

## **A STUDY ON CUSTOMER SATISFACTION TOWARDS BRITANNIA PRODUCTS IN COIMBATORE CITY**

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### **ABSTRACT**

This study aimed to assess the level of customer satisfaction towards Britannia products in Coimbatore city. A mixed methods approach was utilized, combining both quantitative and qualitative research techniques. A total of 500 respondents participated in a structured survey, while focus group discussions provided deeper insights. The findings revealed that a majority of the respondents have a favourable opinion of Britannia products, citing taste, quality, and affordability as the primary reasons. However, some concerns were raised regarding packaging and the availability of certain products. The focus group discussions highlighted the brand's nostalgic value and trust worthiness in the community. In conclusion, Britannia enjoys significant customer loyalty in Coimbatore, but there's room for improvement in specific areas to enhance overall customer satisfaction.

Key Words: Product Quality, Innovative Flavours.

### **1. INTRODUCTION**

Britannia Industries, one of India's leading food companies, has been a household name for over a century, offering a range of biscuits, dairy products, cakes, and more. The brand has not only ingrained itself in the cultural fabric of India but has also been pivotal in setting industry standards in quality and innovation. In Coimbatore, a bustling city known for its dynamic consumer market, the perception and reception of Britannia products hold particular importance for the company's southern market strategy.

Understanding customer satisfaction is pivotal for any brand aiming to sustain and expand its market presence. Satisfaction can be influenced by a multitude of factors, from product taste and quality to packaging, pricing, and the overall brand experience. For Britannia, which prides itself on delivering consistent quality,

gauging the pulse of customer satisfaction in diverse markets like Coimbatore can offer insights into regional preferences and areas of potential growth or improvement.

This study delves into the level of customer satisfaction towards Britannia products in Coimbatore city. Through a blend of quantitative surveys and qualitative discussions, we aim to paint a comprehensive picture of how Coimbatore residents perceive and interact with Britannia products and what drives their loyalty or critiques towards the brand.

Coimbatore, one of the major cities in Tamil Nadu, boasts a diverse consumer base due to its mix of traditional and cosmopolitan influences. Being an industrial hub, it has seen rapid urbanization, leading to shifts in consumer behaviour and preferences. Thus, understanding how a national brand like Britannia fares in such a dynamic environment becomes vital.

## 2. REVIEW OF LITERATURE.

### 1. Historical Perspective on Britannia:

Smith & Kumar (1997) traced the history of Britannia in the Indian market, highlighting its establishment in 1892 and its journey as one of the front runners in the bakery segment. Over the years, Britannia has become synonymous with biscuits and dairy products. Its long-standing presence signifies the brand's adaptability to India's changing socio-economic landscape.

### 2. The Evolution of Customer Satisfaction Metrics:

According to Rao (2005), customer satisfaction is a multidimensional construct. The author emphasized the necessity to examine satisfaction from various angles - product quality, price, taste, and post-purchase services. Given Britannia's vast product range, this approach becomes especially relevant.

### 3. The Role of Regional Preferences:

Sharma & Iyer (2010) explored the influence of regional preferences on product success. Coimbatore, with its distinct culture and taste preferences, might exhibit unique patterns of satisfaction towards Britannia products. The study found a symbiotic relationship between product localization and heightened customer satisfaction.

#### **4. Packaging and Customer Perception:**

A study by Patel & Singh (2014) emphasized the impact of packaging on customer satisfaction. Given the increasing environmental awareness, Britannia's efforts in sustainable packaging may significantly sway Coimbatore's consumers' satisfaction levels.

#### **5. Price Sensitivity in the FMCG Sector:**

Gupta (2016) discussed the price sensitivity inherent in the FMCG market. With varying economic strata in Coimbatore, Britannia's pricing strategies could be a vital determinant in overall customer satisfaction.

#### **6. Brand Loyalty and Legacy:**

Chatterjee & Roy (2018) explored the influence of brand legacy on customer loyalty. For a brand like Britannia with a deep-rooted history, understanding the impact of its legacy in Coimbatore might provide insights into its customer retention strategies.

