



International Journal of Research Publication and Reviews

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

A Study on Customer Purchase Intention towards Britannia Industries Limited, Erode

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ABSTRACT

Purchase deliberate is the likelihood that a buyer will purchase a item or benefit. This study analyses customer purchase intention towards Britannia Industries Limited, Erode, using a descriptive research design and random sampling. A Likert scale questionnaire was used to gather primary and secondary data from 220 samples. The findings reveal a significant relationship between respondents' income and their likelihood of purchasing a product that meets expectations. Britannia should focus on enhancing product quality to justify premium pricing. The study comes to the conclusion that positive perceptions of brand reputation and quality have a big impact on buying decisions. Competitive pricing and consistent quality are essential to drive purchase intention. The study highlights the importance of product quality and brand reputation in influencing customer purchasing decisions, suggesting Britannia should prioritize these aspects.

Keywords: Purchase intention, brand reputation, product quality, consumer behaviour, pricing strategy

INTRODUCTION

A customer is someone who purchases goods or services, while a consumer is the one who uses them—though the terms are often confused. A customer may or may not be the end user; for instance, intermediate customers buy for resale or further production. In business contexts, entities like governments or institutions are referred to as industrial or B2B customers, even if they consume the products. Influenced by factors such as product value, brand reputation, quality, price, promotions, and personal preferences, it reflects the customer's interest but not a guaranteed purchase. Despite this, understanding purchase intention is crucial for businesses, as it helps align offerings and marketing strategies with customer expectations, leading to improved sales and growth.

REVIEW OF LITERATURE

Lee & Wang, (2024) examined how social media influences consumer purchase intentions, specifically in the context of the beauty industry. The objective was to understand how influencer marketing and user-generated content impact purchasing decisions. The study surveyed 500 social media users in Asia. The analysts utilized a mixed-method approach, combining studies and center bunch discourses. Stratified examining was utilized to select members over distinctive age bunches. The discoveries demonstrated that influencer proposals and client audits essentially influenced buy eagerly. The consider prescribed that magnificence brands contribute in influencer organizations to construct believe and drive deals. In conclusion, social media had a significant impact on customer conduct in the magnificence segment.

Barker et al., (2024) investigated the effect of personalized marketing on consumers' purchase intentions in the food industry. The objective was to determine whether personalized offers and discounts impacted consumer behaviour. The study surveyed 600 consumers who were active participants in online food retail platforms. The research was conducted across several countries, including the U.S. and the U.K. A quantitative approach with an experimental design was used. Convenience sampling was employed to gather data. The findings revealed that personalized offers significantly increased purchase intentions, especially among younger consumers. The authors recommended that businesses use personalized marketing strategies to drive sales. In conclusion, personalized marketing was a powerful tool to increase consumer purchase intentions in the food industry

Chenggang Wang (2023), conducted a study using structural equation modelling and mediation analysis to examine how various factors affect consumers' purchase intentions. The research focused on shopper recognition, trust, attitude, and buying intention. Findings revealed that higher perceived value and positive attitudes increase purchase intention, while increased shopping risk reduces it. Trust and attitude act as key mediators between independent and dependent variables. This study provides a strong theoretical foundation for future research and offers valuable insights for cross-border e-commerce managers in making informed decisions.

Jeevarathnam P Govender (2023), The reason of this consider is to create and test the pertinence of green utilization of FMCG items grounded in the Hypothesis of Arranged Conduct (TPB) and hence address the “attitudes–behaviour” hole reported in the writing from the viewpoint of South African buyers. The ponder employments non-probability, comfort examining and collected information from 381 customers dwelling in the more noteworthy Durban zone of the KwaZulu-Natal area. Basic condition demonstrating was connected in examining the information. The discoveries of the think about demonstrate that pro-environmental demeanor, seen esteem (quality) of green FMCG items emphatically impacted green FMCG buy purposeful, which in turn, emphatically impact the real buy conduct for green FMCG items. The discoveries encourage appear that seen cost may be a boundary to green FMCG buy deliberate in spite of the fact that the relationship was not noteworthy. This consider gives down to earth suggestions for FMCG marketers in their offered to move from customary items to green items.

Chenggang Wang (2023), This study employs structural equation and intermediary effect analysis to explore the mechanism through which various factors influence consumers' purchase intention. The creators look at the relationship between five components: shopper recognition, believe, state of mind, and buy purposeful. The discoveries of the ponder that uncovers the taking after: The change of consumers' seen esteem and subjective show purposeful emphatically impacts their buy deliberate. Alternately, a diminish in these variables hampers consumers deliberate to purchase. When the level of shopping chance increments, at that point the consumers' buy purposeful tends to diminish. Alternately, when the hazard of shopping is decreased, consumers' purposeful to purchase appears an increment. Consumer's both believe and demeanor play a critical intervening part in the relationship between free factors and subordinate factors. This ponder lays an vital hypothetical establishment for future investigate in this field. It extends the application scenarios of related investigate strategies. Moreover, the conclusions of this think about give profitable references for directors of cross-border e-commerce endeavors in making educated administration choices.

