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The Consumer Satisfaction Towards Good Day Biscuits in Britannia Brand

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ABSTRACT:

A study on customer satisfaction with Good Day Biscuits in the Coimbatore District is the subject of this essay. The study's goals are to determine the conclusions and recommendations about good day biscuits, as well as consumer satisfaction with the Britannia brand's good day biscuits. With a sample size of 120 participants, this study uses both primary and secondary data. In this study, a percentage analysis is set up, and it is examined using statistical methods. Consumer satisfaction with good day biscuits was investigated.

INTRODUCTION:

The satisfaction of customers is a crucial factor in the success of any business. In the fast-moving consumer goods (FMCG) industry, where competition is intense, it is especially important to ensure that customers are satisfied with the products being offered. One such product is Good Day biscuits from the Britannia brand. Good Day biscuits are popular snacks enjoyed by millions of people in India and around the world. These biscuits are available in various flavors, and are known for their delicious taste, crispy texture, and attractive packaging. Britannia, as a leading FMCG company in India, has a reputation for producing high-quality products that meet the needs of customers. Measuring customer satisfaction towards Good Day biscuits in the Britannia brand is important to ensure that the company is meeting the expectations of its customers. This can be done through various methods, such as surveys, feedback forms, focus groups, and customer reviews. By analyzing the feedback received from customers, Britannia can identify areas for improvement and make changes to their products and services accordingly.

REVIEW OF LITERATURE:

Dr. R Geetha (2020)

All human beings need food, shelter and clothes. The most important need among these three items is food. People take nutritious food to maintain their health. They consume products manufactured by rice or wheat items. In India, the total cultivation of wheat is more comparing with the cultivation of rice. Majority of the people take the products manufactured by wheat. Biscuits are the products which are produced in large quantities by using wheat as a main ingredient. The researcher makes this study to understand the preference and behavioral patterns of the customers of biscuits.

Rajendra Nath Datta, Priyanka Banik (2020)

Britannia Industries Ltd. is one of the largest brands in the food processing sector of India. It is listed on the BSE and NSE. It flies its wings in more than 60 countries across the globe. This study is basically focused upon the profitability and liquidity position of Britannia Industries Ltd.

Krunal K Punjani, Mahesh Bhanushali, Santosh Palde (2019)

Marketers of FMCG products while considering consumer-related decisions, with respect to product attributes, product variants, pricing, packaging size etc., largely depends upon the feedback, opinions, observations and suggestions of the retailers, as they are the ones who have direct interactions with the consumers on a regular basis. This paper aims to analyze the perceptions of the consumers towards a specific biscuit brand Britannia and how these differ from that of the retailer.

OBJECTIVE OF THE STUDY:

- ❖ To identify the factors that influence customer satisfaction towards Good Day biscuits in the Britannia brand.
- ❖ To identify areas for improvement in the quality, taste, packaging, pricing, availability, and customer service of Good day biscuits.

❖ To evaluate the effectiveness of any changes made by Britannia based on the feedback received from customers in Coimbatore city.

SCOPE OF THE STUDY:

The study on factors influencing purchasing decision of good day biscuits. The area of study is in a confined geographical region. The study is mainly concerned with the decision of consumer purchasing the good day biscuit and the level of consumer awareness and perception. The study also points out various suggestions for the improvement of sales in the region.

RESEARCH METHODOLOGY:

Research is a process of systematic inquiry that entails collection of data; documentation of critical information; and analysis and interpretation of that data/information, in accordance with suitable methodologies set by specific professional fields and academic disciplines. Research is conducted to evaluate the validity of a hypothesis or an interpretive framework; to assemble a body of substantive knowledge and findings for sharing them in appropriate manners; and to generate questions for further inquiries.

COLLECTION OF DATA :

The study uses primary data. For purpose of collection of data, questionnaire has been prepared and data was collected from the customer who have purchased Good day biscuits. Adequate care has been exercised to collect unbiased data from respondents.

PRIMARY DATA:

The Primary data has been collected from Good day biscuits user in Coimbatore district, Tamil nadu in the form of Questionnaire.

SECONDARY DATA:

Secondary data has been collected from published materials like articles, journals, books and websites.

TOOLS FOR ANALYSIS

For the study of customer satisfaction towards good day biscuits in Britannia brand , the tools used for analysis are:

- Percentage analysis

DATA ANALYSIS AND INTERPRETATION:

TABLE SHOWING THE AGE OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
BELOW 20	26	21.7
21-40	70	58.3
41-60	20	16.7
ABOVE 60	4	3.3
TOTAL	120	100

INTERPRETATION:

From the above table, 58.3% of the respondents are between the age of 21-40 years and 21.7% of the respondents are below 20 years and 16.7% of the respondents are between 41-60 years and 3.3% of the respondents are above 60 years.

