

## A STUDY ON CONSUMER PREFERENCE TOWARDS BRITANNIA BISCUITS IN MADURAI

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### Abstract

*The present study entitled consumer preference towards Britannia biscuits, a study with reference to Madurai is intended to enquire into the factor that influences their choice of biscuits with respect to Britannia biscuit. Consumer preference varies from brand to brand on the basis of quality, price, style, taste, advertising and peer influence. The complication undergone by the researcher to identify customers reaction are many the researcher's interest to know the degree to which consumer preference varies with age, education, occupation or other, characteristics prompted the selection of this study. In modern business it is important to know the brand preference of the product this can increase the level of the consumer satisfaction and value of profit by selling the products. Only when the consumer give preference for a particular brand, consumer will buy and they will not buy any other product other than a particular brand.*

**Keywords:** Britannia biscuits, consumer satisfaction, brand, Convenience Sampling, BBCo, dairy products

### Objectives

- To analyze the profile of Britannia Biscuit Industries Limited, Calcutta, and the profile of the study area,
- To evaluate the factors that influences the preference of the consumer using Britannia biscuit.
- To offer suggestions and recommendations based on the findings of the study to improve the level of preference of consumer's.

### Methodology

In this Research Paper, have been collected both primary and secondary sources. The primary data were collected from the consumers consuming Britannia biscuits in Madurai. The secondary data has been collected from published materials, Annual Report of Britannia Industries, journals, books, and published research thesis.

There are 100 Sample respondents are taken for in this research paper through Convenience Sampling Method. The study has extensively made use of Percentage Analysis, Garrett ranking techniques, Standard Deviation, and Co-Variation Analysis.

### Origin of Indian Biscuit Industries

In India the biscuit industry started in the middle of the 19<sup>th</sup> century. In 1887, the first bakery was set up in India. There were four factories during Second World War. The Second World War helped the industry to proper with an increase for its products both for military civilian consumption. After the Second World War the biscuit production in India

increased rapidly. Now there are more than 31 units in the organized sectors but also there are so many small scale sectors involved in biscuit productions.

Biscuit making is made adaptable to small-scale units because of the simple Manufacturing process, easy availability of raw materials and the low cost involved in its production. The ingredients that go in its production are wheat flour, sugar, leavening agents, permitted emulsifier, flavors and dough conditioners. A survey conducted by the Institute of Industry and Market Research in New Delhi, indicated that during 1973-1974 there were about 180 units manufacturing biscuits in factory sector and about 3000 units in the family sector.

