

THE STUDY ON CONSUMER PERCEPTION TOWARDS BRITANNIA PRODUCTS

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **D.SIVA (40740342)** who carried out the Project Training at "BRITANNIA " under our supervision for a period of 3 months from January 2023 to March 2023.

Dr.SASIREKHA

Internal guide

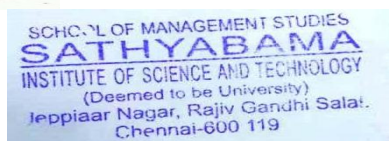
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DATE: **29.04.2023**



PLACE: **CHENNAI**

SIGNATURE OF THE CANDIDATE

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ABSTRACT

This report contains the summary of the project entitles “ **A study on consumer perception towards(Britannia products)**. The period of the study from January to march 2023. The report contains the market potential of Britannia product.

This report examines the market potential of Britannia ,focusing their nutritional value, versatility, And sustainability. The report analyzes current trends in the Britannia including supply and demand Dynamics, production methods, and distribution channels. It also identifies key drivers and barriers to Britannia adoption and explores opportunities for growth and innovation in the industry. The objectives of report is to create awareness about Britannia based project and its health benefits.

The optical of Britannia based project defined author or disclosed and data collected are documented in the form of chart and bar diagrams and analysis in percentage.

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THE STUDY ON CONSUMER PERCEPTION TOWARDS BRITANNIA PRODUCTS

CHAPTER 1

1.1 INTRODUCTION

The companies ultimate aim to increase the sales and they should aware about the factors drive to buy the goods .The perception of the consumers will be vary. It actually motivates or influences the consumer to buy the product. Consumers are the persons who consume goods.

The company focused on the consumer. Because they are the “ King of the business” In the traditional times the company are focused on the production than the consumer. But now days they are giving more importance for consumer than the production. The consumer satisfaction is satisfied in all means like product quality, product price, quantity, promotion, Retailer's ship etc. If they are satisfied on these circumstances they will get satisfied.

Britannia company industries are one of the largest food Industries. The headquarters is Kolkata; it sells the Britannia and tiger brands of the biscuits and the dairy products all over the India and around the 60 countries .The company was born on 21st march of the year 1918 as the public limited company. The company located in Kolkata, Delhi, Chennai, Mumbai.

The Britannia used in world-wide it used by all the people. In Britannia company all the Britannia products are famous and all are aware used on it. Britannia biscuits are used by people at the day to-day basis. The biscuits that the consumers are having for the emptiness or for attraction to taste. Here we are going to study about the consumer perception of the product based upon the different age group. It will vary

on the interest and the satisfaction. Here we will analyze the consumer attraction to the biscuits and how they get satisfied on it.

1.2 MEANING OF CONSUMER PERCEPTION



In general marketing terms, customer perception refers to customers' awareness, their impressions, and their opinions about a business and its brand, along with its products and services. Customer perception can be shaped by both direct and indirect interactions with a brand's offerings; it's not entirely dependent upon marketing or upon the inherent quality of the product or service itself. It may seem difficult, then, to control customer perception. While control might not actually be possible, there are several ways to influence how customers view companies through brand market research.

Customer behavior and perception of brands is not in all actuality driven by logic — from negative brand associations, to positive or even sentimental brand attachments. According to Harvard professor Gerald Zaltman, 95% of purchase decisions are subconscious. Remember that commercial jingle for an iconic software brand you grew up hearing on TV? It probably left a lasting impression on your young mind, and in turn given you a brand perception that is hard to let go of.

The intangible concept of customer perception is often at odds with the

tangible effect on business outcomes, as customer perceptions of a company's products or services can have a serious impact on the long term viability of a business's offerings. Just ask any insights professional at Disney, a company that takes the motto "make people happy" very seriously by listening to the voice of the customer to improve its offerings.