CHART SHOWING THE AGE OF THE RESPONDENTS

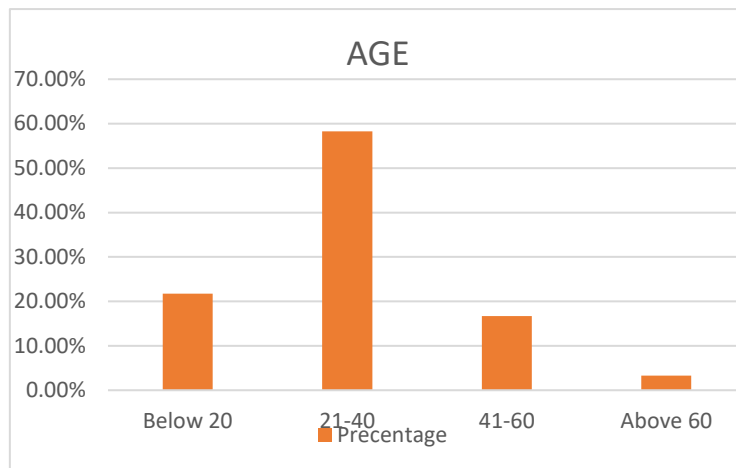


TABLE SHOWING WHY DO YOU PREFER EATING BISCUITS

PREFER EATING BISCUITS	NO OF RESPONDENTS	PERCENTAGE
TIME PASS	15	12.5
SNACKS	76	63.3
WHEN HUNGEY	25	20.6
OTHER	4	3.6
TOTAL	120	100

INTERPRETATION:

From the above information, 63.3% of the respondents are snacks and 20.6% of the respondents are when hunger and 12.5% of the respondents are time pass and 3.6% of the respondents are others.

CHART SHOWING WHY DO YOU PREFER EATING BISCUITS

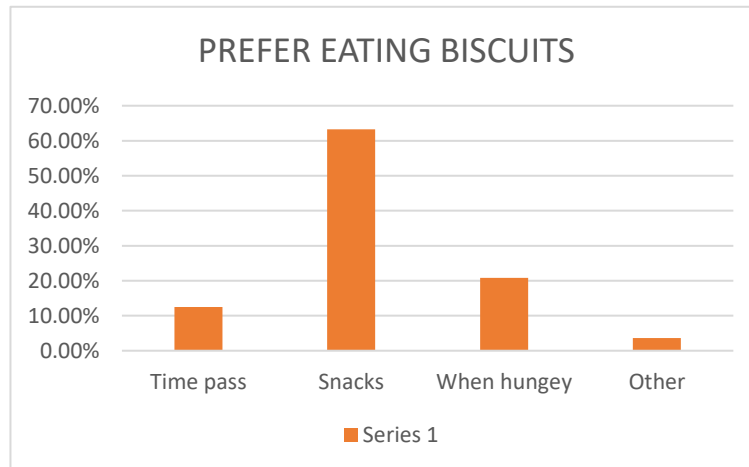
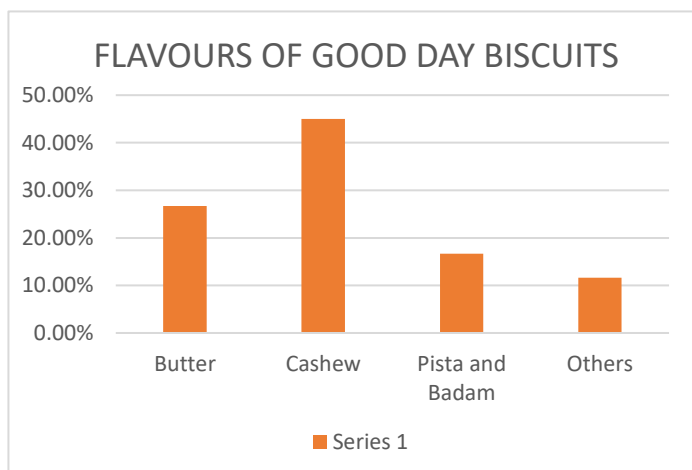


TABLE SHOWING WHAT FLAVOURS OF GOOD DAY BISCUITS DO YOU PREFER MOST

FLAVOURS	NO OF RESPONDENTS	PERCENTAGE
BUTTER	32	26.7
CASHEW	54	45
PISTA AND BADAM	20	16.7
OTHERS	14	11.6
TOTAL	120	100

INTERPERATION:

From the above information, 45% of the respondents are chosen cashew flavor and 26.7% of the respondents are chosen butter flavor and 16.7% of the respondents are chosen pista and badam and 11.6% of the respondents are chosen other.

CHART SHOWING WHAT FLAVOURS OF GOOD DAY BISCUITS DO YOU PREFER MOST**FINDINGS:**

The majority 58.3% of the respondents are between 21-40years.

The majority 63.3% of the respondents are preferred snacks.

The majority 45% of the respondents are chosen cashew flavors.

SUGGESTIONS:

- ❖ The company has to improve their taste as in the beginning of the stage for the customer satisfaction. Most of the customer are happy about the price, package, quantity of the good day biscuits and they consumer it.
- ❖ Some respondents are wants a combo pack in the good day biscuits as a gift pack. If a company introduces a new sub brand in good day a biscuit means and they can use a sample or free methods as a technique.
- ❖ The respondents want that ingredients used in good day biscuits should be more hygiene for the health of kids.

Conclusion:

The study reveals that the consumer level of satisfaction towards Britannia biscuits in Coimbatore is high as a whole. This is clear from the fact that there is considerable increase in purchase of number of packs in every week. Some of the important varieties like| Choco Nut, Milk Bikies, Fun Land are not freely available in many shops in the study area. To keep the existing consumers always satisfied, awareness about the quality and taste need to be created in the minds of the consumers. So there is a greater scope for the Britannia Industries Limited (BIL) to market its product and create better preference among its consumers in Coimbatore.

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