and demand Dynamics, production methods, and distribution channels. It also identifies key drivers and barriers to Britannia adoption and explores opportunities for growth and innovation in the industry. The objective of paper is to create awareness about Britannia based project and its health benefits. The optical of Britannia based project defined author or disclosed and data collected are documented in the form of chart and bar diagrams and analysis in percentage.

KEYWORDS:

CONSUMER PERCEPTION, BRAND LOYALTY, PRODUCT QUALITY.

1.1 INTRODUCTION

The companies ultimate aim to increase the sales and they should aware about the factors drive to buythe goods. The perception of the consumers will be varying. It actually motivates or influences the consumer to buy the product. Consumers are the persons who consume 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 is 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 are one of the largest 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 Britanniacompanyall the Britannia products are famous and all are aware used on it. Britannia biscuits are used by people at the day to-day basis. The biscuits that the consumers are having for the emptiness or for attraction to taste. Here we are going to study about the consumer perception of the product based upon the different age group. It will vary on the interest and the satisfaction. Here we will analyse the consumer attraction to the biscuits and how they get satisfied on it.

1.2 STATEMENT OF THE PROBLEM

Britannia faces a need to understand the current consumer perception of its product range to identify potential areas for improvement in brand loyalty, product development, and marketing strategies, as changing consumer preferences and increasing competition may impact their market share, requiring a comprehensive analysis of how consumers perceive the quality, taste, price, and nutritional value of various Britannia products across different demographics.

1.3 OBJECTIVES OF THE STUDY

- To analysis the factors influencing the purchase of Britannia products
- To study the quality of consumer perception towards Britannia Products.
- To study the satisfaction level of customers towards the price and service provided by the company
- To study the attitudes and experience of Customer towards Britannia products and suggest the valuable consumer perception based on the findings.

1.4 METHODOLOGY

1.4.1 RESEARCH DESIGN

Research design is a plan to execute the research project. The appropriate design depends on the research objectives and the required data in attaining the same. There is a series of debate regarding better or appropriate

research design. Research design defined as the blueprint for the collection, measurement and analysis of data. Research design provides direction, ensures smooth and economical conduct of research. It is also a control tool for the researcher and the critics to evaluate the study. After the acceptance of research proposal, the researcher faces the important task of working out the details. We have to elucidate on the method of drawing a sample, the method of collecting and arranging the data and develop an instrument for collecting data. All these tasks which are concerned with working out the condition of conducting a research are detailed in research design. Through this design, a researcher is able to test the variety of the hypothesis on the basis of resulting data.

1.4.2 SAMPLING METHOD:

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. This is called a sampling method. There are two primary types of sampling methods that you can use in your research:

- Probability Sampling involves random selection, allowing you to make strong statistical inferences about the whole group.
- Non Probability Sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect data.

1.4.3 PRIMARY AND SECONDARY DATA

Data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It helps to evaluate the outcome of the problem. The data collection methods allow a person to conclude an answer to the relevant question. Most of the organizations use data collection methods to make assumptions about future probabilities and trends. Once the data is collected, it is necessary to undergo the data organization process. Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc. It may be either published data or unpublished data.

1.4.4 SAMPLE SIZE

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and are considered a representative of the real population for that specific study. Totally 111 samples are collected.

1.4.5 STUDY OF THE AREA

A study on consumer perception towards Britannia products could focus on areas like consumer demographics, product quality, taste, packaging, brand

loyalty, price perception, health benefits, marketing strategies, and the influence of different product categories within the Britannia range across various regions, considering factors like urban vs. rural demographics and different age groups to understand how consumer perception varies depending on these variables.

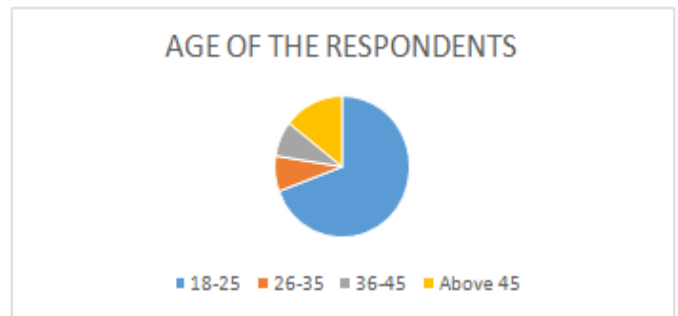
1.5 DATA ANALYSIS

TABLE 1.5.1

AGE CLASSIFICATION OF THE RESPONDENTS

Particulars	No of Respondents	Percentage
18-25	77	69.4
26-35	9	8.1
36-45	9	8.1
Above 4	16	14.4
Total	111	100

Source- Primary Data



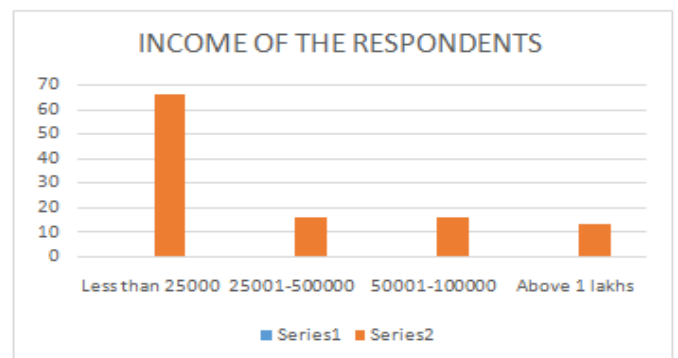
From the given chart it is observed that 69.4% respondents are in the age group of 18-25 years, 8.1% of respondents are in the age group of 26 - 35 years, 8.1% of the respondents are in the age group of 36 - 45 years and 14.4% are in the age group of Above 45 years.

TABLE 1.5.2

INCOME OF THE RESPONDENTS

Particulars	Frequencies	Percentage
Less than 25000	66	59.5
25001-50000	16	14.4
50001-100000	16	14.4
Above 1 Lakh	13	11.7
Total	115	100

Source - Primary Data



INTERPRETATION

From the given chart it is observed that 59.5% of the respondents are Less than Rs25000,14.4% of the respondents are Rs25001 – 50000,14.4% of the respondents are 50001-100000,and 11.7% of the respondents are above 1 Lakh .

1.6 FINDING AND SUGGESTIONS

1.6.1 FINDINGS

- From table it is observed that the majority 69.4% of the respondent are 18-25 age group.
- From table it is observed that the majority 59.5% of the respondent less than 25000 per month.

1.7 SUGGESTION

- To increase the quantity and reduce the price of Britannia products.
- To increase the marketing strategy for dairy products can start schemes like cash prizes or foreign trips on scratching the barcode on the packet.
- The respondents want that ingredients used in Britannia biscuits should be more hygiene for the health of kids.
- The Consumer s perception may vary every day. Britannia should maintain a good perspective towards customers.
- They may also use innovative packing methods for covering the biscuits packs.

1.8 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. 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 consumer perception 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 habits, and encourage them to continue purchasing the products in future.

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