



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## A STUDY ON CONSUMER PERCEPTION TOWARDS BRITANNIA COMPANY WITH REFERENCE TO COIMBATORE CITY

Ms. *KHAVYA S.M.<sup>1</sup>*, *KAVIYA R<sup>2</sup>*

<sup>1</sup> M.COM

Assistant Professor

<sup>2</sup> REGISTER NO: 222AK0786

### ABSTRACT :

India is the world's largest food producer, Indian food processing has grown substantively over the years. Food products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural areas to cities. Thus, creates greater demand for food products. Tamil Nadu state is the one of the ten largest food producing states in India. In the state, major food product contributor is Britannia, a Tamil Nadu based food producer's union, procures food, processes it and sells biscuit and dairy products to customers. This paper analyses customer preference over the Britannia with special reference to the Coimbatore district. The aim of the study is reveal customer preference over Britannia products based on their age, education, qualification, and monthly income of the customer's family. It also depicts level of satisfaction about the product using simple percentage analyses.

**Keywords:** Britannia products, consumer perception, Coimbatore city.

### INTRODUCTION:

Consumer perception plays a crucial role in the success of any brand, especially in highly competitive markets such as the fast-moving consumer goods (FMCG) sector. Britannia Industries Limited, one of India's leading food companies, has established itself as a household name, particularly known for its wide range of biscuits, dairy products, bread, and other bakery items. With a rich legacy spanning over a century, Britannia has consistently evolved its product offerings to cater to changing consumer preferences and market dynamics.

The study on consumer perception towards Britannia products seeks to explore how consumers perceive the brand and its various products in today's market. Understanding consumer perception is vital for Britannia as it influences purchasing decisions, brand loyalty, and overall market performance. In an era where consumers are more informed and health-conscious, their perceptions are shaped by numerous factors including product quality, price, brand image, marketing communications, and social influences.

### STATEMENT OF THE PROBLEM:

In today's competitive market, understanding consumer perception is crucial for the success of any brand. Britannia, a leading player in the food and bakery industry, offers a wide range of products, including biscuits, bread, dairy, and snacks. Despite its strong brand presence, the company faces competition from both national and local brands in Coimbatore City. The problem lies In understanding how consumers in Coimbatore perceive Britannia products in terms of quality, price, availability, and overall value compared to competing brands.

### OBJECTIVE:

- To assess consumer satisfaction with the quality, pricing, and availability of Britannia products.
- To identify factors influencing brand loyalty and trust towards Britannia in Coimbatore.
- To study the attributes and experience of consumer towards Britannia products.
- To provide recommendations for improving Britannia's market presence and consumer engagement in Coimbatore City.

### SCOPE OF THE STUDY:

The study covers Britannia's wide array of products, including biscuits, bread, cakes, dairy products, and snacks, to understand consumer preferences for each category. It examines how consumers perceive Britannia in terms of product quality, pricing, packaging, availability, and brand reputation.

---

## RESEARCH METHODOLOGY:

The sources of data are primary data and secondary. The primary data was collected through a Mail questionnaire. The questionnaire contains quantitative and qualitative multiple-choice questions, with respondents being asked to select the best option from a list of options. The sample size is 150 respondents and the sample area is Coimbatore city. These Research responses are collected on the age group of below 18 to Above 50 years from students, employees, etc.

---

## REVIEW OF LITERATURE

### 1. Arutselvi (2012)<sup>1</sup>

Explores consumer preferences for Britannia products, highlighting quality, price, and taste as key influencers. The study suggests that brand loyalty is significantly driven by the perceived value of the product, with consumers showing a strong preference for Britannia due to its consistent quality and affordability. Additionally, the research identifies marketing strategies, promotional offers, and packaging as other important factors influencing consumer choices.

### 2. Prakash (2014)<sup>4</sup>

Analyze buying behaviour for Britannia Marie Gold biscuits, emphasizing product positioning and customer satisfaction. The study highlights that Britannia has successfully positioned Marie Gold as a healthy, light snack, attracting health-conscious consumers, particularly women and older adults. Findings indicate that factors such as product affordability, perceived health benefits, and taste significantly impact consumer purchasing decisions. Moreover, the study suggests that Britannia's strong distribution network and effective promotional campaigns have contributed to the sustained success of Marie Gold biscuits in the highly competitive biscuit market.

