

CUSTOMERS PREFERENCE AND ATTITUDE TOWARDS BRITANNIA PRODUCTS – A STUDY WITH SPECIAL REFERENCE TO THENI DISTRICT - TAMILNADU

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ABSTRACT

Britannia products are liked by all individuals irrespective of age and sex. So from childhood to retirement age everyone is used to take Britannia biscuits as a delicious food during morning and evening for tea breaks. Hence the Britannia products are moving fast in the market as all the people consumes variety of biscuits, bread, rusk, cakes and dairy products. Now a days Britannia has established its own market in major parts of the country. The retailers are the main intermediaries who frequently meet the ultimate consumer of the Britannia product. They now show the consumer preference and attitude towards products having different brands. Once they lose the existing customer, they could not get them back. Further, they could not get potential customers. Hence it is inevitable to have a thorough study on customer preference and attitude towards Britannia product in Theni district. The study also reveals the reason for buying the Britannia products. Random sampling and convenience sampling are used for the study. The techniques that are used for data collection is questionnaire. The study covered 300 respondents belonging to Theni district. Tools and techniques used are simple percentage, Chi Square test, Garret ranking techniques and Factor analysis. The study shown that the majority of consumed Britannia product and the entire respondents are aware of Britannia products. Various factors are analyzed for buying Britannia product.

Keywords: Factor influencing in purchase decision, Consumer satisfaction of Britannia product, Problems about Britannia product among the respondents.

INTRODUCTION:

The word biscuits has a Latin origin and is derived from two words, 'biscuit' meaning twice and 'coctus' meaning to cook. This referred to the earliest process of making biscuits where first they were baked and then dried.

India's biscuits industry came into major existence and started gaining a sound status in the bakery industry in the later part of the 20th century when the urbanized society called readymade food products at a tenable cost. Indian biscuits industry seems to be largest among all the food industries and has a turnover of around Rs.3000 crores.

Britannia Industries Limited is an India food products corporation based in Kolkata, West Bengal in India. It is famous for its Britannia and tiger brands of biscuits. Which are popular thought the country. Britannia has an estimated 38% market share. The company's principal activity is manufacture and sales of biscuits, bread, rusk, cakes, and dairy product¹.

In olden days, Britannia was considered as almost the monopolistic company in confectionary items, but at present there are number of competitors in the market. The Britannia Company has established its own market in major parts of the country.

STATEMENT OF THE PROBLEM:

Biscuits are small flat cake that is crisp and usually sweet. It is concerned with the taste and habits of the people. Previously, it was used as a diet for patients and energy and taste for kids. Nowadays, biscuits are considered as a good alternative for oily snacks and fast food. So currently, among all biscuits available in the market, Britannia has become one of the popular biscuits among the people of all segments and ages.

In business world, many brands of products are produced and marketed by a single manufacture. The decision whether to buy or not depends only on the basis of consumer motives. Modern market is consumer oriented and now the consumer is the decisive force. Hence, it is inevitable to have a thorough study on customers' attitudes and preference towards Britannia products and also the research world reveals the result about satisfaction level and consumer preference towards Britannia products under study area.

REVIEW OF LITERATURE:

K. M. Mubarak Ali (1993) in his study endeavoured "to find out the purchasing pattern brand preference, brand loyalty and suggest and suitable measures to improve the brand loyalty. The study was concluded that a carefully chosen promotion strategy is to be used to increase the brand loyalty of the product. The purchases of consumer durables are influenced by personal opinions. Well brand sales force may be used to persuade the prospective customers².

Renuka and Hirekenchanagoudar (2008) in their on a "study on consumer buying behaviour of ready-to-eat food products". To determine the market penetration of Britannia Marie biscuits by retailers. The data were collected from 150 respondents. The tools used in are simple percentage and correlation co efficient. It is concluded that the main factors influencing brand preference for biscuits, chips, fruit juice and ice creams were quality, taste and reasonable price. Thus, the study revealed that the younger generation preferred more ready-to-eat food products than the other age groups. The consumer behaviour also varies from product to product³.