According to the Harvard Business Review, emotional connection to a brand is the key to long term business outcomes. Customers that have developed a bond with a business are in fact more valuable than highly satisfied customers; these customers, described as "fully connected" are actually 50% more valuable than the average customer. Therefore, if brands can win people over by forming emotional connections with them, brands can be highly influential in swaying customer perception.

Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness.

The entire process of customer perception starts when a consumer sees or gets information about a particular product. This process continues until the consumer starts to build an opinion about the product. Everything that a company does will affect customer perception. The way the products are positioned in a retail store, the colors, and shapes in your logo, the advertisements that you create, the discounts that you offer, everything impacts the customer perception.

Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product. When a customer sees advertisements, promotions, customer reviews, social media feedback, etc. relating to a product, they develop an impression about the product.

1.3 DEFINITION OF CONSUMER PERCEPTION

“ Regardless of their actual experience, customer perception is all about how the customer feels about your brand and their interactions with you,” explains Sam Chandler, senior manager of customer success at Zendesk.

Customer perception is a “ Process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes.” – as defined by F.G. Crane and T.K. Klarke (1994), G.D. Harrell, G.L. Frazier (1998) .

According to the Business Dictionary, consumer perception or customer perception is a “ Marketing concept that encompasses a customer’ s impression, awareness, or consciousness about a company or its offerings.”

Perception is derived from the word ‘ **perceive**’ , it refers to the ability to give meaning to whatever stimuli are sensed by our sense organs.

The manner in which a consumer perceives the marketing stimuli (i.e., any or all of the elements of the marketing mix) has a bearing on his entire buying decision process, right from problem recognition or identification of a need to post-purchase behaviour, and affects his overall behaviour. The marketing stimuli could pertain to any and all of the elements of the marketing mix.

The perceptual process comprises three components, namely the perceiver, the target (stimulus), and the situation. The perceptual mechanism depicts a complex and dynamic interplay of three processes,

namely selection, organization, and interpretation. Perceptual selection is the process by which people select a particular stimulus or a small portion of the stimuli to attend to, while screening out the rest.

Perceptual organization is a cognitive process, which is responsible for organizing the stimuli and the surrounding cues, to develop a 'whole picture', according to one's physiological, sociocultural, and psychographic backgrounds, so as to give some meaning to it.

Perceptual interpretation involves extracting meaning out of the 'whole picture'. As processes, both perceptual organization and interpretation are intertwined as both have to do with deriving sense and assigning meaning to the stimulus to which a person has been exposed.

Because the characteristics of each of the components, perceiver, stimulus, and situation, are different, the perceptual mechanism is impacted variedly. People perceive things differently because of the perceptual mechanism that differs between people. Perception is unique to each person, and this makes perception a subjective process.

Perception as a topic of study is important for marketers because people generally make purchase decisions on the basis of what they perceive. Consumers perceive the marketing stimuli variedly. They form their opinions and beliefs about products and/or brands, the price, the store, and the retailer, and about the advertisement and promotional messages that they are exposed to. They also form mental images of them, often adding symbolic value to marketing stimuli in the form of imagery. When the marketing stimuli are perceived favourably, chances of purchase and usage are always higher

1.4 IMPORTANCE OF CONSUMER PERCEPTION

A happy customer is one who is satisfied with the experience that he has with a product or a service. Customer perception is built around the experience that a customer has with a product.

Consumer perception can make or break your brand. When customers had a pleasant experience of getting their products delivered on time they form a perception. Getting the products that were as described in the product description also creates a positive customer perception. When customers experienced a great after-sale service it is going to develop a positive opinion about the brand. Customer perception is also important to determine the kind of image a brand wants to build.

For example, when a retail clothing store has displayed clothes on crowded racks using low-quality plastic hangers, customers get a perception that it is a low-quality brand. But when the same clothes are presented well with back-lit mannequins, neatly arranged, good quality attractive hangers, etc. the customers build a different perception about the brand.

Customer perception or consumer perception plays a major role in buying behavior. Hence companies are going the extra mile to create a pleasant and happy customer experience for their customers. Companies are ready to spend money and effort to influence customer perception and drive profitable consumer behaviour.