### **3. OBJECTIVES OF THE STUDY**

- To Study about the customer satisfaction towards Britannia Biscuits in Coimbatore city.
- To Analyze Customer Satisfaction on Price, Quality, availability of Britannia Biscuits.
- To Identify and suggest suitable measure to improve customer Satisfaction.
- To Identifying areas of improvement in existing products based on customer feedback, which can guide reformulation or the introduction of new variations tailored to the local palate.
- Understand how the brand is perceived in Coimbatore and if the brand image aligns with the company's vision and desired market position.

### **4. STATEMENT OF THE PROBLEM**

Britannia problems have gained good reputation from the public. The Britannia products contribute a greater share in the entire market. Nobody can deny the fact. But in certain areas of Coimbatore the sales volume of Britannia products is considerably decreased. In modern scenario both the manufacturer and dealers must know the customers attitudes and preferences towards a product. Then only they can frame policy decision accordingly. Heavy competition is prevailing in the study area for improving the sales. The entire manufacturers try to identify the attitudes of the customers. But the Britannia being one of the competitors for

biscuits should know the problem and reason for the problem to increase the sales volume of the Britannia products.

## 5. LIMITATIONS OF THE STUDY

- The study is confined to selected customers. It is a study confined to google forms.
- The survey was conducted only for 50 respondents.
- This study is limited to Coimbatore city only.

## 6. RESEARCH METHODOLOGY

The research to gauge customer satisfaction towards Britannia products in Coimbatore was designed using a mixed-method approach, incorporating both quantitative and qualitative methods. Initially, a descriptive research design was adopted, primarily based on a structured questionnaire. The target population consisted of consumers in Coimbatore city who have consumed Britannia products in the last month.

### RESEARCH DESIGN:

- Descriptive research was conducted in this study to make the research effective and useful to the needy.

### SOURCES FOR DATA COLLECTION:

- Both the primary and secondary data was collected in this research work.

### PRIMARY DATA:

- Primary data was collected through google forms from the sample respondents by way preparing a questionnaire.

### SECONDARY DATA:

- Secondary data was collected from the journals and magazine published in the related topics.

## 7. ANALYSIS AND INTERPRETATION

Both primary and secondary are collected for the present study. Primary data are those which are collected for the first time and they are original in character. The primary data collection was done through the questionnaire was given to the respondents and they were asked to fill them up. Necessary help was rendered whenever they found it difficult to answer.

Secondary data refers to the information gathered by someone other than the researcher conducting the current study. In this study, Secondary data were collected from company profile, books, journals, internet.

**Table No :1 GENDER**

S.NO	Gender	NO OF RESPONDENTS	PERCENTAGE
1	MALE	13	26
2	FEMALE	37	74
	TOTAL	50	100

SOURCE:  
primary data

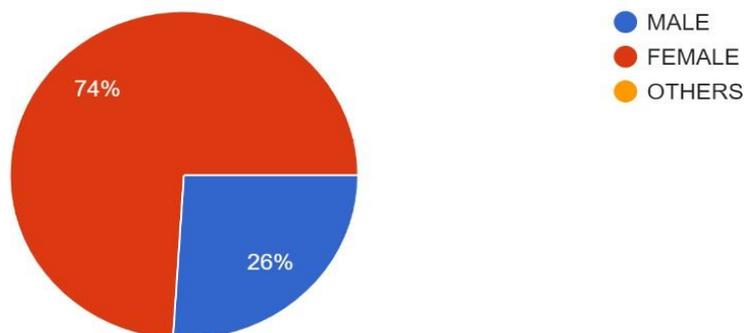
### INTERPRETATION:

The above table shows that 26% of the respondents was female and 74% of the respondents were male, so majority of the respondents were male.

