

ASTUDY ON CONSUMER BUYING BEHAVIOR ON BRITANNIA MARIE GOLD BISCUITS

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Abstract—Every organization envisioned at maximizing the productivity and the profit never fails to show immense interest on knowing their customer requirements. Fulfilling the needs and satisfying the customers becomes very much essential, since a satisfied customer becomes an unpaid advertisement for the company. It is equally important to satisfy the dealers and retailers if the company is in the business of fast moving Consumer Goods. This project is a study on consumer buying behavior on Britannia. Through this study work, major brand leaders in the market, the reason for which a particular brand is preferred and the satisfaction level are identified. A questionnaire was set containing appropriate questions and survey was made on 200 respondents belonging to different categories. The statically tools such as run test weighted average, Percentage method and confidence interval was used. The brand due to high consumer preference and brand image. They are satisfied services provided by the company.

KeyWords— Britannia Biscuits; Consumer Satisfaction; Brands and Retail

1. INTRODUCTION

The consumer buying behaviour is defined as the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it for purchase and the impact of such evaluations on future purchases, and how they dispose it off. The advertisement writer like a teacher has to study psychology behind human behavior in respect of satisfaction of his wants. Harlow Gale thought advertising a new field for psychological work and of great and increasing importance. Consumer psychological are interested in the behavior of masses of consumer rather than the behavior patterns of single individuals.

2. COMPANY PROFILE

Britannia Industries Limited has deep rooted its name firmly in each and Everyone's mind and heart, the company deals with producing wide range of biscuits, cakes, dairy products and snacks. 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 1998, company's sales were Rs.1000 crores. Britannia now produces over 1,00,000 tones of biscuits every

year and over 60,000 tons of bread and cake, with 4 production units, over 5800 employees and 21 franchise manufacturers, and of course an excellent distribution network of more than 34 warehouse and more than 2,00,000 retail outlets. In April '97, the Government de reserved the biscuit sector from small scale. Britannia has expanded captive manufacturing facilities and has modernized and upgraded its facilities in the last five years. It has also forayed into the Dairy Business with the launch of Cheese, Butter, Ghee, Dairy whitener and flavored milk products.

3. REVIEW LITERATURE

The topic of consumer behavior is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behavior has been the topic of many academics and researchers. One of the common views is that understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Variawa (2010)² analyzed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income consumers in retail shopping. In a survey conducted in Star Hyper in the town of Canterville 250 respondents. Lee (2005)³ carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. Acebron et al (2000)⁶. The study was to analyze the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision.

4. OBJECTIVE OF THE STUDY PRIMARY OBJECTIVE

To find the consumer buyer behavior of Britannia Marie Gold biscuits.

SECONDARY OBJECTIVE

To identify the awareness about Britannia Marie Gold biscuits Available in the market. To find the reason for buying the biscuit & their opinion about the Britannia Marie Gold Biscuit. To identify the satisfaction level of the various factors of Marie Gold Biscuit. To know the pack size preferred by the consumers.

5. LIMITATIONS OF THE STUDY

The sample sizes are restricted to 50 customers, due to time and financial Constraints. Convenience sampling has its own limitations, being biased and 50 customers sample cannot be generalized to entire universe. Also less cooperation from the respondents.

6. RESEARCH METHODOLOGY

Research methodology is a systematic process of the collection and analysis of data. It is simply the plan of action for a research which explains in detail how data is to be collected, analyzed and interpreted.

6.1 RESEARCH DESIGN

A research design is purely and simply the frame work or plan for a study that guides in the collection and analysis of the data. There are three types of research designs, they are

- Exploratory research design
- Descriptive research design
- Casual or Experimental research design

Since this study attempts to describe the respondents, it is a descriptive research.

6.2 DESCRIPTIVE RESEARCH

Data refers to information or facts. It is not only refers numerical figures but also includes descriptive facts. The method of data collection includes two types for the study, such as primary data and secondary data.

6.3 RESEARCH APPROACH

This includes the approaches or the ways undertaken to collect the primary data. Here the approach was made through survey research, this helped to learn about customer’s knowledge, beliefs, preferences in buying decision.

6.4 DATA COLLECTION

The method of data collection includes two types for the study, such as primary data and secondary data.

6.4.1 PRIMARY DATA

Primary data is the data that is collected for the first time by the researcher. The Primary data are collected with specific set of objective to assess the current status of any variable studied. Primary data is useful only for particular period.

6.4.2 SECONDARY DATA

It refers to the existing available sources of information

6.4.3 SAMPLING UNIT

Here the sampling units are mainly the final consumers.

6.4.4 SAMPLING SIZE

The sample size was 100 respondents.

6.4.5 SAMPLING METHOD

The sampling method used was “Convenient Probability Sampling” i.e. the sampling units are chosen primarily on the basis of convenience to the researcher.

7. DATA PROCESSING, ANALYSIS AND PRESENTATION

After collecting data, the researcher organized well-answered questionnaires; data was edited and sorted to ensure completeness and accuracy of the data.