Dr. Kavita Hingane (2022), The marketers embrace distinctive techniques to mindful the buyers approximately their offerings and to advance them amid Covid-19 Widespread. Deals Advancement is one such methodology which is utilized by marketers to draw in unused & planned clients towards their items and hold the existing ones. It can be caught on as brief term motivating forces pointed at quickening deals by propelling the clients to make a purchase. FMCG have been one of the most rapid growing markets not only in the world but also in India since last decade; to stay competitive, FMCG retailers should use effective sales promotions tools and that may become a vital technique for FMCG retailers to stimulate consumer buying behavior towards purchasing FMCG product. The aim of research is to determine the impact of price discount sales promotion tools in retail sector, on consumer buying behavior which include customer loyalty and repurchase intention.

SINGIFICANCE OF THE STUDY

In today's dynamic business landscape, gaining insights into consumer behavior is paramount for companies striving to succeed and stay ahead of the competition. Understanding the factors that influence customer purchase intention towards specific products or brands is particularly crucial for businesses seeking to effectively target their marketing efforts and optimize their strategies. This study holds significant importance as it delves deep into the psyche of consumers, unravelling their preferences, motivations, and decision-making processes concerning the offerings of Britannia Industries Limited. By dissecting the drivers behind purchase intention, such as product satisfaction, brand loyalty, and perceived value, companies can glean actionable intelligence to refine their marketing tactics, enhance product offerings, and foster stronger connections with their target audience. Ultimately, the findings of this study can serve as a guiding beacon for companies, empowering them to make informed decisions that drive customer engagement, loyalty, and sustainable business growth.

SCOPE OF THE STUDY

This study on customer purchase intention towards Britannia Industries Limited offers a detailed analysis of key factors that influence consumer buying decisions. It focuses on understanding how product pricing affects consumers' willingness to purchase, the role of perceived product quality in shaping buying behaviour, and the effectiveness of promotional activities in driving purchase intention. By examining these aspects, the study aims to gain deeper insights into overall consumer preferences and behaviour towards Britannia's products. The findings are intended to offer actionable recommendations that can help the company enhance its marketing strategies and strengthen its competitive position in the marketplace.

STATEMENT OF THE PROBLEM

Developing and maintaining customer buy intention towards a brand presents major problems for organisations in today's fiercely competitive market context. Understanding the complex variables that affect purchase intention and figuring out the best ways to encourage it are two of the main problems. The inability to effectively encourage purchase intention can have a negative effect on the success of an organisation in several ways. First of all, a lower buy intention results in a lower rate of customer acquisition and retention, which immediately impacts sales revenue. This makes it difficult for the company to maintain its competitive edge and has an impact on profitability and market share. Furthermore, a drop in purchase intention could be an indication of deeper problems with price, positioning, or brand perception, which would damage the company's reputation and erode customer confidence. As a result, the long-term sustainability and success of the organisation are compromised by indicators such as revenue growth, market share, and brand equity declining.

Organisations can, nevertheless, obtain important insights that help them improve their strategies by carrying out a thorough investigation to explore the nuances of consumer purchase intention. Organisations may enhance buy intention and strengthen brand advocacy by matching their strategies to the

requirements and wishes of their customers. These improvements in purchasing intention ultimately lead to better organisational performance, which in turn propels revenue growth, market expansion, and ongoing competitiveness in the market.

LIMITATION OF STUDY

- The time period was limited and the study has to be conducted within a short span.
- The sample size is limited to 220.
- The data provide by the consumers need not always true because their perception can change based on understand new experience. Some people also will not say that really want to say.
- As consumer perception keeps changing, the findings of the study may not hold good in the long run.
- Data was collected only through questioners, so personal bias on involved in this study

RESEARCH OBJECTIVES

- To study on customer purchase intention towards Britannia Industries Limited, Erode.
- To investigate how the product price influences the purchase intention
- To assess how the perceived product quality effects consumer's willingness to purchase.
- To explore how promotional activities affect consumers' intention to buy.
- To obtain suggestions from the respondents to enhance the purchase intention towards the product.

RESEARCH METHODOLOGY

The nature of the research is descriptive. There is just primary data in the study. A systematic questionnaire is used to gather primary data from the participants. The researcher has chosen a hybrid research technique that includes both quantitative and qualitative data. The questionnaire method for surveys is the research tool that the researcher uses. Britannia Industries' clients make up the sample units. Using the company's list of 220 clients, researchers got in touch with them.

Convenience sampling was used to gather data from them. The study's sample size is 220. This study makes use of regression analysis and the Chi-Square test.

ANALYSIS AND INTERPRETATION

Relationship between income (monthly) of the respondents and product is likely to be bought if it meets expectation – Chi Square Test

H_0 : There is no significance difference between the income of the respondents and product is buy if it meets expectations.