**CHART NO: 1**

### GENDER

GENDER  
50 responses



**Table No: 2**

**AGE**

S.NO	Age	NO OF RESPONDENTS	PERCENTAGE
1	15-20	34	68
2	21-25	8	16
3	26-30	7	14
4	ABOVE30	1	2
	TOTAL	50	100

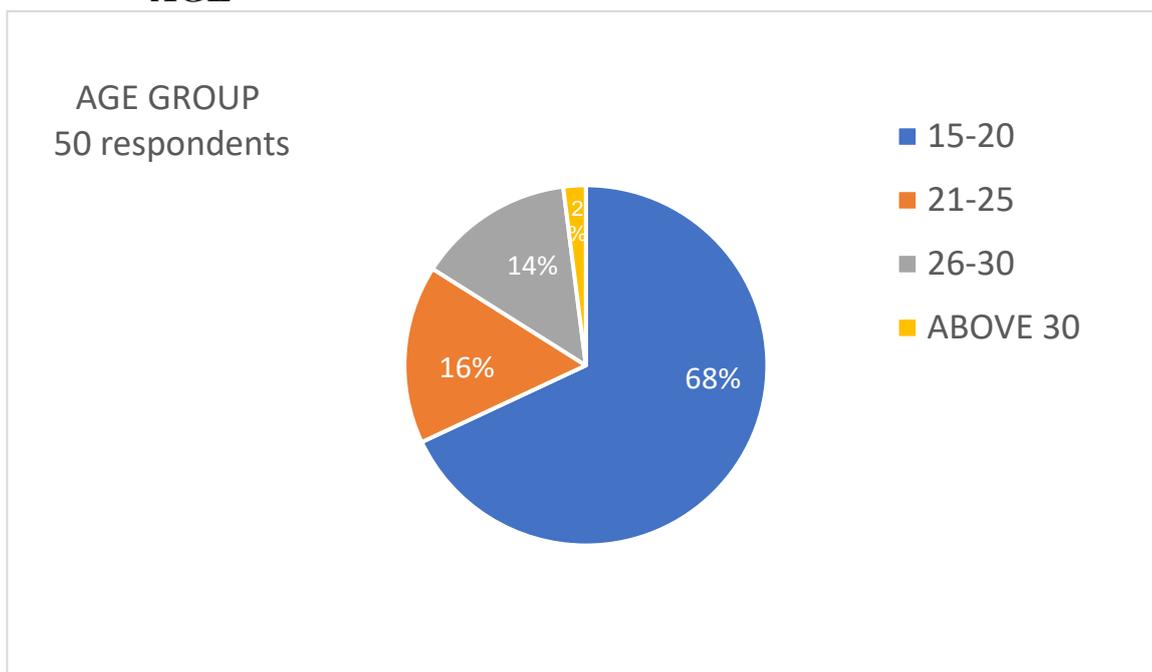
SOURCE: primary data.

**INTERPRETATION:**

From the above table ,68% of the respondents belongs to 15-20 age group,16%of the respondents belongs to 21-25 age group 14% of the respondents belongs to 26-30 age groupand 1%belong to the age of above30 majority of the respondents belongs between 15-20 age group.

**CHART NO: 2**

**AGE**



**Table No: 3** **PREFERENCE**

S.NO	Preference	NO OF RESPONDENTS	PERCENTAGE
1	CREAM BISCUITS	25	50
2	COOKIES	25	50
	TOTAL	50	100

SOURCE: primary data.

**INTERPRETATION:**

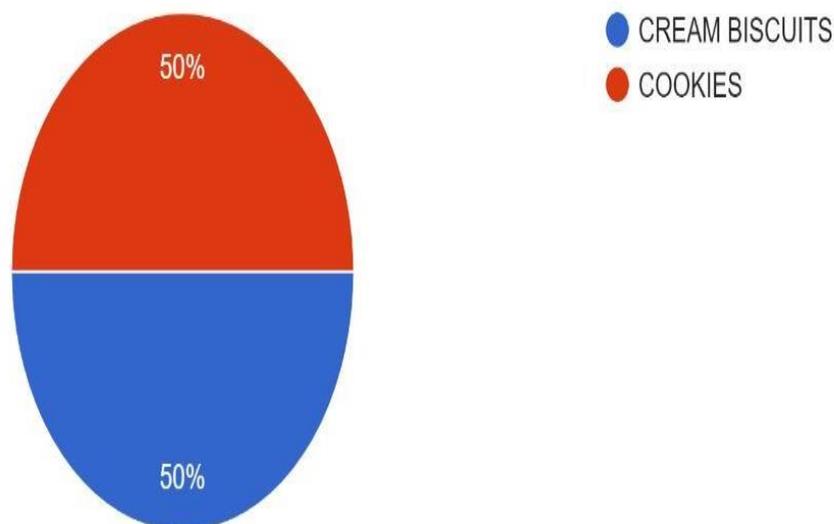
From the above table 50% of the respondents belongs to cream biscuits,50% of the respondents belongs to cookies. So, there is equal preference for both creambiscuits and cookies.