F. Mohamed Sabura, and Dr. T. Vijayakumar (2009) made a "study on retailer attitude towards Britannia biscuits with special reference to rural areas of Coimbatore city". To analyse the customer satisfaction about Britannia biscuits. the total sample respondents was fixed at judgment random basis. The data was collected from 250 respondents in Coimbatore city. Different statistical tools are for used by analysis of the collected data, such as tabulation, percentage analysis, bar diagram, ANOVA and Karl Pearson's co efficient of correlation. The conclusion draw from the retailer's point and that, the distribution system of Britannia biscuits needs improvement through the direct selling method to satisfy the customer⁴.

Mr. S.D. Nidhyanth, and Mr. B. Vigneshwaran (2011) in made a “study on customer satisfaction towards Britannia biscuits in Coimbatore city”. To find out the factors those influence the purchase of Britannia biscuits. The data are collected directly from the sample by interviewing or mailing questionnaires at particular period of time. In this study the sample size was 100 respondents. Tools used in this study are percentage analysis, chi square test. It is concluded that consumer’s satisfaction with preferable taste, awareness about various brands, about choice and their frequency of preference satisfaction of Britannia biscuits ⁵.

Suresh Garg (2010) carried out a study entitled “A study on consumer preference towards Britannia Good day biscuit” Detailed that Day by day the intensifying global competition is throwing challenges in the form of uncertainty and fluctuation in demand, necessity to provide wide variety to attract and hold the ever demanding customer. To survive and succeed under such competitive environment, organizations are forced to find and adopt efficient and effective ways for their operations. Organizations are seeking ways to increase the value of their products and services by eliminating unnecessary processes and practices from all systems. Lean manufacturing is a systematic team-based approach for finding and eliminating waste. The implementation of Lean manufacturing system helps organisations to reduce lead-time and inventory, improve quality, and achieve better on-time deliveries and utilisation of resources leading towards increased sales and profit through customer satisfaction. The Indian biscuit industry is the third largest manufacturer of biscuit in the world producing around 60% of the total production in organised sector and the balance 40% by the unorganized bakeries ⁶.

According to Moye & Kincaid, Consumers express preference or lack of preference for stores, brands, advertisements and other marketing stimuli by reflecting a favorable or unfavorable attitude. In this sense, consumers with a favorable attitude towards a store will most likely select the store and buy its products, but consumers with unfavorable attitudes will not select the store and not purchase the products⁷.

OBJECTIVES OF THE STUDY:

These terms have been carried out in the following objectives.

- 1.To understand and analyse the factor influencing sample respondents dealing with the Britannia brand.
- 2.To analyse the relationship between the selected socio economic factors and their level of satisfaction

To identify the problem faced by the sample respondents and summarize the major findings and give suitable suggestions.

HYPOTHESES:

The following hypotheses were framed for the purpose of analysis:

1. There is no significant relationship among the age, gender, marital status, education, occupation, income, and family members group of the respondents and consumer satisfaction.

RESEARCH METHODOLOGY:

The present study is both descriptive and analytical in nature mainly based on survey method. It employs both primary and secondary data. By following a systematic methodology, the problem taken for the research is analyzed and the results are presented.

Collection of Data:

Primary data required for the study were collected by using well-structured interview schedule. Secondary data were collected from website, magazines, journals and other newspapers.

Research Design:

A description study was undertaken in order to know the satisfaction level of the consumer towards Britannia products in Theni district.

Sampling Techniques:

The selection criteria were based the data availability, convenience and the level of participation. Hence, the researcher chooses convenience sampling for this study among various sampling methods.

Sampling size:

The researcher has adopted a convenience sampling method based on the collected information from 300 respondents in Theni district. The researcher has selected five taluks namely: Theni, Periyakulam, Bodinakkanur, Uththmapalayam and Aundipatti from this district. From each taluk, 60 respondents were taken for study to know about satisfaction level of the consumer regarding these Britannia products in Theni district⁸.

Tools of the Analysis:

The analysis for the study is done on the basic of data collected through observation, questionnaire, and discussions with officials. The data collected were of qualitative nature. For extracting meaningful information from the data collected, the following tools were used

- ❖ Simple percentage method, Chi-square method, Garrett ranking method
- ❖ Factor analysis⁹.