1.5 STAGES OF CONSUMER PERCEPTION

Customer Perception is a Four stage process that translates raw stimuli into meaningful information.

Each individual interprets the meaning of stimulus in a manner consistent with his/her own unique biases, needs and expectations. Four stages of perception are exposure, attention, interpretation and memory

1. Exposure

Exposure includes the elements like colors, logo, sound, ambience which a customer experiences when they interact with a brand or a product. When we see a particular color and taste a unique flavor it can get our attention which forms the second stage.

2. Attention

Attention comes into picture when the exposure stage completes and the customer takes notice of the message and product being marketed. If the attention results in positive experience, it may get into the interpretation stage.

3. Interpretation

Interpretation is how a customer assigns meaning or some value to the inputs and experience in the first 2 stages of customer perception. It can lead to comparison with another similar product or some similar experience from the past. Overall the customer assigns some meaning to the overall experience with the product.

4. Retention

Now the final stage is when the customer remembers the interaction for future references by storing it in the memory. This means that the customer perception is now formed. It may be positive or it may be negative

as well.

In simpler terms, it is how a customer sees a particular brand with whatever he or she has been able to understand by watching the products, its promotions, feedback etc. It is the image of that particular brand in the mind of the customer.

1.6 THE DYNAMICS INVOLVED IN CONSUMER PERCEPTION

- ☐ The sensory receptors sense a stimulus (object, person, or situation).
- ☐ The stimulus is either given attention or ignored.
- ☐ In case it is given attention, the selected stimulus is organized and interpreted to result in beliefs, which influence our behaviour in day-to-day life.
- ☐ People perceive things differently because of their characteristics and backgrounds, and because of the different perceptual mechanisms that take place.

1.7 ELEMENTS OF CONSUMER PERCEPTION

1. Input

The input to the perceptual process refers to the various stimuli that surround an individual and exist in his environment. The perceptual process begins when the sensory receptors detect a stimulus in the environment, which acts as an input to the perceptual mechanism.

2. Perceptual Mechanism

Once the sense organs detect a stimulus in the environment, the person selects, organizes, and interprets it through a. perceptual selectivity, b. perceptual organization, and c. perceptual interpretation. Put together, this is known as the perceptual mechanism.

- Perceptual selection or perceptual selectivity refers to a tendency within a person to select one or a few out of the many stimuli present in the environment. Selectivity is based on one's demographic, sociocultural, and psychographic factors. A person would tend to select those stimuli that appear attractive and relevant to him. Selectivity would also be affected by the characteristics of the stimulus as well as by the situation involved.
- Perceptual organization occurs after the stimulus has been received and selected for further processing. It is the process of organizing inputs into a definite, coherent, and interpretable structure. In other words, the various stimuli are organized and given a form.
- Perceptual interpretation refers to the process of drawing inferences from the organized whole (of stimuli), and giving meaning to them.

3. Output

Once the input has been interpreted, it results in an output. The output towards the stimulus assumes various forms, for example, in the formation of emotions and moods, as well as beliefs, opinions, and attitudes.

4. Behaviour

The resultant behaviour is an outcome of the output. Based on one's emotions and moods, as well as beliefs, opinions, and attitudes, a

person would enact behaviour.

1.8 THE PERCEPTUAL MECHANISM – 3 SUB PROCESSES

The perceptual mechanism requires greater discussion owing to the great deal of complexity and dynamism that go into play.

- Perceptual selection
- Organization
- Interpretation

1.8.1 PERCEPTUAL SELECTION

Human beings are simultaneously exposed to various stimuli in their environments. Due to the fact that various stimuli cannot be treated or processed at the same time, people become selective in their approach and choose some stimuli for further processing and disregard the rest.

The choice of the stimulus would depend on what they feel is relevant to and/ or appropriate for them. In the field of marketing, stimuli could include the product, the brand name, the features and attributes, the packaging, and the advertisement. This is referred to as perceptual selectivity.

