



A STUDY ON CONSUMER SATISFACTION TOWARDS BRITANNIA BISCUITS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

A Study on Consumer Satisfaction Towards Britannia Biscuits with Reference to Coimbatore City" is not explicitly mentioned in the provided text. However, based on the content, the study focuses on evaluating consumer satisfaction with Britannia biscuits in Coimbatore, analyzing factors influencing purchasing decisions, and identifying preferences among different consumer groups. It employs a descriptive research design, utilizing primary data collected through surveys and statistical analysis to assess consumer opinions on taste, price, packaging, and advertisement effectiveness. Let me know if you need a more specific summary.

INTRODUCTION

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 Britannia brand is important to ensure that the company is meeting the expectations of its customers. 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. We have chosen this topic because Britannia is sustaining in the food industry since 120 years till now the success of the products offered by Britannia is very high it is also not declined in the market. The purpose of this study is to understand the factors influencing customer satisfaction towards Britannia biscuits. This research draws on existing research on the factors influencing customer satisfaction. The result of the study might be useful to Britannia Company to expand their sales.



PROBLEM OF THE STUDY

- Consumer Perceptions: How do consumers in Coimbatore perceive the quality, taste, and overall appeal of Britannia biscuits?
- Product Quality: Are consumers in Coimbatore satisfied with the taste, freshness, and variety of Britannia biscuits?
- Pricing: How does the pricing of Britannia biscuits affect consumer satisfaction in comparison to competitor brands?
- Brand Perception: How do consumers perceive Britannia in comparison to other local and international biscuit brands?

OBJECTIVE OF THE STUDY

- To know the customer preference towards the Britannia biscuits.
- To determine the customer satisfaction towards the Britannia biscuits.
- To know the problems faced by customer by using the biscuits.

SCOPE OF THE STUDY

This study is undertaken to have a clear understanding of the industry trends and it gives immense opportunity to understand customer and customer preference and this study can be used as a platform for making appropriate modification to meet the needs and wants of the industry.

RESEARCH METHEDODOLOGY

RESEARCH DESIGN

The study is descriptive in nature. Descriptive studies are more than just a collection of data. They include measurements, classifications, analysis, comparisons and interpretations. It tells about what exists at present by determining the nature and degree of existing conditions.

SAMPLE SIZE

The sample size for the study is 200 only.

TYPES OF DATA COLLECTION

- Primary Data
- Secondary Data



LIMITATIONS OF THE STUDY

- Data was collected from the limited locations of Coimbatore.
- The survey has been conducted among 200 respondents.
- Time is constraint.
- Accuracy of the study is purely based on information.

REVIEW OF LITERATURE

1. Ms.M.Shanthini Devi and Ms.K.Kavitha (2024): “A Study on Consumer Satisfaction towards Cadbury Britannia Biscuit with special reference to Coimbatore City”. This study has been conducted to identify the factors that influence consumer’s to buy the Britannia biscuits. The sample size is limited to 150 consumers by adopting convenient sampling method. Simple Percentage, Ranking analysis and Chisquare test have been used to analyze the data. The study reveals that the consumers have a good preference towards Cadbury Britannia biscuit. Finally, it can be concluded that consumers are satisfied with the taste and quality of the biscuit but they expect variety of flavors in the cream.

2. Dr. V. Suresh Babu and G. Chinna Durai (2019): “A Study on Consumer Preference towards Britannia Biscuits in Madurai”. Aims to evaluate the factors that influences the preference of the consumer using Britannia biscuit. Primary data have been collected through issue the questionnaire. There are 100 Sample respondents are taken for in this study through Convenience Sampling Method. The study has extensively made use of Percentage Analysis, Garrett ranking techniques, Standard Deviation, and Co-Variation Analysis. The study reveals that the consumer level of preference towards Britannia biscuits in Madurai 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.