PERIOD OF THE STUDY:

Field work for this study was carried out by the researcher himself. It was conducted during the month of May-June 2017. The researcher used interview schedule for collection of data from customers (interview schedule). Completed schedule were thoroughly checked and duly edited. The omission and commission were rectified by revisits.

RESULTS AND DISCUSSION:

(i)Factors motivating to use Britannia Products

Consumer preference means impressing consumers to buy Britannia products. Consumer preference is important towards buying of products.

An attempt has been made to extract specific factors and define variables, which constitute each factor based on the strength and the direction of factor loading in consumer preference. In total, 13 variables have been included to analyses the consumer preference of Britannia products. Variables have been factorized into 4 factors towards consumer preference

Table 1: Rotated Factors Matrix for the Variables Involved in Purchase Decision of Britannia Products

Variable	Components			
	Factor1	Factor2	Factor3	Factor4
Taste	.753	.325	.102	.252
Health factor	.751	.155	-.018	.013
Ingredients	.722	.406	.067	.128
Variety of products	.657	.047	.446	-.186
Package	.238	.791	-.250	-.051
Extra offer	.322	.745	.221	.151
Appearance	.257	.737	.258	-.111
Retailer recommendation	.370	.612	.373	.253
Price	-.094	.103	.906	.101
Complementary	.229	.085	.815	-.083
Availability	.169	-.084	.014	.776
Habits	-.029	-.008	.002	.747
Quantity	.196	.499	-.024	.665

Extraction Method : Principal component analysis
 Rotation Method : Varimax with Kaiser Normalization

a. Rotation converged in iterations

Source: Primary data

The variable defining Factor 1 with their factor loading and communality for the consumer preference towards **BRITANNIA** products in Theni district.is given below

Table No 2: Factor 1: Quality

S N	Variable	Factor loading	Communality (H ²)	Cronbach Alpha
1	Taste	0.753	0.746	0.710
2	Health Factor	0.751	0.589	
3	Ingredients	0.722	0.707	
4	Variety of products	0.657	0.667	

Source: Computed data

It is observed from the above table that the variables of quality such as Taste, Health Factor, Ingredients, and Variety of products constituted in Factor 1 with higher factor loading. The higher amount of communality for the four variables indicate that higher amount of variance is explained by the extracted factors. The included four variables explain this Factor to the extent of 71.0 percent.

The variable defining Factor 2 with their factor loading and communality for the **BRITANNIA** products towards consumer preference in Theni district is given below.

Table No 3: Factor 2: Advertisement

S. N.	Variable	Factor loading	Communality (H ²)	Cronbach Alpha
1	Package	0.791	0.748	0.639
2	Extra offer	0.745	0.730	
3	Appearance	0.737	0.688	
4	Retailer recommendation	0.612	0.715	

Source: Computed data

Among the variables of consumer preference, the variables such as Package, Extra offer, Appearance, and Retailer recommendation with effective consumer preference constituted Factor 2 with higher Factor loading.

The higher factor loading of the variables indicate that Factor 2 underlies that variable. The higher value of communality for the four attributes indicates that the variables with in the Factor 2 have very high association among them. This included four variables explaining this Factor to the extent of 63.9

The variable defining Factor 3 with their factor loading and communality for the **BRITANNIA** products towards consumer preference in Theni district is given below.

Table No 4: Factor 3: Cost

S. N.	Variable	Factor loading	Communality (H ²)	Cronbach Alpha
1	Price	0.906	0.851	0.683
2	Complementary	0.815	0.730	

Source: Computed data

The variable price and complementary constituted Factor 3with higher factor loading. It is important because, consumer preference leads to higher improvement. The higher communality value 0.851. The included two variables explain the Factor to the extent of 68.3 percent.

The variable defining Factor 4 with their Factor loading and communality for the **BRITANNIA** products towards consumer preference in Theni district is given below.

