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## A Study on Factors Influencing Purchasing Decision of Good Day Biscuits

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### ABSTRACT

Britannia Industries Limited is a major player in the ready to eat food segment with leadership position in Bakery category. Its brand portfolio includes Tiger, Marie Gold, Good Day, 50:50, Nutri choice and Treat. The Company's plants are situated in Kolkata, Delhi, Chennai, Mumbai, Uttarakhand, Orissa & Bihar with a capacity of 160,000 MT. The company currently has 33% market share in the biscuit segment with leadership position in various cream & cookies categories. The company has transformed itself from being a primarily a biscuit company in FY08 with diversification efforts into other bakery products & dairy. In two years there is a structural change in company's revenue and product mix from 90 percent + biscuit contribution to revenue to currently 77%. Britannia made its strong presence felt in dairy this year and recently forayed into ready to eat Indian breakfast market & savory market. We expect this new initiative to start yielding results from FY14. Company's product categories are all growing at 15%+ while the overall industry is growing at 10%+.

### 1. INTRODUCTION

Journey of good day started in 1939, good day Product Pvt. Ltd launched its first biscuit brand in India. A cream-coloured, yellow-striped, wax-paper wrapper with a photo of a cute young girl, containing 10-12 biscuit with the company's logo on it and you would know these are good day biscuits. Over the years, many varieties of biscuit came and went but nothing much has changed with this biscuit, except for packs. Even after 70 years of its birth, it is still known for its superior quality and taste across the length and depth of the country. Good day, being the world's largest selling biscuit brand, accounts for more than half of the total revenue of the company (Business Standard, 2009).

Although past few years, there has been a consistent decline in its sales growth, it still maintains the superior position in the biscuit market. This essay tries to influence the purchasing decision among the consumer's in current situation.

### GOOD DAY: THE BRAND KEY OF BRITANNIA

Britannia Good Day was launched in 1986 in two delectable avatars - Good Day Cashew and Butter. Over the years, new variants were introduced - Good Day Pista Badam in 1989, Good Day Chocochips in 2000 and Good Day Choconut in 2004. This rich cookie enjoys a fan following of consumers across all ages, loyal to the brand promise of a great taste, evident from the visibly abundant ingredients. Good Day is among the fastest growing brands in Britannia's portfolio and it has been the leader in the cookies category ever since its launch. The brand is synonymous with everyday treats that infuse happiness into people's lives. After two decades of magnificent success; it was time to give the nation yet another reason to have a good day. Abundance, goodness, indulgence and now unrestrained joy - that is the message of this new campaign. The new TT ad is the uncontrollable expression of the ticket collector's happiness and joy that is stimulated by consumption of the cookie that spreads cheer amongst the people around him creating an atmosphere of shared joy that's unorchestrated and straight from the heart. The celebration was taken to the IPL as Good day cheered along with a million cricket fans in the stadiums, each screaming and proclaiming "Ho gaya re Good Day". The dazzling brilliance of this endeavour, the contagious rhythm needs to be lived and spread through the nation, making 'Iska toh ho Gaya Re Good Day' a part of the common lingo and a way of life. Good Day truly believes laughter and happiness are infectious, it transcends race, caste creed unifying humanity in an inclusive emotion. The brand perseveres to infuse cheer, hearten the nation and enliven lives. With its rightful place on the front page of The Times of India, Good Day gifts the nation a priceless treasure, that of spreading JOY! Types of Britannia Good day: Butter Cashew. Coconut. Butterscotch. Honey & Raisin.

### 2. OBJECTIVES

- To study on factors influencing purchasing decision of good day biscuits.
- To find the consumer preferences of various brands
- .To find out the type of advertisements that appeals more to consumers.

- To find out the market position of good day biscuits.
- To study about customer satisfaction towards quality, availability, price of good day

### 3. LIMITATION OF THE STUDY

- Time has been a major constraint throughout the study as it has been only for duration of
- 1month enough care is taken in formulating the questionnaire, still some errors may creep in.
- Some of the customers were not corporate Reaching out to the right person was little
- Distance. It is very difficult for the storekeeper to pinpoint the proper information about the product.
- The sample size is limited and small only to 100 responses.

### 4. RESEARCH METHODOLOGY

- Primary data is used to collect the questionnaire from the respondents
- Secondary data is used to collect form various websites.

#### STATISTICAL TOOLS

The following are the various tools applied for analysing the primary data.