Perceptual selectivity is the process by which people select a particular stimulus or a small portion of the stimuli to attend to, while screening out and disregarding the rest. Marketers should manage the sensory and perceptual factors to influence consumers. Keeping perceptual selectivity in mind, marketers should offer different products for different segments and position them accordingly.

Sometimes we are flooded with a lot of stimuli around us. In the marketing context, this happens when we are surrounded by a lot of products and/or brands in a store, and we find it difficult to concentrate on a particular stimulus. At such times, people tend to identify what would be more important to sense and give attention to. This is known as signal detection.

Another perspective to defining the signal detection theory relates to how and when a weak stimulus (signal) would get noticed in spite of a lot of activity around it. While the absolute threshold has a role to play, the signal detection theory proposes that the ability to notice a stimulus (signal) not only depends upon the characteristics of the stimuli but also on the background stimulation, and the detectors (perceiver's) characteristics' like alertness, interest, expectation, motivation, involvement, attitudes and beliefs, personality type, etc.

For example, if a lady needs a 2-kg bag of Kohinoor Basmati rice, she will notice the brand despite the clutter of other products and brands, and will be selective to a 2 -kg pack although there may be 1-kg and 5-kg Kohinoor Basmati packs in the vicinity.

Further, people also have a tendency to selectively attend to only one voice amidst many others, deal with it, and then move on to 'tune in' to the next. This ability to focus on one voice over everything else is known as the cocktail party effect. Because the phenomenon involves the auditory attention on a particular stimulus while filtering out the rest, and is similar to a party person who can focus on a single voice amidst a lot of other noise, the concept is called a cocktail party effect.

In the context of marketing, a consumer who visits a fair or an exhibition is able to pay attention to one message from a loud speaker at a time and ignores the rest. The message may be the one which is the loudest, or the one that relates to his need and want, or the one that is

attractive enough as it talks of a sale or a discount. For example, a person would be receptive to a message from a Nescafe coffee vendor if he is in need of a beverage, or would be receptive to a message from an apparel wear brand that announces a 20 per cent off.

Another concept related to perceptual selection is sensory adaptation. Sensory adaptation refers to a reduction in sensory responsiveness when exposed to a stimulus for a substantial period of time. This is because as we are exposed to a stimulus constantly for some amount of time, there is monotony and constancy, and we tend to become less sensitive to it.

This explains why marketers face the problem of advertisement wear-out. On repetition of the advertisement and constant exposure to the viewer, the advertisement begins to get unnoticed.

The viewer or the reader no longer gives attention to the promotional message, and the impact once created by the advertisement gets weakened. This is called the wear-out effect. In order to tackle this problem, marketers go about changing their advertisements, and introduce changes either in the content or in the context, or in both.

They go in for substantive or cosmetic variation. Substantive variation in advertisements occurs where the message content changes, while the background or the models or the jingle remains the same. Cosmetic variation occurs where the model changes, but the message remains the same immediately draws our attention.

Consumers are more likely to be selective about stimuli that relate to their current needs, and are personally relevant. This is called perceptual vigilance. For example, if a person is thirsty, a hoarding or a banner showing an advertisement of Pepsi or Coke would immediately catch his attention, and he would be on the lookout for a store where he can buy a cold drink to quench his thirst.

People are also seen to exhibit selectivity when they see what they want to see, and avoid seeing something which they do not want to see. This is called perceptual defence.

FACTORS OF PERCEPTUAL SELECTIVITY

1. Factors external and related to the stimulus
2. Factors internal and related to the perceiver.

1. External and Related to the Stimulus

These factors may be further classified as sensory elements and structural elements. Sensory elements are characteristics in the stimulus, which are sensed immediately, such as smell and sound, taste and feel, and colours and visuals. The structural elements also pertain to the stimulus and comprise characteristics that make a stimulus stand out and apart from others.