Table no 5: Factor 4: Goodwill

S. N.	Variable	Factor loading	Communality (H ²)	Cronbach Alpha
1	Availability	0.776	0.639	0.755
2	Habits	0.747	0.559	
3	Quantity	0.665	0.683	

Source: Computed data

Among the variables of consumer preference, the variables such as Availability, Habits, and Quantity with effective consumer preference constituted Factor 4 with higher Factor loading. The higher Factor loading of the variables indicate that Factor 4 underlies that variable. The higher values of communality for the three attributes indicate that the variables with in the Factor 4 have very high association among them. This included three variables explain this Factor to the extent of 75.5.

The above table exhibits the rotated factor loading for thirteen variables of consumer preference. It is clear from the table that all the said variable has been extracted into four Factors.

Table No 6: Factor Motivating To Purchase Britannia Products

S. N.	Factors	Eigen Value	Percentage of Variance	Cum. Percentage of Variance
1	Quality	5.885	39.231	39.23
2	Advertisement	1.924	12.824	52.06
3	Cost	1.554	10.362	62.42
4	Good will	1.153	7.949	70.37

Source: computed

Kaiser-Meyer-olkin measure of sampling Adequacy : 0.814
 Bartlett's Test of sphericity Chi-Square : 2.501E3
 Degrees of freedom : 105
 Significance : 0.000

It is observed from table 5 that four Factors were extracted out of thirteen variables. These Factors account for 70.37 percentage variance in the data. Eigen value for the first Factor is 5.885, which indicates that the Factor contains very high information than other Factors. The quality variables clearly indicate consumers towards awareness on buying **BRITANNIA** products.

The second Factor accounts for 12.824 percent of variance. The information from package, extra offer, appearance and recommendation induce the consumer towards buying products. The Eigen value of this factor is 1.924.

The third factor accounts for 10.362 percent variables. Its Eigen value is 1.554. Importance of price is highlighted. The fourth factor accounts for 7.949 percent variance and its Eigen value is 1.153. It observed availability is highlighted towards buying of products.

SATISFACTION OF THE CUSTOMERS TOWARDS BRITANNIA PRODUCTS:

Level of Consumer Satisfaction towards Britannia Products:

The consumer satisfaction has been classified into three categories such as low, medium and high levels. For the respondents the total score value of each respondents has been calculated, the arithmetic mean (X) and the standard deviation (ó) calculated from 300 respondents.

The chi-square test is used to know the level of consumer satisfaction of Britannia products

Table 7: Level of Consumer Satisfaction towards Britannia Product

Level of satisfaction	Number of respondents	Percentage to total
High	63	21
Medium	184	61.3
Low	53	17.7
Total	300	100

Source: Primary data

Table 6 shows the level of consumer satisfaction towards Britannia product and the number of respondents Out of the total respondents, 184 respondent have medium level of consumer satisfaction their strength comes to 61.3 percent to the total, 63 respondents have high level of satisfaction and the remaining 53 respondents have low level of consumer satisfaction and their strength comes to 17.7 percent to the total.

Factors influencing level of consumer satisfaction:

In this study presents the various demographic factors of the sample respondents like age, gender, religion, education, occupation, income and no of family members. The researcher has examined the relationship between the factors and consumer satisfaction for this purpose. Chi square test has been applied.

Age and Level of Consumer Satisfaction:

The chi-square test is used to know whether the age of respondents has any influence on the consumer satisfaction towards Britannia Products. 61

Table 8: Age and Level of Satisfaction of the Sample Respondents

S. No	Age Year	Level of Consumer Satisfaction			Total
		High	Medium	Low	
1	Up to 30	38 (12.66)	80 (26.66)	35 (11.68)	153 (51)
3	Above 30	25 (8.33)	104 (34.67)	18 (6)	147 (49)
	Total	63 (21)	184 (61.3)	53 (17.7)	300 (100)

Source: Computed data

X² value : 11.150

Table value : 5.99

Df : 2

From table 8 it is observed that out of 300 respondents 153 (51 percent) and 147 (49 percent) belong to the age category up to 30 and above 30 years respectively, among the sample respondents the age category of respondents up to 30 dominated the sample.

In order to examine the null hypothesis that there is no association between the age of the respondents and consumer satisfaction, **chi-square test** has been applied.