3. Dr. M. Rajarajeswari (2017): “A Comparative study on brand loyalty of biscuits (with special preference to Britannia and Parle) in Coimbatore City”. The main purpose of the study is to be measure the brand loyalty of the sample respondents to the Britannia and Parle brand biscuits and know the main factors that influence their brand loyalty. To evaluate the taste difference in both the products. The research was carried out in Coimbatore district, convenient sampling method was used to select the sample.



DATA INTERPRETATION AND ANALYSIS

TABLE NO. 1

CONSUMING PREFERENCE OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Daily	52	26
2	Weekly	90	45
3	Monthly	26	13
4	Rarely	32	16
TOTAL		200	100

SOURCE: Primary Data

INTERPRETATION: The above table shows that 26% of the respondents are consuming daily, 45% of the respondents are consuming weekly, 13% of the respondents are consuming Monthly, 16% of the respondents are consuming rarely.

INFERENCE: Majority of 45% of respondents consumes Weekly.

CHART NO. 1

CONSUMING PREFERENCE OF THE RESPONDENTS

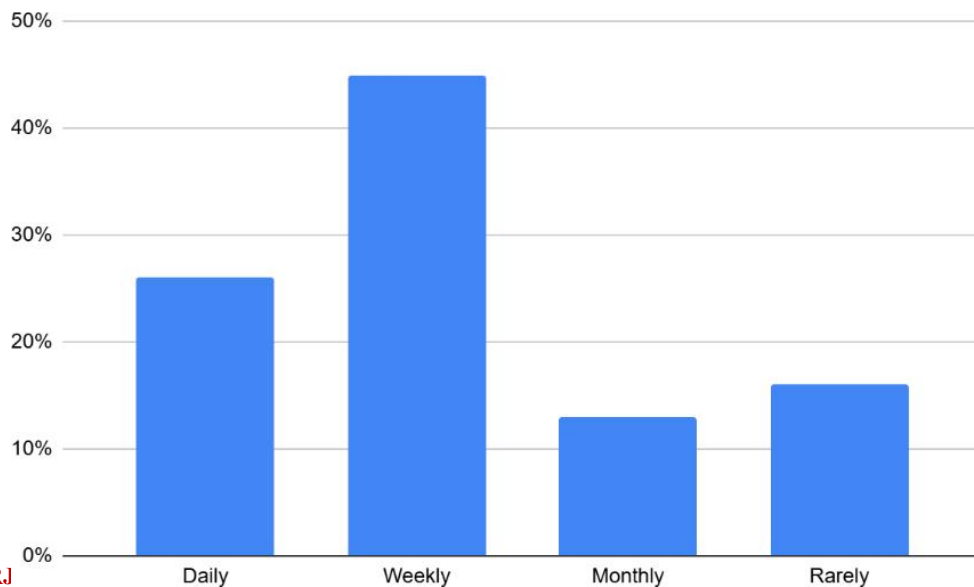




TABLE NO. 2

VARIETY PREFERED BY THE RESPONDENTS

S.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Cream - based	54	27
2	Healthy/Digestive	44	22
3	Sweet/tea - time	96	48
4	Salt	6	3
TOTAL		200	100

SOURCE: Primary Data

INTERPRETATION: The table shows that 27% of the respondents prefer Cream biscuits,22% of the respondents prefer Digestive biscuits/Healthy biscuits,48% of the respondents prefer Sweet/Tea-time biscuits,3% of the respondents prefer Salty biscuits.

INFERENCE: Majority of 48% of respondents prefer Sweet/Tea- Time biscuits.