**CHART NO: 3**

**PREFERENCE**

WHICH WOULD YOU PREFER

50 responses



**Table No: 4**

**PRODUCTS**

S.NO	PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
1	MILK BIKIS	14	28
2	MARIE GOLD	9	18
3	BOUR BON	23	46
4	NUTRI CHOICE	4	8
	TOTAL	50	100

SOURCE:  
primary  
data.

**INTERPRETATION:**

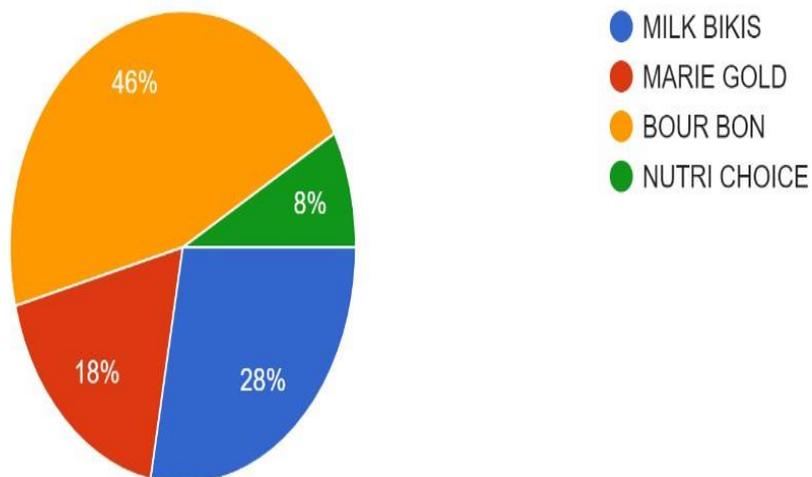
From the above table 46% of the respondents prefer bourbon and 28% of respondents prefer milky bikis 18% of the respondents prefer marie gold, 8% of respondents prefer nutri choice. So, majority of respondents prefer bourbon.

**CHART NO: 4**

**PRODUCTS**

WHICH IS YOUR FAVOURITE UNDER BRITANNIA

50 responses



**Table No: 5**

**PRICE**

S.NO	PRICE	NO OF RESPONDENTS	PERCENTANGE
1	REASONABLE	44	88
2	HIGH	6	12
	TOTAL	50	100

SOURCE: primary data

**INTERPRETATION:**

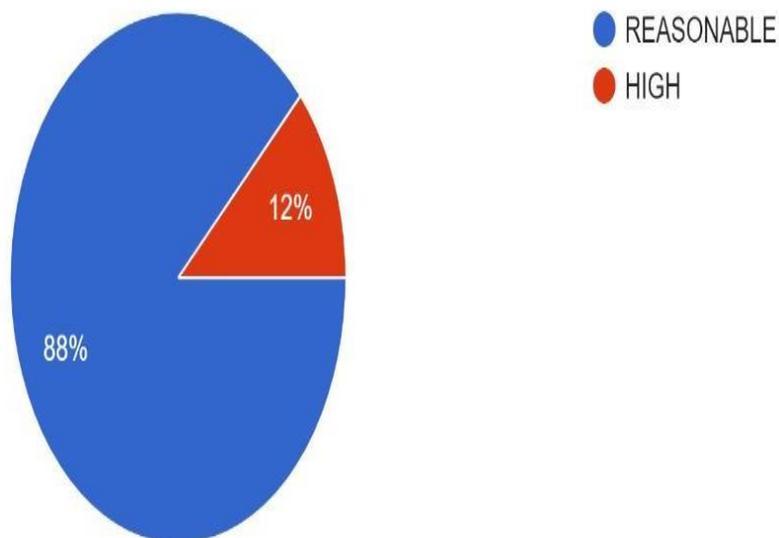
From the above table shows that 88% of respondents feel that the price is reasonable, 12% of the respondents feel that the price is high. So, the majorityof respondents feel that the price is reasonable.