The calculated chi-square value is more than the table value at 5% level of significance and therefore hypothesis is **rejected**. Hence, it is concluded that there is a **significant** relationship between the age group of the respondent's and consumer satisfaction.

Gender and the Level of Consumer Satisfaction:

The chi-square test is used to know whether the gender of respondents has any influence on consumer satisfaction of Britannia product.

Table 9: Gender and Level of Satisfaction of the Sample Respondents

S. No	Gender	Level Of Satisfaction			Total
		High	Medium	Low	
1	Male	45 (15)	94 (31.33)	29 (9.67)	168 (56)
3	Female	18 (6)	90 (30)	24 (8)	132 (44)
	Total	63 (21)	184 (61.3)	53 (17.67)	300 (100)

Source: Computed data

X² value : 7.924

Table value : 5.99

Df : 2

From table 9 it is observed that out of 300 respondents 168 (56 percent) and 132 (44 percent) belong to the gender category of male and female respectively, among the sample respondents the gender of male dominated the sample.

In order to examine the null hypothesis that there is no association between the age of the respondents and consumer satisfaction, **chi-square test** has been applied.

The calculated chi-square value is more than the table value at 5% level of significance and therefore hypothesis is **rejected**. Hence, it is concluded that there is a **significant** relationship between the gender of the respondent's and consumer satisfaction.

Marital Status and Level of Consumer Satisfaction:

The chi-square test is used to know whether the Marital status of respondents has any influence on consumer satisfaction of Britannia Product.

Table 10: Marital Status and Level Satisfaction of the Sample Respondents

S. No	Marital status	Level Of Satisfaction			Total
		High	Medium	Low	
1	Married	38 (12.66)	123 (41)	43 (14.34)	204 (68)
2	Unmarried	25 (8.33)	61 (20.33)	10 (3.33)	96 (32)
	Total	63 (21.0)	184 (61.3)	53 (17.7)	300 (100)

Source: Computed data

X² value : 6.021

Table value : 5.99

Df : 2

From table 10 it is observed that out of 300 respondents 204(68) and 96(32) belong to the marital status category of Married and Unmarried respectively, among the sample respondents marital status of Married dominated the sample.

In order to examine the null hypothesis that there is no association between the marital status of the respondents and consumer satisfaction, chi-square test has been applied.

The calculated chi-square value is more than the table value at 5% level of significance and therefore hypothesis is **rejected**. Hence, it is concluded that there is a **significant** relationship between the married status the respondent's and consumer satisfaction

Education and Level of Consumer Satisfaction:

The chi-square test is used to know whether the Education level of respondents has any influence on consumer satisfaction of Britannia Products. 65

Table 11: Education and Level of Satisfaction of the Sample Respondents

S. No	Education level	Level of Satisfaction			Total
		High	Medium	Low	
1	Up to 10 th	13 (4.33)	55 (18.33)	20 (6.66)	88 (29.32)
2	+2	25 (8.33)	41 (13.66)	15 (5)	81 (27)
3	Degree	25 (8.33)	88 (29.33)	18 (6)	131 (43.66)
	Total	63 (21.0)	184 (61.3)	53 (17.7)	300 (100)

Source: Computed data

X² value : 10.324

Table value : 9.49

Df : 4

From table 11 it is observed that out of 300 respondents 88 (29.33percent) , 81 (27percent)and 131 (43.67 percent) belong to the education qualification category of up to 10th, +2 and degree of the respectively, among the sample respondents the education category of degree dominated the sample.

In order to examine the null hypothesis that there is no association between the education qualification of the respondents and consumer satisfaction, **chi-square test** has been applied.

The calculated chi-square value is more than the table value at 5% level of significance and therefore hypothesis is **rejected**. Hence, it is concluded that there is a **significant** relationship between the education level of the respondent's and consumer satisfaction.

Occupation and Level of Consumer Satisfaction:

The chi-square test is used to know whether the occupation of the respondents has any influence on consumer satisfaction of Britannia Products.