CHART NO. 2

VARIETY PREFERED BY THE RESPONDENTS

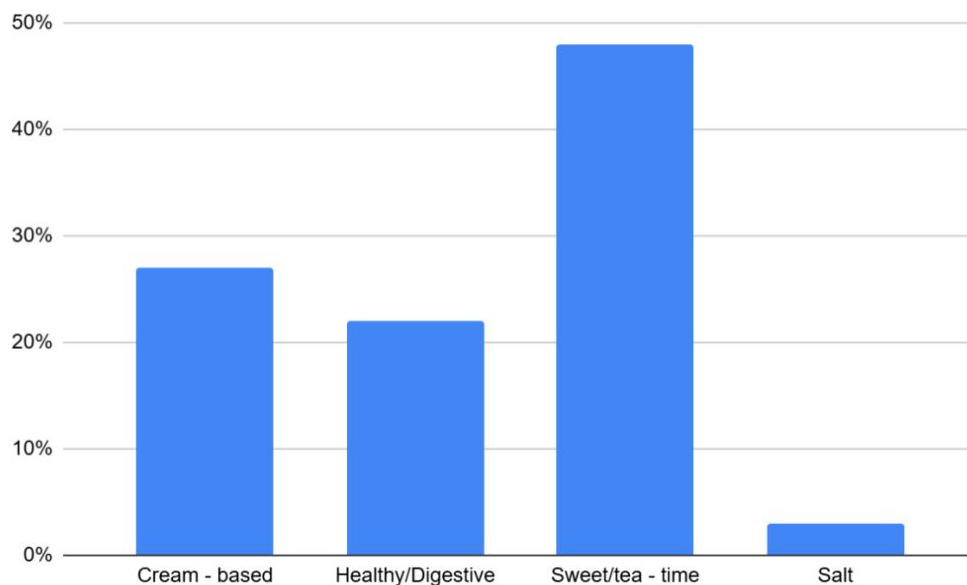




TABLE NO. 3

BUYING DECISION OF THE RESPONDENTS

S.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Taste	122	61
2	Price	30	15
3	Brand Trust	44	22
4	Packing	4	2
TOTAL		200	100

SOURCE: Primary Data

INTERPRETATION: The above table states that 61% of the respondents buy because of its Taste, 15% of the respondents buy because of its Price, 22% of the respondents buy because of its Brand trust, 2% of the respondents buy because of its Packing.

INFERENCE: Majority of 61% of respondents buy for its Taste.

CHART NO. 3

BUYING DECISION OF THE RESPONDENTS

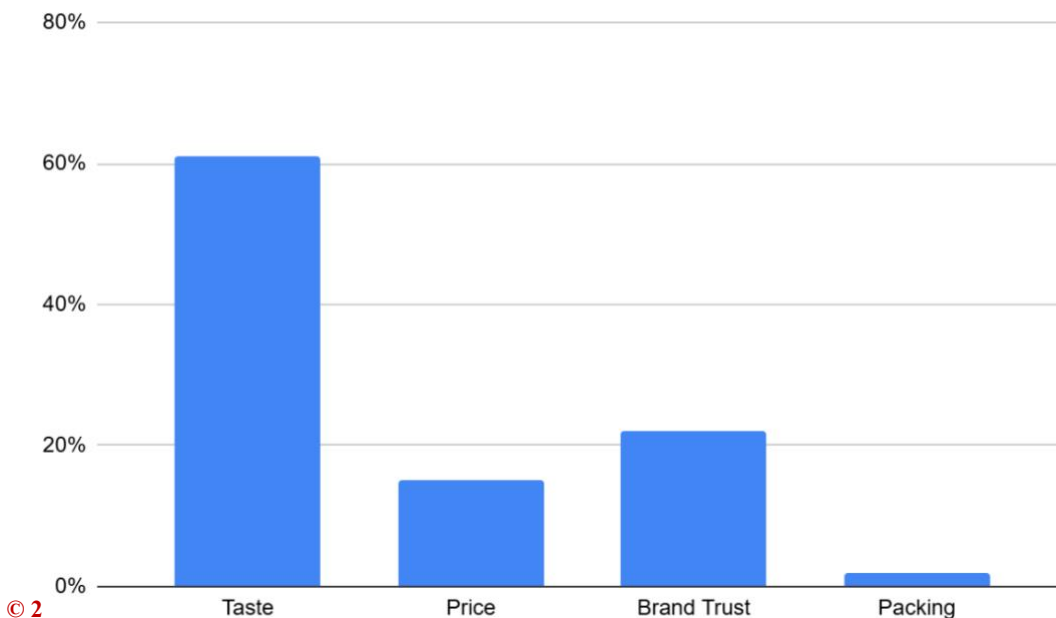




TABLE NO. 4

OVERALL SATISFACTION TOWARDS BRITANNIA BISCUITS

S.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
1	Excellent	58	29
2	Good	122	61
3	Average	18	9
4	Poor	2	1
TOTAL		200	100