H_0 : There is a significance difference between the income of the respondents and product is buy if it meets expectations

Table 4.2

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Monthly income of the respondents * product is likely to buy if it meets expectations	220	100.0%	0	.0%	220	100.0%

Chi-Square Tests Result

	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	43.389 ^a	12	.000
Likelihood Ratio	44.711	12	.000
Linear-by-Linear Association	3.785	1	.052
N of Valid Cases	220		

a. 15 cells (15.0%) have expected count less than 5. The minimum expected count is 2.00.

Interpretation:

The above table, inferred that P value is 0.000; it is not significant. The minimum expected count is 2.00. Thus, alternative hypothesis is accepted and it is found that there is some significant relationship between the monthly income of the respondents and product is likely to be bought if it meets expectations

To analysing the gender of the respondents on purchase gets a good deal through promotions – Regression Analysis

Analysing the gender of the respondents on purchase gets a good deal through promotions

Table 4.3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.187 ^a	.035	.031	1.13316

a. Predictors: (Constant), GENDER OF THE RESPONDENTS

The table shows an R value of 0.187, indicating a weak relationship between gender and the perception of getting a good deal through promotions. The R² value of 0.035 suggests that gender accounts for only 3.5% of the variance in responses.

ANOVA ^b

Model	Variation	Degrees of freedom	Mean Squares	F	Significance.
Regression	10.184	1	10.184	7.931	.005 ^a
1 Residual	279.925	218	1.284		
Total	290.109	219			

a. Predictors: (Constant), GENDER OF THE RESPONDENTS.

b. Dependent Variable: PURCHASE GETSA GOOD DEAL THROUGH PROMOTIONS.

From the above table the significant value is less than 0.05, so the purchase gets a good deal through promotions having the significant impact on gender of the respondents.

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.947	.232		8.396	.000
GENDER OF THE RESPONDENTS	.438	.155	.187	2.816	.005

a. Dependent Variable: PURCHASE GETSA GOOD DEAL THROUGH PROMOTIONS

The significant value is less than 0.05, so H₀ is rejected in favour of H₁, indicating a significant impact between the variables.

Interpretation:

The F measurement esteem is 7.931 with p esteem (p = 0.005) were less than alpha esteem (0.05). This means the independent variables gender of the respondents simultaneously affected the purchase gets a good deal through promotions. Hence, the regression model is useful in predicting benefits purchase gets a good deal through promotions. The coefficient of determination (R Square) of regression model is .035, indicating that 3.5% of variance in independent variables is explained by the purchase gets a good deal through promotions. The beta coefficients for the independent variable were

positive and the p values of the t-test for independent variable were less than the alpha value (0.05). This shows that there is a significant positive influence of gender of the respondents on purchase gets a good deal through promotions.

FINDINGS

CHI-SQUARE TEST:

There is a significant relationship between the monthly income of the respondents and their likelihood of purchasing a product if it meets expectations, indicating that income levels influence consumer behaviour in terms of value perception, product satisfaction, and purchase decisions.

ANOVA TEST:

There is a significant positive influence of gender on the perception that purchases are considered a good deal through promotions, indicating that gender plays a role in how consumers respond to promotional offers. The regression model confirms that gender differences affect promotional appeal, influencing how benefits are perceived and shaping consumer purchase behaviour accordingly.

SUGGESTIONS

- The business should ensure its pricing strategies remain competitive and customer-focused, striking a balance between affordability and perceived value to attract and retain a wider audience.
- To justify premium pricing, the company must consistently highlight superior product quality through effective branding, packaging, and performance-based messaging.
- Periodic promotional campaigns and strategic discounts should be used to appeal to price-sensitive customers without diluting the brand's premium image.
- Maintaining consistent product quality and delivering on brand promises is essential to build trust, enhance customer satisfaction, and encourage repeat purchases.
- The business must invest in strong branding and communicate clear value propositions, leveraging testimonials, events, and digital engagement to boost brand preference and loyalty.
- Choosing the right investment schemes is imperative so that we get periodic pay-outs and help to override and manage inflation.

CONCLUSION

This study on customer purchase intention towards Britannia Industries Limited, Erode highlights several key factors that significantly influence consumer behaviour. It reveals a strong connection between consumers' willingness to pay and their perception of product quality, emphasizing the importance for Britannia to prioritize quality in its offerings. The findings also indicate a clear demand for effective sales and promotional campaigns, suggesting that strategic marketing efforts can enhance brand visibility and drive consumer interest. Additionally, the study confirms that favourable views of product quality and brand reputation play a crucial role in shaping purchase intentions.

Consumers are shown to actively compare brands and pricing, reinforcing the need for Britannia to maintain competitive pricing strategies while consistently delivering on quality. Overall, the study offers valuable insights into the complex dynamics of consumer decision-making and provides actionable recommendations for Britannia Industries Limited to strengthen its market position and better align with customer expectations.

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