Table 12: Occupation and Level of Satisfaction of the Sample Respondents

S. No	Occupation	Level Of Satisfaction			Total
		High	Medium	Low	
1	Student	15 (5)	60 (20)	24 (8)	99 (33)
2	Employee	20 (6.66)	56 (18.66)	19 (6.33)	95 (31.66)
3	Business & Housewife	28 (9.33)	68 (22.66)	10 (3.33)	106 (35.34)
	Total	63 (21.0)	184 (61.3)	53 (17.7)	300 (100)

Source: Computed data

X² value : 10.109

Table value : 9.49

Df : 4

From table 12 it is observed that out of 300 respondents 99 (33 percent) , 95 (31.66 percent)and 106(35.34 percent) belong to the occupation category of student,Employee and business and house wife respectively, among the sample respondents the occupation category of business and house wife group dominated the sample.

In order to examine the null hypothesis that there is no association between the occupation of the respondents and consumer satisfaction, chi-square test has been applied.

The calculated chi-square value is more than the table value at 5% level of significance and therefore hypothesis is **rejected**. Hence, it is concluded that there is a **significant** relationship between the occupation level of the respondent's and consumer satisfaction.

Income and Level of Consumer Satisfaction

The chi-square test is used to know whether the income of the respondents has any influence on consumer satisfaction of Britannia Products. 6

Table 13: Income and Level of Satisfaction of the Sample Respondent

S. No	Income level	Level of Satisfaction			Total
		High	Medium	Low	
1	Below 5000	20 (6.66)	40 (13.32)	9 (13.3)	69 (23)
2	5000-20000	21 (7)	94 (31.3)	22 (7.33)	137 (45.66)
3	20000-35000	22 (7.33)	50 (16.66)	22 (7.33)	94 (35.34)
	Total	63 (21.0)	184 (61.3)	53 (17.7)	300 (100)

Source: Computed data

X² value : 9.566

Table value : 9.49

Df : 4

From table 13 it is observed that out of 300 respondents 69 (23 percent) ,137 (45.66 percent)and 94(31.34 percent) belong to the income level of below5000, 5000- 20000 and 20000- 35000 respectively, among the sample respondents the income level category of Rs 5000 -20000 dominated the sample.

In order to examine the null hypothesis that there is no association between the income level of the respondents and consumer satisfaction, chi-square test has been applied.

The calculated chi-square value is more than the table value at 5% level of significance and therefore hypothesis is **rejected**. Hence, it is concluded that there is a **significant** relationship between the incomes. Level of the respondent's and consumer satisfaction.

No of Family Members and Level of Consumer Satisfaction

The chi-square test is used to know whether the No of Family Members of the respondents has any influence on consumer satisfaction of Britannia Product

Table 14: No of Family Members and Level of Satisfaction of the Sample Respondents

S. No	No. of family members	Level of Satisfaction			Total
		High	Medium	Low	
1	Below 4	39 (13)	86 (28.66)	25 (8.33)	150 (50)
2	4-5	14 (4.66)	58 (19.33)	18 (6)	90 (30)
3	Above 6	10 (3.33)	40 (13.33)	10 (3.33)	16 (20)
	Total	63 (21.0)	184 (61.3)	53 (17.7)	300 (100)

Source: Computed data

X² value : 4.800

Table value : 9.49

Df : 4

From table 14 it is observed that out of 300 respondents 150 (50 percent) 90 (30 percent) and 60 (20 percent) belong to the size of the family category of below 4, 4-5 and above 6 of the respondents respectively, among the sample respondents below 4 members dominated the sample.

In order to examine the null hypothesis that there is no association between the size of the family of the respondents and consumer satisfaction, **chi-square test** has been applied.

The calculated chi-square value is more than the table value at 5% level of significance and therefore hypothesis is **rejected**. Hence, it is concluded that there is a **significant** relationship between the

Size of family level of the respondent's and consumer satisfaction

PROBLEMS FACED BY THE CONSUMERS:

In this study the factor the respondents satisfaction over Britannia product has been analysed by garret ranking technique. In this analysis the respondents were asked to rank the factors which mainly opinion about the problems of particular product.

