



A STUDY ON CONSUMER ENGAGEMENT INITIATIVES AND THEIR INFLUENCE ON BRAND LOYALTY AT BRITANNIA INDUSTRIES LIMITED., BANGALORE

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ABSTRACT :

Consumer engagement, characterized by the active participation, interaction, and emotional connection between consumers and brands, has emerged as a cornerstone of modern marketing strategies. It encompasses a diverse array of activities ranging from social media engagement and experiential marketing to loyalty programs and community involvement initiatives. By fostering meaningful connections with consumers, organizations aim to cultivate brand advocates, drive repeat purchases, and ultimately, foster brand loyalty. The objective of the study is to analyse the Exploring Consumer Engagement Initiatives and Their Influence on Brand Loyalty at Britannia Industries Limited, Bangalore. The study based only on the opinion and expectation of consumer. Total number of samples taken for the study is 120 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple Percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that there is some significant relationship between the educational qualification of the respondents and social media interaction. It is suggested that ensuring that marketing communications are in line with the brand's values is crucial for efficient communication across the organisation. It is concluded that creating a feeling of community and an emotional bond with the brand are essential for maintaining customers' long-term loyalty. The study's overall findings emphasise the necessity of ongoing efforts in customer engagement methods to strengthen brand loyalty and guarantee the company's continued success in the cutthroat industry.

Keywords: Consumer Engagement, Social Media Interaction, Marketing Communication, Brand loyalty.

INTRODUCTION

This study examines how consumer engagement strategies impact brand loyalty at Britannia Industries Limited in Bangalore. In today's competitive food and beverage industry, consumer engagement—through social media, loyalty programs, and personalized marketing—has become crucial for building strong customer relationships. The research focuses on Britannia's efforts to connect with consumers and foster emotional attachment, repeat purchases, and brand advocacy. Using both qualitative and quantitative methods like surveys and interviews, the study aims to analyse the effectiveness of these strategies, understand market dynamics, and provide actionable recommendations to strengthen Britannia's brand loyalty and market position. The study also identifies challenges such as changing consumer preferences, digital disruption, and intense competition. It highlights the importance of aligning engagement initiatives with local market trends. By understanding consumer behaviour, Britannia can better tailor its strategies to boost satisfaction and loyalty. Ultimately, the research supports long-term growth through stronger consumer-brand relationships.

Corporate Headquarters

Bangalore

CEO & Managing Director

Rajneet Kohli

REVIEW OF LITERATURE

Amankona, D., Yi, K., & Kampamba, C. (2024). The study specifically seeks to comprehend the impact of online corporate social responsibility (CSR) initiatives on consumer behaviour, with a focus on Generation Y consumers. It also aims to examine how, particularly within Ghanaian manufacturing firms, the views of Generation Y consumers regarding digital social responsibility (DSR), and how it moderates the relationship between brand loyalty and purchase intention. This study takes a quantitative approach, using information gathered via a survey questionnaire from 611 Generation Y consumers in Ghana. Examining the connections between DSR, customer engagement, brand loyalty and purchase intention is the main goal of the investigation. Structural equation modelling (SEM) methods are used in the study to examine the data gathered and verify the proposed linkages.

Goradiya, N. H., Goradiya, H. M., & IJARSCT. (2024). This study examines the changing landscape of consumer behavior and brand loyalty in the digital era. As online platforms and digital marketing strategies become more pervasive, consumer interactions with brands have undergone significant transformation. The research identifies critical factors influencing consumer behavior and evaluates the impact of digital advancements on brand loyalty.

Through a comprehensive analysis of current trends and literature, the paper explores how digital tools, social media, and online marketing shape consumer perceptions and relationships with brands. It also offers recommendations for brands to effectively foster loyalty in a competitive, technology-driven marketplace. The findings highlight the importance of personalized experiences, seamless interactions, and emotional connections in building lasting consumer loyalty.

Ina Oktaviana Matusin (2023), This study aims to analyse the role of consumer engagement in mediating the influence of social media marketing on electronic word of mouth. Data was collected by distributing questionnaires with a total of 14 statement items. The number of samples studied was 230 respondents, the sample was taken using a purposive sampling technique, namely determining the sample selected based on predetermined criteria. Respondent criteria in this study were individuals who actively use social media and follow a brand on social media. The data analysis tool used is the Structural Equation Model (SEM). The results of the study found that social media marketing had a positive effect on consumer engagement and electronic word of mouth, consumer engagement had a positive effect on electronic word of mouth and consumer engagement played a role in mediating the influence of social media marketing on electronic word of mouth.

