



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

CONSUMER PERCEPTION TOWARDS BRITANNIA PRODUCTS

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ABSTRACT:

This study examines consumer perception towards Britannia products, focusing on key factors such as product quality, brand trust, pricing, packaging, and overall satisfaction. Britannia, a leading name in the Indian FMCG sector, is widely recognized for its diverse range of bakery and dairy products. The research, based on consumer feedback collected through surveys and interviews, reveals that most consumers perceive Britannia as a trustworthy and high-quality brand with strong market credibility. However, some respondents expressed concerns regarding product pricing and the need for more variety, especially in health-focused options. The study concludes that while Britannia enjoys strong brand loyalty, there is scope for innovation and improvement to meet evolving consumer preferences, particularly among health-conscious and younger demographics.

INTRODUCTION:

Consumer perception plays a crucial role in determining the success of a brand in the highly competitive Fast-Moving Consumer Goods (FMCG) sector. Britannia Industries Limited, one of India's leading FMCG companies, has established itself as a trusted name in biscuits, dairy, and bakery products. The company, founded in 1892, has grown into a household brand known for its quality, taste, and innovative offerings. With increasing consumer awareness, changing dietary preferences, and rising competition from domestic and international brands, understanding consumer perception towards Britannia products has become essential. Consumer preferences are influenced by various factors such as brand trust, product quality, pricing, packaging, and marketing strategies. Britannia competes with major players like Parle, ITC, Nestlé, and Amul in different product categories, making consumer perception a key determinant of its market position. The study of consumer perception towards Britannia products aims to analyse how customers view the brand, their purchasing behaviours, and the factors that influence their choices.

OBJECTIVES OF THE STUDY:

The primary objectives of this study on **Consumer Perception Towards Britannia Products** are:

1. **To analyse consumer awareness and perception** – Understand how well consumers recognize Britannia products and their overall perception of the brand.
2. **To assess brand loyalty and trust** – Examine whether consumers prefer Britannia over competitors and the reasons behind their loyalty or switching behaviour.
3. **To evaluate product quality and satisfaction levels** – Assess consumer opinions regarding the taste, freshness, packaging, and overall quality of Britannia products.
4. **To study consumer buying behaviour** – Identify factors influencing purchasing decisions, such as price, availability, promotions, and brand reputation.

RESEARCH METHODOLOGY:

The research methodology for the study on Consumer Perception Towards Britannia Products follows a structured approach to collecting, analysing, and interpreting data. This methodology ensures accurate and meaningful insights into consumer behaviour and preferences regarding Britannia products.

Research Design

This study follows a descriptive research design, which aims to analyse and interpret consumer perception, preferences, satisfaction, and buying behaviours towards Britannia products.

Data Collection Methods

a) Primary Data Collection

Primary data will be collected directly from consumers through:

- **Surveys/Questionnaires:** A structured questionnaire will be distributed among consumers to gather insights into their perception, preferences, and satisfaction with Britannia products.
- **Interviews:** Selected consumers may be interviewed to obtain detailed qualitative insights.
- **Observation:** Consumer purchasing behaviour will be observed in retail stores to analyse preferences.

b) Secondary Data Collection

Secondary data will be gathered from:

- Company reports, market research studies, and business publications.
- Articles, research papers, and industry analysis reports.

AREA OF STUDY:

The study area is limited to Coimbatore district.

PERIOD OF STUDY:

The period of the study is (from January 2025 to march 2025).

TOOLS FOR ANALYSIS:

The following tools will be used for data analysis.

Simple Percentage Analysis

Simple Percentage Analysis is a statistical tool used to analyse data by expressing it in terms of percentages. It helps in understanding consumer preferences, behaviours, and opinions by breaking down survey responses into easily interpretable percentage values.

The formula for calculating the percentage is:

Total number of respondents Percentage

= (_____) × 100

Number of respondents for a category

REVIEW OF THE LITRATURE

1.R. Srinivasan, 2022, To analyse factors influencing consumer preferences and attitudes towards Britannia biscuits. the study found that taste, quality, and brand reputation are significant factors influencing consumer preferences for

2.K. Ramesh, 2021, To examine consumer satisfaction levels with Britannia biscuits. The research indicated high levels of consumer satisfaction, with factors such as taste, packaging, and availability contributing positively. recommendations involve continuous product innovation, attractive packaging, and ensuring widespread availability to maintain consumer satisfaction.