Table 15: Problems of Britannia Products Respondents

S. N.	Problems	Garrett mean score	Rank
1	High Cost	48.58	4
2	Poor Taste	46.7	5
3	Usage Period	49.7	3
4	Quality	52.3	2
5	Health Issues	53.56	1
6	Smell	40.66	9
7	Quantity	45.46	6
8	Poor Package	43.08	7
9	Ingredients	37.72	10
10	Consumption Period	41.25	8

Source: Computed Data

It could be observed from Table 14 that Health Issues are the major problems compared to other Britannia problems with mean score of 53.56. Quality is the second rank with a mean score of 52.3. Usage Period is the third rank with a mean score of 49.7. High cost is the fourth rank with a mean score of 48.58. Poor Taste is the fifth rank with a mean score of 46.7. Quantity is the sixth rank with a mean score of 45.46. Poor Package is the seventh rank with a mean score of 43.08. Consumption Period is the eighth rank with a mean score of 41.25. Smell is the ninth rank with a mean score of 40.66 and Ingredients is found to be the least problem with a mean score 37.72.

FINDINGS:

38(12.66%) and 35(11.68%) respondents come under up to 30 year age group with high and low level of satisfaction respectively and 104(34.67%) respondents come under above 30 year age group with medium level satisfaction.

45(15%), 94(31.33%) and 29(9.67%) respondents belong to male category followed by 38(12.66%), 123(41%) and 43(14.34%) respondents under the married category, with high, medium and low level of satisfaction respectively and 25(8.33%), and 88(29.33%) respondents come under degree level qualification will high and medium level of satisfaction respectively and 20(6.66%) respondents have come up to 10th level qualification and have low level satisfaction.

28(9.33%) and 68(22.66%) respondents come under business & house wife group with high and medium level of satisfaction respectively and 24(8%) respondents are student wise low level satisfaction.

22(7.33%) and 22(7.33%) respondents come under Rs 20000- 35000 income group with high and low level of satisfaction respectively and 94(31.3%) respondents come under Rs 5000-20000 income group with medium level of satisfaction. 39(13%), 86(28.66) and 25(8.33%) respondents come under below 4 member family group.

There is significant relationship among age, gender, marital status, education, occupation and income of the respondents and their level of satisfaction towards Britannia products.

There is no significant relationship between size of family and their level of satisfaction towards Britannia products.

Problems of Britannia Products Users:

Health issue factors occupy 1st rank position and last rank is allotted to of smell factor among Britannia products during the under study period.

Factor analysis towards Purchase of Britannia Products:

The important factors motivating buying decision behaviour of Britannia product are quality, advertisement, cost and goodwill during the study period.

An analysis of explanation of higher factor loading revealed that the above said variables recorded factor to the extent of 71.0 percent, 63.9 percent, 68.3 percent, and 75.5 percent respectively during the study period.

SUGGESTIONS:

Based on the findings of the study, the researcher would like to give following suggestions to strengthen business and consumer satisfaction level.

- The company to retain its market leadership should concentrate in sales promotion activities, which would enhance the sales of Britannia products.
- Special programs can be organized to motivate the dealers and retailer to gain awareness about various schemes and also to push the sales.
- Point of purchases display for Britannia should be increased. Britannia is found to be preferred by majority of the customers.
- Some of the respondents informed that the Britannia Company demand more deposits from the dealer, Hence the company should try to reduce the deposits amount from the dealers that will help the company to retain the existing dealers.
- A few respondents informed that the Britannia Company does not give more advertisement compared to other companies. Hence the company may concentrate on advertisement to attract major customers.
- Mostly respondents suggested in reduction of price.
- They may also use innovative packing methods for covering the biscuits packs.
- Britannia industries may bring a variety of new tastes in biscuits.

CONCLUSION:

The modern marketing and business are fully consumer and customer oriented. These ideas should be kept in mind with all the manufacturers. Otherwise, they have to lose the existing customers.

All the companies should try to satisfy the desires and needs of the customers in all possible ways. As there are heavy competitions in the confectionary items, the Britannia industry should be very careful with regard to customer satisfaction. The Company new products contribute considerable market share in the total market.

Britannia products are most popular among its users mainly because of its taste and preferences, low price and much more availability. Customers ask for specific biscuits of Britannia in retail shop because of their advertisement. If the particular brand is not available they would not recommend any other brand.

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