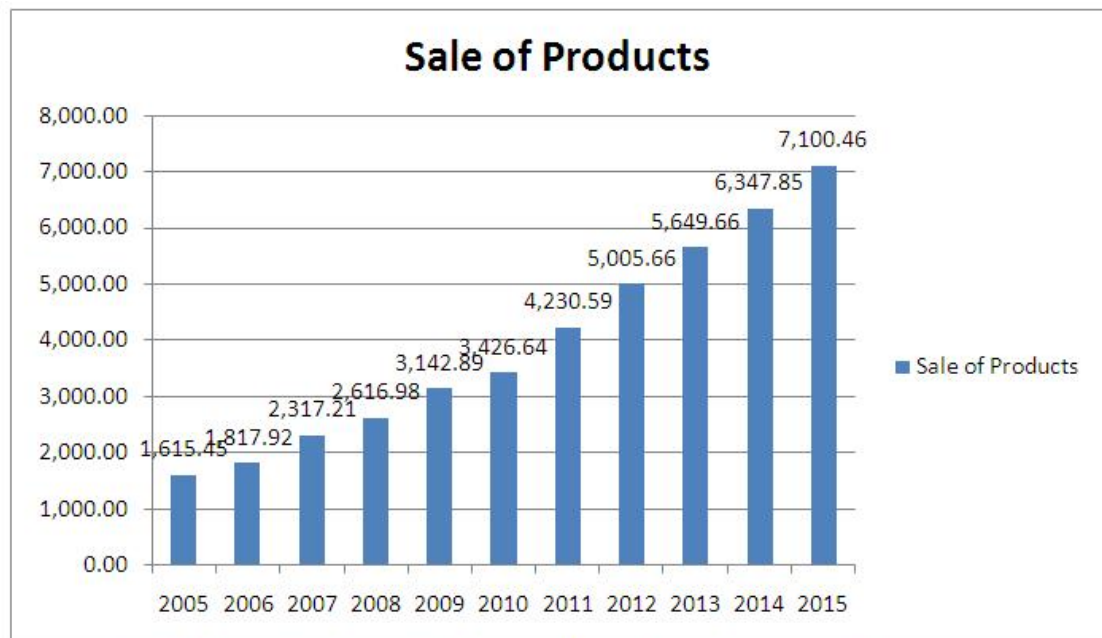
### Britannia Industries Limited

Britannia Industries Limited has deep rooted its name firmly in each and every one mind and heart, the company deals with producing wide range of biscuits, cakes, dairy products and snacks. The corporate identity -“Eat Healthy, think better proves its quality.

As at Year ended 31 <sup>st</sup> March	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Sale of products	1,615.45	1,817.92	2,317.21	2,616.98	3,142.89	3,426.64	4,230.59	5,005.66	5,649.66	6,347.85	7,100.46

Source: 2004-05 to 2014-15 Annual Report of Britannia Industries Limited

Figure 1: Sale of Products



A humble beginning was made to manufacture biscuits in a small house in central Calcutta with an investment of Rs. 295. In the year 1918 Gupta Brothers took Mr. C.H. Holmes, an English businessman in Calcutta, as a partner. The Britannia Biscuit Company Limited (BBCo.) was registered on March 21, 1918 and brand name 'Britannia' was launched. In the year 1979 they changed the company name as Britannia Industries Limited (BIL). In 1968 BIL celebrated Golden Jubilee and in 1992 BIL celebrated its Platinum Jubilee.

In 1998, company's sales were Rs.1000 crores. Britannia now produces over 1,00,000 tones of biscuits every year and over 60,000 tones of bread and cake with 4 production units, over 5800 employees and 21 franchise manufacturers, and of course in excellent distribution network of more than 34 warehouse and more than 2,00,000 retails outlets. BIL produces 28 brands of bakery biscuits, breads, 8 varieties of cakes, 5 brands of dairy products and 8 brands of snackings.

Sourcing almost all their requirements from India	Wheat	Madhya Pradesh, Uttar Pradesh, Punjab, Haryana, Bihar, Rajasthan, Maharashtra & Gujarat	
	Sugar	Maharashtra, Karnataka, Uttar Pradesh, Tamilnadu, Andhra Pradesh & Bihar	
	Cashew	Kerala	
	Dairy	Haryana, West Uttar Pradesh, North Madhya Pradesh, Maharashtra & Andhra Pradesh	
Creating a prosperous Ecosystem around their factories from Farm gate to Dinner plate	<ul style="list-style-type: none"> <li>• 5 lakhs farm families (<i>wheat, sugar &amp; dairy</i>)</li> <li>• 100 Grain market yards</li> <li>• 400 Food processing units and 300 Packing units</li> <li>• 400 Truck delivering goods per day</li> <li>• 80 Britannia Manufacturing Units</li> <li>• 2.8 Crore packs of Britannia products produced per day</li> <li>• 12 Crore liters p.a. of locally procured milk converted into a host of value-added categories.</li> </ul>		
List of Products	Bourbon cream	Brita	Checkers
	Elaichi cream	Orange cream	Pineapple cream
	Mango cream	Good day	Jacob's thin
	Jim - Jam	Little Hearts	Fifty - Fifty
	Marie Gold	Milk Bikies	Milk Bikies Milk cream
	Milk Bikies Fun land	Nice Time	Nutri Choice
	Tiger	Tiger - Cashew Badam	Isabgol
	Cheezlets		

**Table 1: Mean Score for each of the Selected Various Factors that Influence Britannia Biscuits**

Sl. No	Particulars	Mean Score	Rank
1	Quality	87.67	I
2	Nutrition	85.67	II
3	Energetic	83.67	III
4	Attractive Package	78.33	IV
5	Ingredients	72.00	V
6	Price	65.67	VI