- Percentage Analysis

### 5. REVIEW OF LITERATURE:

#### T Pradeep Raj, R Ramkumar, AK Subramani (2015)

Customer satisfaction is the primary source of any business activity, retaining the customers to their product is most important in the business.in Avadi for this research. The major findings of the study are, most (90%) of the respondents are willing to recommend Britannia Good day biscuits to their friends and relatives. The research outcome also indicates that, most of the customers were satisfied towards consuming Britannia Good Day biscuits with respect to the chosen factors.

#### Mrs. S. Haripriya, S Ramya (2014)

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 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.

### 6. TABLE

TABLE 6.1

S.NO	BRANDS	NO.OF RESPONDENTS	PERCENTAGE
1	BRITANNIA	60	58.3%
2	MARIE	25	24.3%
3	PARLE	14	13.6%
4	SUNFEAST	4	3.9%
	TOTAL	103	100%

#### INTERPRETATION:

The above exhibit indicates that 58.3% of the respondents are like britannia, 24.3% of the respondents are like marie, 13.6% of the respondents are like parle, 3.9% of the respondents are like sunfeast

Hence, the majority of the respondents are like britannia(58.3%)

#### CHART 6.1

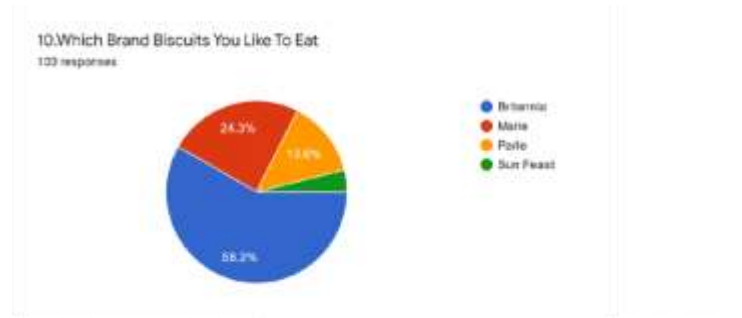


TABLE 6.2

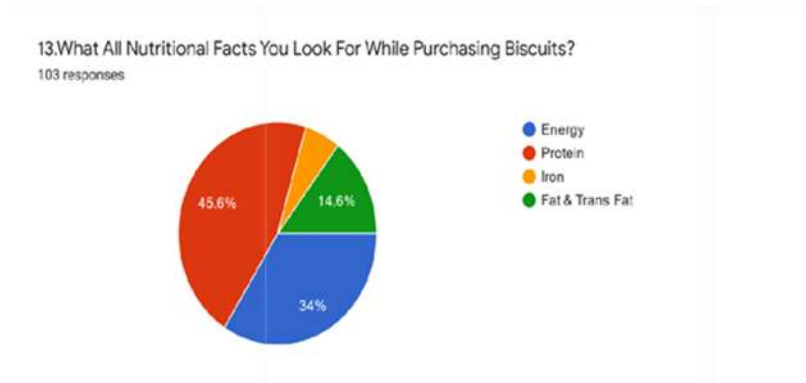
S.NO	NUTRITIONAL FACTS	NO.OF RESPONDENTS	PERCENTAGE
1	ENERGY	37	34%
2	PROTEIN	45	45.6%
3	IRON	6	5.8%
4	FAT & TRANS FAT	15	14.6%
	TOTAL	103	100%

**INTERPRETATION:**

The above exhibit indicates that 34% of the respondents are purchasing for energy intake, 45.6% of the respondents are purchasing for protein intake, 5.8% of the respondents are purchasing for iron intake, 14.6% of the respondents are purchasing for fat & trans fat intake.

Hence, the majority of the respondents are purchasing the biscuit for protein (45.6%).

CHART 6.2

**7. SUGGESTIONS**

- The opinion of the reference goodwill of the product. Respondents like to pay less and buy quality products and they like to prefer the branded attire which has some discounts, coupons etc.,
- So, the producers may give these benefits to them. Before the fixation of price, the market survey may be made and price may be fix accordingly as high price may lead to low sales.
- The update of latest fashion and trends is considered most by the youngsters so updating of designs must be made quickly.

**8. CONCLUSION**

As stated in the objectives, this study is concluded that the various factors like advertisement, brand image, current fashion and trends, comfortable etc., make the youngsters to switch over to another brand and so the marketer must keep all these factors in his mind and there after production, pricing, sales activities must be made. Brand enhances the personality of a person as the branded product provides satisfaction, Value for money, social class etc., The

brand image of product is been maintained from long years and with the help of that brand image most of the youngsters preferring branded attire as they are more conscious about the latest fashion and trends.

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