3. D. Siva, 2023, To assess consumer perception and market potential of Britannia products, the study revealed that consumers have a positive perception of Britannia products, appreciating their nutritional value, versatility, and sustainability. Recommendations include increasing consumer awareness about the health benefits of Britannia products and exploring opportunities for growth and innovation in the industry.

RESULTS AND DISCUSSION:

SATISFIED LEVEL OF BRITANNIA PRODUCTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
VERY SATISFIED	26	20.8%
SATISFIED	59	47.2%
NETURAL	40	32%
DISSATISFIED	0	0%
TOTAL	125	100%

INTERPRETATION:

The above table shows that among 125 respondents in the study, 20.8% of the respondents were very satisfied with Britannia products, 47.2% of the respondents were satisfied with Britannia products, 32% of the respondents were neutral with Britannia products.

FINDINGS:

1. The mostly (43.2) of the respondents belong to 19-29 years.
2. The majority (52.8%) of the respondents were others.
3. The majority (52.8%) of the respondents were others.
4. The majority (59.2%) of the respondents were the below the income level of ₹ 20,000.
5. The majority (60.8%) of the respondents were very familiar with Britannia products.

SUGGESTION:

To enhance consumer perception and maintain a strong position in the competitive market, Britannia could consider the following suggestions:

1. Focus on Health-Conscious Products

- **Expand Healthier Offerings:** Given the rising health consciousness, Britannia could continue to expand its range of low-calorie, high-fiber, and sugar-free products. The focus on whole grains, natural ingredients, and fortified options (e.g., calcium, vitamins) could attract health-conscious consumers.
- **Transparency in Nutrition:** Provide more detailed nutritional information and highlight the health benefits of certain products, as many consumers today appreciate transparency and are looking for healthier alternatives.

2. Sustainability Initiatives

- **Eco-Friendly Packaging:** Consumers are becoming more concerned about the environment. Britannia could invest in more sustainable, recyclable, or biodegradable packaging options. This would align with global sustainability trends and improve brand perception.
- **Promote Sustainability Practices:** Actively communicate the brand's efforts towards reducing carbon footprints, water usage, and promoting ethical sourcing. Consumers are increasingly loyal to brands that show genuine concern for the planet.

3. Innovative Flavors and Localized Offerings

- **Explore Regional Flavors:** Britannia could explore more regional flavours and ingredients to cater to local tastes across India. This could attract consumers looking for new experiences while still relying on the comfort of a trusted brand.
- **Seasonal and Limited-Edition Products:** Launch limited-edition products based on festivals or special occasions, which can generate buzz and excitement around the brand.

4. Improve Perception of Processed Snacks

- **Highlight Natural Ingredients:** For consumers concerned about processed foods, Britannia can reframe its product messaging to emphasize the use of natural, high-quality ingredients.
- **Innovate in Healthier Snack Options:** Consider diversifying into healthier snack alternatives like nuts, dried fruits, or even baked chips, which are gaining popularity in the market.

5. Leverage Digital Marketing and Social Media

- **Engage with Younger Consumers:** Use social media platforms to create campaigns that resonate with younger consumers. Highlight the brand's efforts in innovation, health, and sustainability.
- **User-Generated Content and Influencer Collaborations:** Collaborate with health and lifestyle influencers or everyday consumers to promote healthier recipes, using Britannia products in creative ways. This can help in creating a more personal connection with the brand.

CONCLUSION:

In conclusion, Britannia holds a prominent place in the Indian food industry, thanks to its rich heritage, trusted brand image, and wide array of quality products. Consumers view it as a reliable, familiar brand that offers tasty and accessible snacks. However, as consumer behaviour continues to shift towards healthier eating habits and sustainability, there are areas where Britannia can further enhance its appeal.

By focusing on expanding healthier product lines, introducing more eco-friendly initiatives, and ensuring transparency in ingredients and sourcing, Britannia can address evolving concerns around health and the environment. Additionally, staying innovative with product flavours, formats, and targeted marketing to younger consumers will ensure the brand remains relevant in a highly competitive market.

Engaging in active communication about its corporate social responsibility efforts, offering more affordable options, and tapping into the growing demand for sustainability will foster stronger emotional connections with consumers. If Britannia successfully adapts to these changing trends while continuing to deliver on quality and taste, it will not only maintain its strong brand perception but also solidify its position as a forward-thinking, consumer-centric leader in the market.

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