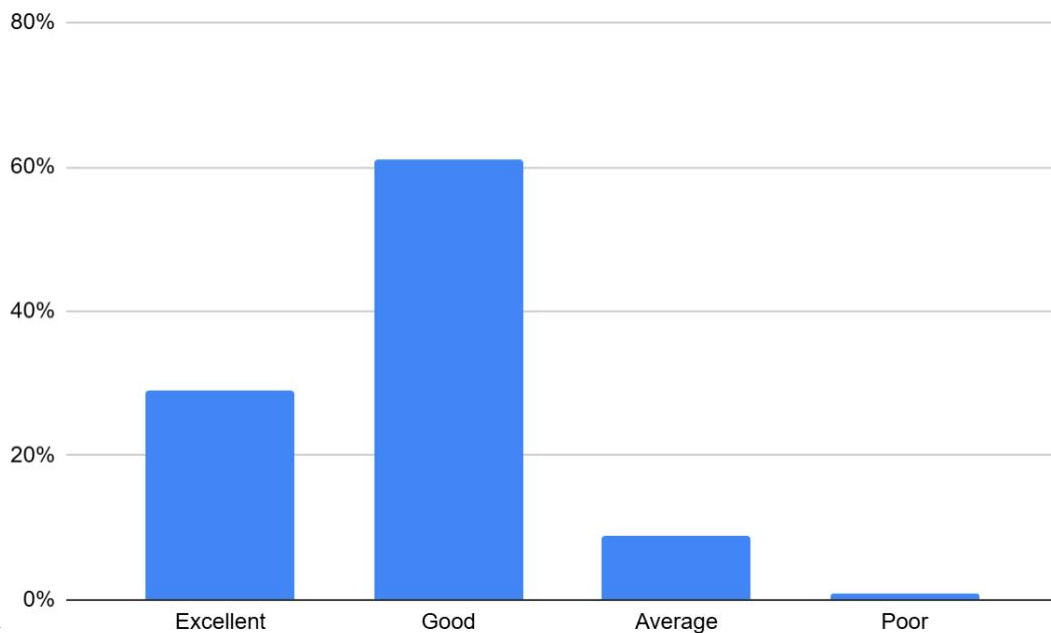
SOURCE: Primary Data

INTERPRETATION: The above table shows that 29% rated Excellent,61% rated Good,9% rated Average,1% rated Poor.

INFERENCE: Majority of 61% of respondents are Satisfied.

CHART NO. 4

OVERALL SATISFACTION TOWARDS BRITANNIA BISCUITS





FINDINGS

- Majority of 45% of respondents consumes Weekly.
- Majority of 48% of respondents prefer Sweet/Tea- Time biscuits.
- Majority of 61% of respondents buy for its Taste.
- Majority of 61% of respondents are Satisfied.

SUGGESTION

- The company has to improve their taste as in the beginning of the stage for customer satisfaction. Most of the customer are happy about the price, package, quantity of the Britannia biscuits and they consume it.
- Few respondents felt that the quality of the Britannia items is reducing. Hence management should monitor this type of problems.
- To overcome the competitions the Britannia industries may also provide some compliments to the customers.
- Few respondents informed that the Britannia Company does not give more advertisement when compared with the other companies.
- As there are heavy competitions in the confectionary items, the Britannia industry should be very careful with regard to customer satisfaction.

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 a considerable increase in the purchase of a number of packs every week. 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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