Source: Primary Data

**Table 2: Over All Opinion of Consumer about the Variety of Britannia Biscuits**

Sl. No	Biscuits	Number of Respondents							Total	Average Percentage	Rank
		1	2	3	4	5	6	7			
1	Milk Bikies	14	15	22	16	13	14	06	100	52.75	III
2	Marie Gold	16	16	21	14	11	14	08	100	52.99	II
3	Good Day	40	25	12	08	05	08	02	100	63.55	I
4	Cream Treat	11	07	10	16	19	12	25	100	44.39	VI
5	50-50	14	21	18	09	11	12	15	100	51.33	IV
6	Cockies	03	12	10	22	25	14	14	100	45.18	V
7	Nutri Choice	02	04	07	15	16	26	30	100	37.81	VII
Total		100	100	100	100	100	100	100			

Source: Primary Data

It is the evident from the above table that will be concluded nearly two third (63.55 percent) consumers give top priority goes to Good day biscuits.

**Table 3: Perception as to the Various Factors that Influence in Buying Britannia Biscuits**

Sl. No	Particulars	High Rating		Medium Rating		Low Rating		Mean Score
		No	%	No	%	No	%	
1	Quality	15	15	67	67	18	18	87.67
2	Nutrition	52	52	47	47	1	1	85.67
3	Energetic	31	31	54	54	15	15	83.67
4	Attractive Package	60	60	37	37	3	3	78.33
5	Ingredients	44	44	47	47	9	9	72.00
6	Price	67	67	29	29	4	4	65.67

Source: Primary Data

The factor that calls for paying attention on basis of priority is Price, Ingredients & Attractive Package. While some of factors are not given proper attention, primary attention appears too given to increasing quality, adding nutrition and another energetic elements.

Table 4: Overall Preference of Consumers towards Britannia Biscuits

X	F	D(X-A)	Fd	Fx	Fd <sup>2</sup>
Lower 50	1	-155	-155	50	24025
65	1	-140	-140	65	19600
75	2	-130	-260	150	33800
85	2	-120	-240	170	28800
105	3	-100	-300	315	30000
115	2	-90	-180	230	16200
125	4	-80	-320	500	25600
135	4	-70	-280	540	19600
145	6	-60	-360	870	21600
155	5	-50	-250	775	12500
165	3	-40	-120	495	4800
175	4	-30	-120	700	3600
185	4	-20	-80	740	1600
195	3	-10	-30	585	300
205	9	0	0	1845	0
215	4	10	40	860	400
225	4	20	80	900	1600
235	3	30	90	705	2700
245	7	40	280	1715	11200
255	5	50	250	1275	12500
265	4	60	240	1060	14400
275	3	70	210	825	14700
285	3	80	240	855	19200
295	2	90	180	590	16200
305	3	100	300	915	30000
315	4	110	440	1260	48400
325	2	120	240	650	28800
Higher 345	3	140	420	1035	58800
5565	100		175	20675	500925

Source: Primary Data

$$\text{Mean } \bar{x} = \frac{\sum fx}{n} = (20675/100) = 206.75$$

$$\begin{aligned} \text{Standard Deviation} &= \sqrt{\frac{\sum fd^2}{n} - \left(\frac{\sum fd}{n}\right)^2} \\ &= \sqrt{\left(\frac{500925}{100}\right) - \left(\frac{175}{100}\right)^2} \\ &= \sqrt{5009.25 - 3.0625} \\ &= \sqrt{5006.1875} \\ &= 70.75 \end{aligned}$$

$$\begin{aligned} \text{Co-Variance} &= \frac{\text{Standard Deviation}}{\text{Mean}} \times 100 \\ &= \frac{70.75}{206.75} \times 100 \\ &= 34.22\% \end{aligned}$$

The mean of overall preference of respondents towards Britannia biscuits factors is 206.75. The standard deviation of the mean is 70.75 percent. The co-efficient of variation between mean and standard deviation is 34.22 percent. The variability of preference towards factors is very much. It is therefore inferred that they do have a very clear idea about the Britannia biscuits factors. It is concluded that preference is influenced by personal and social factors.

#### Findings

- More than three-fifth of the consumers mostly prefer Britannia brand rather than other brand.
- Two-third of the consumers gives top priority to Good Day Biscuit.
- Nearly, three-fifty of the consumers purchase the biscuits weekly.

#### Conclusion

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. Some of the important varieties like| Choco Nut, Milk Bikies, Fun Land are not freely available in many shops in the study area. 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 Madurai.

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