### 3. Shivakumar & Desai (2018)<sup>10</sup>

Evaluates consumer price sensitivity in urban markets like Coimbatore, examining how pricing strategies influence purchasing decisions in competitive FMCG sectors. Their study reveals that urban consumers display varying levels of price sensitivity based on factors such as brand loyalty, income levels, and promotional offers. Findings suggest that while price reductions and discounts can drive short-term sales, established brands like Britannia benefit from perceived value and quality, which mitigate extreme price sensitivity.

### 4. Vijayalakshmi & Kannan (2019)<sup>15</sup>

Highlights the role of nutritional labelling in influencing consumer choices for Britannia products, emphasizing how transparency in ingredient information affects purchasing decisions. Their study finds that health-conscious consumers pay close attention to labels displaying calorie content, sugar levels, fiber, and essential nutrients. However, Vijayalakshmi & Kannan note that while detailed nutritional labelling influences health-conscious consumers, many price-sensitive shoppers prioritize affordability over nutritional benefits.

### 5. Narayan & Sekar (2022)<sup>24</sup>

Investigates the impact of promotional campaigns on consumer perception in Coimbatore, focusing on how Britannia's marketing strategies influence brand image and purchasing behaviour. Their study finds that well-executed promotional campaigns, including discounts, festive offers, and in-store advertisements, significantly enhance consumer engagement. Additionally, their research indicates that digital promotions, such as social media advertisements and influencer partnerships, play an increasing role in shaping consumer trust and brand preference.

---

## PROFILE OF THE STUDY:

### HISTORY:

The company was established in 1892 by a group of British businessmen with an initial investment of ₹295. Initially, biscuits were manufactured in a small house in central Kolkata. Later, the enterprise was acquired by the Gupta brothers, mainly Nalin Chandra Gupta, an attorney, and operated under the name, V.S. Brothers. In 1918, C.H. Holmes, an English businessman based in Kolkata, was taken on as a partner and The Britannia Biscuit Company Limited (BBCo) was launched. The Mumbai factory was set up in 1924 and Peek Freans acquired a controlling interest in BBCo. During the World War II, the government of British India needed a continuous supply of biscuits for British soldiers.

The Britannia Biscuit Company started supplying biscuits to British Army for several years, and the company sometimes devoted 95% of its capacity to produce biscuits for the armed forces. Biscuits were in high demand during World War II, which gave a boost to the company's sales. The company name was changed to the current Britannia Industries Limited in 1979. In 1982, the American company Nabisco acquired the parent of Peek Freans and became a major foreign shareholder. In 1978, Britannia came out with its public issue, and its Indian shareholding had increased to 62%, which firmly established Britannia as an Indian company. The 38% foreign stake was owned by the UK-based Associated Biscuits International Limited (ABIL). In 1993, textile tycoon Nusli Wadia of Bombay Dyeing took control of the company from Britannia's then-chairman Rajan Pillai, with the help of French food giant Danone. In 2009, Wadia Group became the largest shareholder in BIL after acquiring a 25% stake owned by Group Danone. In December 2018, it launched a new category, Treat Crème Wafers.

Britannia acquired a controlling stake in Kenya's Kenaf Ric Biscuits in October 2022. In September 2022, Varun Berry was appointed as Executive Vice-Chairman and Managing Director of Britannia Industries Limited, and Ranjeet Kohli was also appointed as Executive Director and CEO.

**MISSION:**

Britannia's mission is to "Offer quality food products that delight consumers, and contribute to a healthier, more fulfilling life." The company aims to be a leader in the food industry by providing a wide range of products that are trusted, nutritious, and accessible to all consumers.

**VISION:**

Britannia's vision is "To be a leading food company in the world that delivers superior value to customers, employees, shareholders, and society through sustainable business practices." The sale of packaged foods. Consumers stuck at home helped drive demand for the company's cookies, butter, bread, and cheese.