Weng Marc Lim (2022), Customer engagement (CE) is a marketing concept of great importance, and the rise of social media has further amplified the importance of this concept. Yet, our understanding of the progress of CE research remains limited due to the absence of a one-stop state-of-the-art overview of the concept that considers its manifestation on social media. To address this gap, we review CE research on social media since the beginning of the present millennium using the PRISMA protocol for systematic reviews. The outcome of our review reveals the antecedents, decisions, and outcomes; the theories, contexts, and methods; and the ways forward for advancing knowledge, improving representation, and enhancing rigor with respect to future research on CE and social media

SCOPE OF THE STUDY

- This study focuses on examining consumer engagement initiatives and their impact on brand loyalty within the operations of Britannia Industries Limited in Bangalore.
- It includes an analysis of various engagement strategies employed by the company, such as marketing campaigns, social media interactions, and customer loyalty programs.
- The geographical scope of the study is limited to the operations of Britannia Industries Limited in Bangalore.
- However, the findings and recommendations may have broader implications for similar companies operating in competitive markets.
- The study employs both qualitative and quantitative research methods, including surveys, interviews, and data analysis, to achieve its objectives.
- It aims to provide actionable insights and recommendations that can inform strategic decision-making and enhance the company's competitive position in the marketplace.

STATEMENT OF THE PROBLEM

Initiatives for consumer involvement are essential for fostering brand loyalty, but many businesses struggle to carry them out successfully. Low customer involvement, a lack of individualised engagement, and insufficient use of digital platforms are some of the problems faced by the company. Poor customer engagement tactics can lead to low word-of-mouth advertising, poor brand preference, and decreased customer retention. Additionally, a decreased desire to pay premium rates might result from a failure to connect with target consumers. Competitive advantage and long-term brand loyalty are hampered by the lack of a well-organised engagement strategy. Refining marketing strategy requires an understanding of the relationship between brand loyalty and customer involvement. The purpose of this research is to evaluate the impact of current engagement efforts on customer perceptions and their efficacy. The study intends to provide practical insights for enhancing brand loyalty by highlighting important issues and investigating the function of digital interaction. The results will assist the company in improving its efforts to engage customers and cultivate more solid client relationships. The research will help create a more engaged and devoted customer base by offering strategic suggestions.

LIMITATIONS OF THE STUDY

This study faces several limitations, including constraints in time, budget, and manpower that may affect data depth and analysis. Limited access to certain stakeholders and data sources could restrict the diversity of insights. The accuracy of survey and interview data may be impacted by respondent bias or misinterpretation. Additionally, the findings may not be widely generalizable beyond Britannia's operations in Bangalore due to regional and market-specific factors. External elements like market shifts or regulatory changes could also influence consumer behavior beyond the study's control.

RESEARCH OBJECTIVES

Primary Objective:

To analyze how consumer engagement initiatives affect brand loyalty at Britannia Industries, Bangalore.

Secondary Objectives:

- Assess the effectiveness of Britannia's engagement strategies.
- Explore the link between engagement and brand loyalty.
- Study the role of digital platforms in engagement.
- Understand consumer perceptions of Britannia's brand.
- Identify challenges and suggest improvements for better engagement.

RESEARCH METHODOLOGY

Research is a process of steps used to collect and analyse information to increase our understanding of a topic or issue. Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. In this study, descriptive research was used. descriptive research as a purposive process of gathering, analysing, classifying, and tabulating data about prevailing conditions, practices, processes, trends, and cause-effect relationships and then making adequate and accurate interpretation about such data with or without or sometimes.

ANALYSIS AND INTERPRETATION

TABLE NO: 4.1
GENDER OF THE RESPONDENTS

Gender	No. of the respondents	Percent
Male	83	69.2
Female	37	30.8
Total	120	100.0

Source: Primary data

INTERPRETATION

The above table shows that 69.2% of the respondents are male and 30.8% of the respondents are female. Thus the majority of the respondents are male.

CHART NO: 4.1
GENDER OF THE RESPONDENTS

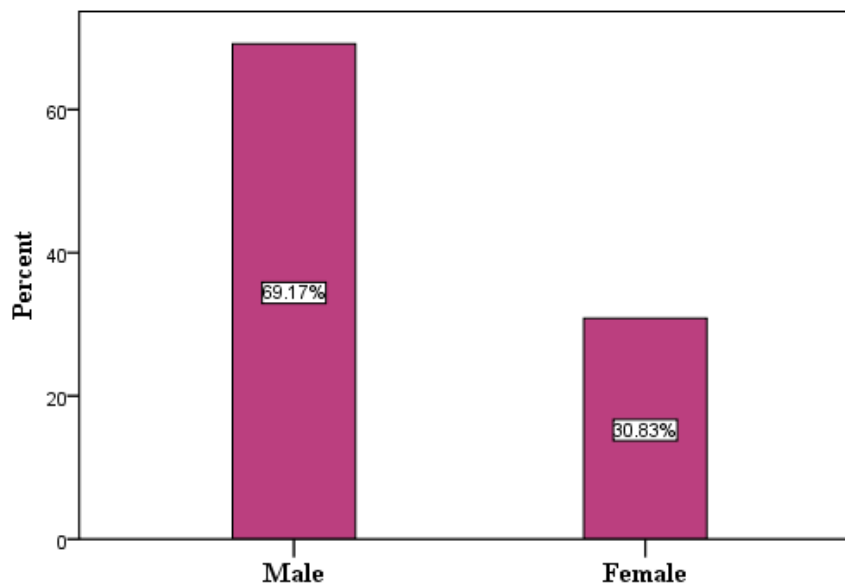


TABLE NO: 4.2
AGE OF THE RESPONDENTS

Age	No. of the respondents	Percent
18-25	18	15.0
26-35	27	22.5
36-45	49	40.8
Above 45	26	21.7
Total	120	100.0

Source: Primary data

INTERPRETATION

The above table shows that 15.0% of the respondents are in the age group of 18-25 years, 22.5% of the respondents are in the age group of 26-35 years, 40.8% of the respondents are in the age group of 36-45 years and 21.7% of the respondents are in the age group of above 45 years. Thus, the majority of the respondents are in the age group of 36-45 years.