★ SIZE

The larger the size of the stimulus, the more likely it is to be noticed. For example, headlines in the newspaper are in larger font size and immediately catch our attention. Similarly, the brand name on the packaging of a product is again in a larger font size, and is meant to draw our attention. In addition, a full-page print advertisement is more likely to be noticed than a half-page or a quarter-page advertisement. Today, most newspapers carry full-page advertisements on the first and the last pages.

★ INTENSITY

The larger the force or power of a stimulus, the greater will be the chances of it getting noticed and perceived. For example, strong aromas of food outside a restaurant or the smell of cakes and pastries outside a confectionery store, bright and flashy colours on the packaging of a product, and the use of a loudspeaker on mobile vans for publicity are

immediately sensed by our sensory receptors.

★ **CONTRAST**

Any stimulus that stands out from the rest of the environment receives greater attention. For example, capital and bold letters in a print advertisement or on a package are immediately sensed by us. Reversals, that is, white printing on black background or vice versa, catch our attention.

★ **MOTION**

Anything that moves has greater chances of being noticed than a stimulus that is stationary. For example, the use of mobile vans for promotion and advertising also grabs attention.

★ **POSITION**

Position refers to the placement of an object in a perceptual field. A stimulus that is placed closer to the centre is more likely to be perceived. In addition, stimuli that lie at the eye level are sensed and perceived immediately compared to those that are placed elsewhere. For example, in a store, products and/or brands that are displayed at eye-level shelf space are more likely to be perceived. The positioning of point-of-purchase stimuli, banners, and hoardings at prominent places (entrance of the store and exit) also catches attention. This is the reason why FMCG companies compete for eye-level spaces as well as prominent places for display of their brands in department stores.

Advertisements on the front cover or on the back cover or on the centre page of a magazine or a brochure draw immediate attention. Further, stimuli placed at one's right-hand side tend to receive greater selectivity than those placed at one's left. For example, advertisements printed on the right-hand side in a newspaper or a magazine receives greater attention than those placed on the left.

However, there is another point of view, which says that the left-hand side of the page receives greater attention. Similar is the case of advertisements that appear on the upper half of the page, which are more attention grabbing than those appearing on the lower half of the page. This is particularly so for a language like English, which runs left to right down the page, wherein the upper half of the page receives more attention than the lower half, and the left-hand side receives more attention than the right.

★ **Familiarity and Novelty**

A new stimulus in a familiar setting or a familiar stimulus in a new setting increases the chance of perceptual selectivity. Both substantive variations in advertisements, where the message content changes, while the background remains the same and cosmetic variation, where the background changes, but the message remains the same, immediately draw our attention. Apart from familiarity and novelty, the unexpectedness of a stimulus also grabs attention, as it acts as a surprise element and affects perceptual selectivity. For example, Flipkart made children play adult characters in their advertisements, which was something novel. The entire series of Flipkart advertisements grabbed the attention of the audience.

★ **Isolation**

A stimulus (or a few stimuli) that stands alone in isolation immediately draws attention. The use of white spaces in print advertisements, with a few black letters, also comes to our notice immediately (This can also be related to the contrast effect.). For example, a stand-alone kiosk in a marketplace or even in a department store or a mall immediately catches our attention.

★ Repetition

A repeated stimulus is more likely to be noticed. For example, advertisements that are beamed in the audiovisual media are more likely to be noticed than those in the print media. This is because they are repeated several times. However, this has limitations in the sense that too much of repetition leads to monotony and boredom, and may lead to sensory adaptation. So marketers go in for cosmetic and substantive variations in their advertisements from time to time.

★ Pleasantness

Stimuli that are pleasant in terms of looks, aesthetics and design, and music receive greater attention than stimuli that are not. For example, attractive visuals and graphics on packaging or in print media as well as beautiful displays and aesthetically designed stores and outlets are immediately sensed by our sensory receptors and perceived by us.