**ANALYSIS AND INTERPRETATION OF DATA****RANK ANALYSIS****RANK ANALYSIS TABLE:**

The main reason for choosing britannia products

FACTORS	NO OF RESPONDENTS	RANK
AFFORDABILITY	7	V
TASTE & QUALITY	30	III
BRAND REPUTATION	44	II
AVAILABILITY IN STORES	21	IV
ADVERTISING & MARKETING	48	I

**INTERPRETATION**

The above table depicts that the main reason for choosing Britannia products that the highest rank is towards Advertising & Marketing, second rank towards Brand reputation, third rank towards Taste & Quality, fourth rank towards Availability in stores and fifth rank towards affordability.

**WEIGHTED AVERAGE****WEIGHTED AVERAGE TABLE:**

The overall satisfaction level towards Britannia products

PRODUCTS	EXCELLENT	GOOD	AVERAGE	POOR	TOTAL	WEIGHTED AVERAGE	RANK
BISCUITS	72	45	26	7	482	3.21	I
CAKES	34	45	51	20	393	2.62	V
DAIRY PRODUCTS	59	43	37	11	450	3	II
RUSK	55	35	39	21	424	2.87	III
BREAD	45	42	44	19	413	2.75	IV

**INTERPRETATION**

From the above table, Britannia biscuits rank first, indicating highest satisfaction mainly with "excellent" responses followed by dairy products, rusk, bread, cakes.

---

**FINDINGS:****➤ RANK ANALYSIS**

From the Analysis, Advertising & Marketing rank first followed by Brand reputation, Taste & Quality, Availability in stores and Affordability. Customers stated that Advertising and Marketing is the main reason for choosing Britannia products.

**➤ WEIGHTED AVERAGE SCORE METHOD ANALYSIS**

From the Analysis, Britannia biscuits rank first, indicating highest satisfaction mainly with “excellent” responses followed by Dairy products, Rusk, Bread and Cakes.

---

**SUGGESTIONS:**

- Innovate packaging designs to make them more attractive and eco-friendlier.
- Marketing communication with the targeted campaigns for youth or Health-conscious consumers.
- Enhance the marketing strategy for dairy products and bread by leveraging targeted campaigns that highlight product quality and freshness.
- To introduce more innovative and unique flavours, particularly in the cookies and snacks range.

---

**CONCLUSION:**

The study on Britannia products is to evaluate the brand awareness of the consumers and their satisfaction towards the product. The survey helped to know the brand image, consumer preferences, consumer perception, and their attitude towards different aspects of the Britannia products. The study revealed that there is relationship between Age of the respondents and preference of Britannia products. From the findings of the study, we infer that educational qualification of the respondents influences the nutritional factors that they look for in the Britannia products. Educated people look for all the ingredients used in a particular product and choose them according to the nutritional factors they contain.

---

**BIBLIOGRAPHY:**

1. Arutselvi, C. (2012). A study on consumer preference towards Britannia products. *Journal of Marketing and Consumer Research*, 5(2), 45-52.
2. Prakash, A. (2014). Consumer buying behavior towards Britannia Marie Gold Biscuits. *International Journal of Management and Social Sciences Research*, 3(5), 59-65
3. Shivakumar, K., & Desai, V. (2018). A study on price sensitivity among urban consumers for FMCG brands like Britannia in Coimbatore. *Indian Journal of Marketing*, 48(5), 31-41.
4. Vijayalakshmi, P., & Kannan, R. (2019). Role of nutritional labeling in consumer choices: A study on Britannia. *Indian Journal of Marketing*, 49(1), 43-51.
5. Narayan, M., & Sekar, M. (2022). Role of marketing and promotions in building Britannia's brand image. *Journal of Business Research*, 15(3), 34-43.

**WEBSITE:**

1. <https://www.scribd.com>
2. <https://googlescholar.com>
3. <https://sist.sathyabama.ac.in>
4. <https://www.researchgate.net>
5. <https://www.cdes.org.in>