CHART NO: 4.2
AGE OF THE RESPONDENTS

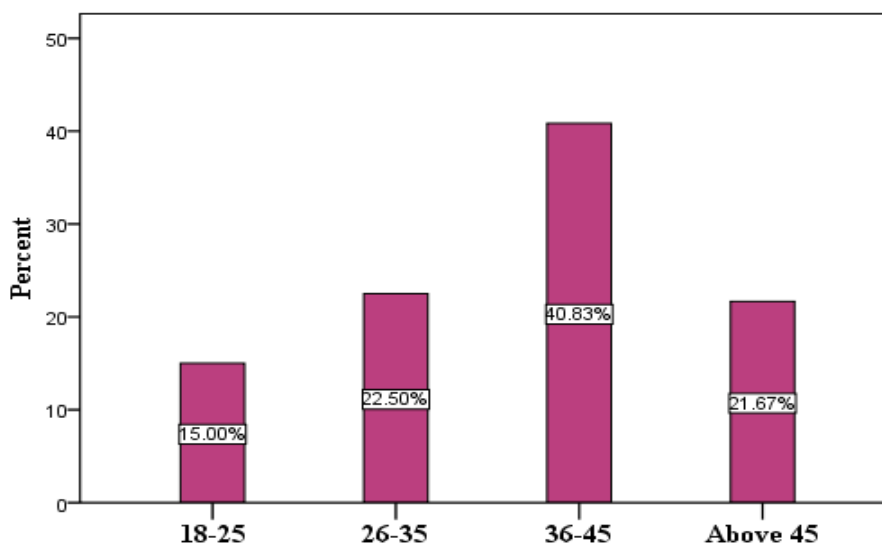


TABLE NO: 4.3
OCCUPATION OF THE RESPONDENTS

Occupation	No. of the respondents	Percent
Business	57	47.5
Private employee	49	40.8
Govt. employee	1	0.8
Others	13	10.8
Total	120	100.0

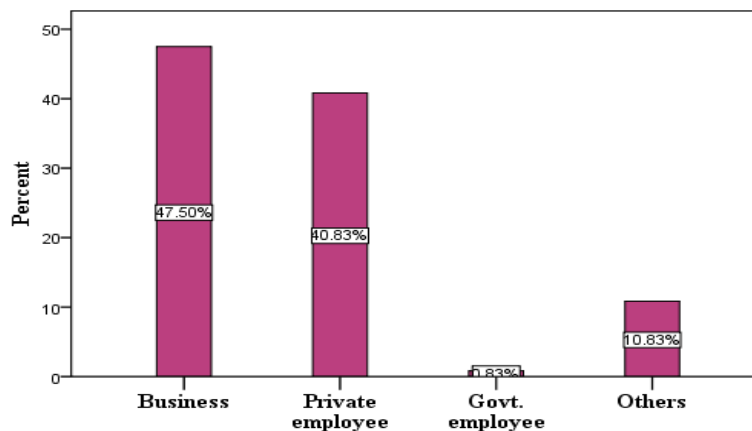
Source: Primary data

INTERPRETATION

The above table shows that 47.5% of the respondents are doing business, 40.8% of the respondents are private employees, 0.8% of the respondents are govt. employees and 10.8% of the respondents belong to other occupation. Thus, the majority of the respondents are doing business.

CHART NO: 4.3

OCCUPATION OF THE RESPONDENTS



FINDINGS

- 69.2% of the respondents are male.
- 40.8% of the respondents are in the age group of 36-45 years.
- 47.5% of the respondents are doing business occupation.
- There is significant relationship between gender of the respondents and job autonomy.

SUGGESTIONS

- Increasing personalisation in social media interactions can improve consumer connection to the brand.
- The company should encourage more interactive material to increase social media participation.
- The business must make sure that social media material is appealing and relevant in order to sustain attention

CONCLUSION

The results clearly show that consumer engagement programmes, especially those conducted through social media platforms, have a big impact on how devoted customers are to the company's brand. The report emphasises how crucial it is to provide engaging and pertinent material on social media to improve brand experience and customer relationship. It is also stated that purchase decisions and brand advocacy can be influenced by the efficient distribution of marketing messages, which include promotional offers and brand values. In addition, creating a feeling of community and an emotional bond with the brand are essential for maintaining customers' long-term loyalty. The study's overall findings emphasise the necessity of ongoing efforts in customer engagement methods to strengthen brand loyalty and guarantee the company's continued success in the cutthroat industry.

REFERENCES

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