2. Internal and Related to the Perceiver

Apart from the above factors, there are factors internal and related to the perceiver, which also affect perceptual selectivity. These factors are those factors that relate to an individual and would differ from person to person, viz., factors like motivation, learning, personality and self-image, past experience, expectations etc. As per these psychological variables, the perceptual selectivity of a person depends on what he considers relevant and appropriate.

★ Needs and Motivation

Selection of a stimulus depends on our needs, wants, and motivation, and what we think is relevant to us. For example, if a person wants to buy a flat (safety and security need), and if he is high on the esteem need too, he will be quick to notice advertisements for availability of flats in the posh areas of the city. He will be receptive to such stimuli that support this need.

Similarly, if a person is strong on the need for achievement, he will be receptive to inputs or stimuli that support the need for achievement. Thus, people with different needs select different stimuli (i.e., items) to respond to. The stronger the need is, the greater will be the tendency to select related stimuli and ignore unrelated stimuli in the environment. Interest and involvement with a product category also impact the level of attention that a person would give to the goods and services and/or brands.

★ Learning

Learning influences the development of perceptual sets within an individual. People have a tendency to perceive things based on their perceptual sets and beliefs. As individuals, we learn from our experiences and store such learning in our memory bank. The selectivity of stimuli is based on what and how we would like and/or expect things to be.

For example, consumers are attracted to a particular brand(s) because they have heard or read good reviews and expect it to be good. A person who has heard something positive about a Dell laptop or who has had pleasant experiences with it in the past will be attracted towards reading and watching anything positive about it, so that it conforms to his attitudes and beliefs.

★ Personality and Self-Image

Personality traits and characteristics have a bearing on an individual's nature to perceive or not to perceive. They also affect the dynamics of perception, that is, the manner in which they select (what), organize, and interpret (how) their sensory impressions to give meaning to a stimulus. Further, a person will be attracted to a stimulus that closely relates to his/her personality and self-image.

THREE TYPES OF THRESHOLD

a) Sensory Threshold

Any and every stimulus that we are exposed to may not catch our attention. This is because the stimulus lacks strength and intensity. For example, a faint sound may not be heard, or a light smell may go unnoticed. Further, the ability to detect a stimulus or variation in the stimuli is determined by one's threshold level.

The amount of strength and intensity that a stimulus must possess so as to get noticed by one's sensory receptors is referred to as sensory threshold. Sensory threshold is further elaborated upon by the two sub-concepts, namely absolute threshold and differential threshold. While absolute threshold is an absolute concept, differential threshold is a relative concept

b) Absolute Threshold

The minimum amount of strength or intensity that a stimulus should possess to get noticed is referred to as absolute threshold. It is the lowest level of stimulation at which an individual can detect a sensory experience, and thus, identify a difference between nothing' and 'something' .

At the two opposite ends of the threshold continuum lie the subliminal and terminal thresholds. When a stimulus possesses strength or intensity that falls below one's absolute threshold for sensory reception and/or conscious awareness, it is known as the subliminal threshold (or subliminal perception or subliminal stimulation). In subliminal threshold, the consumer subconsciously receives information. On the other end, where the stimulus is so strong and intense, and above one's absolute threshold that it causes discomfort and pain, it is known as the terminal threshold.

HOW IT IS MEASURED

A person is exposed to a stimulus at varying intensities and then asked to state if they can detect the stimulus or not in each case. The lowest or minimum intensity that a person can detect at least 50% of the time is then the absolute threshold value. The exact methods of the trials vary depending on which sense is being used and tested, for instance, taste versus vision. If taste is being tested then obviously the individual will have to taste some substance at varying strengths or intensities. If a person is having the vision measured then, for example, a candle will be held at different distances and the absolute threshold determined

EXAMPLE

An example that illustrates an absolute threshold is when a person goes has a hearing test done. An individual has to listen for the tones which are of different intensities. This threshold is likely to change as a person becomes older since there is likely to be age-related hearing loss. This is true for most of our senses which means that the actual value of the absolute threshold for each sense can change and is not the same for every person. Absolute intensity can also be used when assessing the fitness of individuals and for comparing the fitness of different groups of people.

c) Differential Threshold

The minimum amount of change that is required to be brought about in a stimulus to produce a noticeable change is referred to as the differential threshold. That is why it is also known as j.n.d. (or just noticeable difference).