7.1 DATA ANALYSIS

The data collected was classified and analyzed using frequency tables and percentages. Regression analysis model was used in establishing the relationship between the variables

7.2 DATA PRESENTATION

Data was presented in tabular form, with frequencies and percentages.

7.2.1 CHI SQUARE TEST

AGE	REASON					TOTAL
	Taste	Quality	Less price	Quantity	Package	
15-18	4	4	1	6	2	17
18-20	9	4	4	1	1	19
20-30	3	4	2	0	1	10
30-40	1	2	0	1	0	4
TOTAL	17	14	7	8	4	50

Degree of freedom $V = (r-1)(c-1)$
 $= (4-1)(5-1)$
 $= 3(4)$
 $= 12$

Significance level = 5% Table value = 21.026
 Calculated value = 13.612

7.2.2 ANOVA TEST

ANOVA test for association between age and brand preference

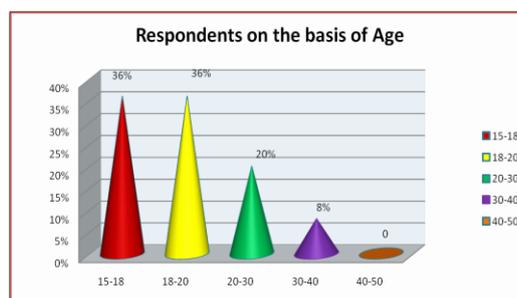
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.867	4	1.217	1.437	.237
Within Groups	38.113	45	.847		
Total	42.980	49			

7.2.3 FREQUENCY TEST

Classification on the basis of age

Age	No. of Respondents	Percentage of Respondents	
15-18	18	36%	15-18
18-20	18	36%	18-20
20-30	10	20%	20-30
30-40	4	8%	30-40
40-50	0	0%	40-50
Total	50	100%	Total

Source: primary data



8. SUGGESTIONS

The company may provide the biscuits at reduced / concessional price for the Customer in Chennai The company may advertise by television, newspaper & hoardings etc. The company may advertise to create awareness regarding the nutrients included in the biscuits.

The company may provide samples to the customers. The company may provide special offer to the customer. Give different shapes, which will be new & will be attractive for children Introduce new products, which can be meant for occasions Improving the taste and also giving more flavors can attract more Customers

9. FINDINGS

Among the outlet surveyed (20%) is male and (80%) female. Most of the respondents belongs female (80%). Majority (36%) of the respondents consuming Britannia Marie gold biscuit belongs to the age group of 15-20. Most (80%) of the respondents are student and whereas some of them are housewives (4%), employee (4%), businessman (2%) and profession (10%) Out of the 50 outlets surveyed all (100%) the respondents are having the habit of consuming biscuit. Majority (30%) of the consumers are consuming the Marie gold biscuit. Out of the 50 outlet surveyed all (100%) the respondents aware about Britannia Marie gold biscuit Out of the 50 outlets surveyed all (100%) the respondents having the habit of buying Britannia Marie gold biscuit Majority (60%) of the consumers aware about the Marie gold biscuit through advertisement and some of them through shops, friends and others Main reason behind the purchase of Britannia Marie gold biscuit mostly for its taste (34%) Most (40%) of the consumers are neutral about Britannia Marie gold package attraction. Majority (20%) of the respondents buying the Britannia Marie gold biscuit daily, monthly and fortnightly Majority (40%) of the consumers are prefer to buy 100gm pack of Britannia Marie gold biscuit Majority (52%) of the respondents are consuming the Britannia Marie gold biscuit occasionally. The most (70%) of respondents feel that the price of the Britannia Marie gold biscuit is reasonable. Majority (34%) of consumers are attracted by the quality of the Britannia Marie gold biscuit. Advertisement is a important factor that influences the most (30%) of the consumer to select Britannia Marie gold biscuit. The most (30%) of the consumers are buying three packs of Britannia Marie gold biscuit in a month. Most (54%) of the respondents are highly satisfied with the price of the Britannia Marie gold biscuit Majority (48%) of the respondents are highly satisfied about the package of Britannia Marie gold biscuit Most (48%) of the respondents are satisfied about the quality of Britannia Marie gold biscuit. Majority (48%) of the respondents are satisfied the brand image of Britannia Marie gold biscuit. Most (54%) of the respondents are satisfied the other factors of Britannia Marie gold biscuit. Out of the 50 outlet surveyed all (100%) the respondents feel that Britannia Marie gold biscuit is easily available in the market. Majority (40%) of the respondents infer that Britannia Marie gold biscuit is nutritious. Most (80%) of the respondents are give suggestion to others to buy Britannia Marie gold biscuit Most (92%) of the respondents says Britannia Marie gold biscuit is freshly available in the area The majority (44%) of the respondents elder in the family consuming Britannia Marie gold biscuit.

10. CONCLUSION

The market study on biscuits at Chennai city helped to know the status of biscuits. It has revealed the requirements of the retailers, the profile, characteristics, and taste of the consumer. Britannia biscuits occupying permanent place in the market. A modern sale promotional activities can increase the demand in Chennai city. This study has helped the researcher to gain good experience and more information about the biscuit market and consumer behavior on Britannia Marie gold biscuit.

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