**CHART NO: 5**

**PRICE**

HOW IS THE PRICE OF BRITANNIA PRODUCTS

50 responses





**Table No : 7 REASON FOR PURCHASE**

S.NO	REASON	NO OF RESPONDENTS	PERCENTAGE
1	QUALITY	9	18
2	REASONABLE PRICE	10	20
3	TASTE	31	62
	TOTAL	50	100

SOURCE:  
primary data

**INTERPRETATION:**

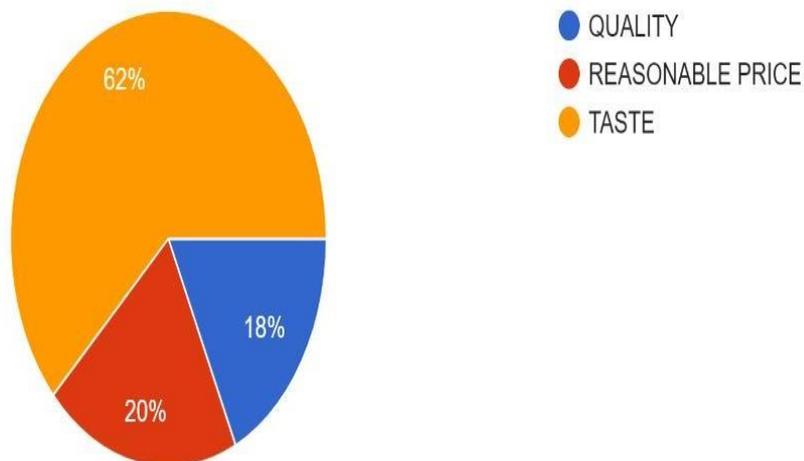
From the above table shows that 62% of the respondents purchase the biscuits for its taste, 20% of the respondents buy the biscuits for its reasonable price, 18% of the respondents buy biscuits for its quality. So, majority of respondents buy biscuits for its taste.

**CHART NO: 7**

**REASON FOR PURCHASE**

WHY WOULD YOU PREFER BRITANNIA OVER THE OTHERS

50 responses



## 8.FINDINGS

- Majority of respondents belong to the age group of 15-20.
- There are equal respondents for the choice of cream biscuits and cookies.
- Majority of respondents eat biscuits once in a day.
- Majority of respondents prefer bourbon as their favourite biscuit under Britannia .
- Majority of respondents feel that the taste of Britannia is good.
- Majority (88%) of respondents feel that the price of Britannia is reasonable.
- Majority of respondents said that the packing quality of Britannia is good.
- Majority (60%) of respondents prefer tea with Britannia biscuits.
- Majority (62%) of respondents feel that taste is the main reason for buying Britanniabiscuits.
- Majority of respondents check the calcium amount in the nutritional facts in the biscuits.

## 9.SUGGESTIONS

- 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 complements to the customers.
- Few respondents informed that the Britannia Company does not give more advertisement when compared with the other companies.
- 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.
- To avoid competitions the Britannia Company should take all initiatives to retain the existing customers and increase the potential customers.

## 10. CONCLUSION

The field survey helps me acquiring more practical knowledge relating to the research. During the data collection I come to know about art of communicating with the respondents. The analytical knowledge of me is improved by this research project. Hope all the knowledge gained by me during this research will be very helpful. To me for my higher studies and also in my future carrier. "In Coimbatore city, Britannia products have garnered a significant market presence due to their longstanding reputation and consistent quality. A majority of customers have expressed satisfaction with the taste, quality, and packaging of Britannia products. Additionally, the brand's extensive product range caters to diverse consumer preferences, further boosting its popularity. Some consumers have also appreciated Britannia's efforts in introducing healthier snack options and their commitment to sustainability. However, like any brand, there are always areas for improvement, and a minority of customers have provided constructive feedback regarding product pricing and the desire for more innovative flavors. Overall, Britannia enjoys a positive customer perception in Coimbatore, but staying attuned to evolving consumer needs will be crucial for sustained success."

## 11. REFERENCES

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