The principle of just noticeable difference was first proposed by the German psychophysicist Ernst Heinrich Weber in the nineteenth century. Weber proposed that the amount of change that is necessary to be noticed

is not an absolute amount but an amount relative to the intensity of the original stimulus.

The greater or stronger the initial level of the characteristic or the first stimulus itself, the greater or stronger the intensity of change needed for the second stimulus so that a change can be identified and perceived in the latter. The principle has also come to be known as Weber's Law. The relationship proposed by the Weber law can be expressed through the following equation – $K = \Delta i \times i$

Where K is a constant, which varies across the senses, Δi is the minimal change in the intensity of the stimulus necessary to produce a j.n.d., and i is the intensity of the stimulus at the point at which the change occurs.

For example, a shirt that is priced at Rs. 500 could be placed on a discount sale and offered at Rs. 480, but in case it is priced at Rs. 2000, it should be placed on a discount sale of Rs. 1750 to have the desired impact. Similarly, if the price of a kilogram of sugar is increased by Rs. 2, the consumer may not notice the change, but if it is increased by Rs. 10, the consumer would immediately notice it.

Thus, j.n.d. is not an absolute but a relative concept. The change between two stimuli is not perceived as absolute, but as an amount relative to the strength and intensity of the original (or the first) stimulus. The stronger the initial stimulus, the greater the intensity needed for the second stimulus to be perceived as different from the first.

DIFFERENCE BETWEEN ABSOLUTE AND DIFFERENTIAL THRESHOLD

CHARACTERISTICS	ABSOLUTE THRESHOLD	DIFFERENTIAL THRESHOLD
DEFINITION	The minimum intensity of some stimulus that a person can notice with their senses	The minimum level of difference a person can detect between stimuli with their senses
HOW IT IS MEASURED	The lowest value obtained of the distribution 50%	The average of an upper and lower threshold value
BASED ON A CHANGE IN STIMULI	NO	Yes
USES MEAN TH EVALUATION	No, it does not use an average	Yes, it does use an average
THE MINIMUM THAT IS DETERMINED	The minimum intensity	The minimum difference in intensity
EXAMPLES	Having a hearing test done where you listen to tones of varying intensities	Having to discriminate between two auditory tones

PRINCIPLES OF PERCEPTUAL SELECTION:

1. Selective Perception

Regardless of reality, people have a tendency to see, hear, and believe what they actually want to see, hear, and believe. In other words, consumers perceive things in a manner which they are used to or are comfortable with, and in congruence with their needs and motives, learning, attitudes, personality, values and beliefs, interests, experiences, and other background characteristics. This is also called selective comprehension and selective distortion.

2. Selective Exposure

While people are exposed to various stimuli at the same time, they pay attention to some, and ignore others. People have a tendency to seek out messages that they find are pleasant and sympathetic, and those which conform to their attitudes, beliefs, and preconceived notions and expectations. Further, people are selective about the stimuli they notice. This is called selective exposure. For example, people often surf channels, and zap and wander or leave the room during play of advertisements or programmes which they find scary, painful, and threatening.

3. Selective Attention

Of the many stimuli that people are exposed to, they pay attention to those stimuli that they consider to be relevant in terms of (a) a match with their needs and interests and/or (b) a consistency with their attitudes, opinions, values and beliefs, and expectations. This is also called controlled attention or directed attention. Sometimes, consumers attend to stimuli that

are novel and unexpected, surprising, threatening, or even intimidating. This is known as involuntary attention.

4. Selective Retention

People fail to remember all that they are exposed to, and would remember and retain what reinforces one's existing attitudes, opinions, values and beliefs, and expectations. It is believed that an average consumer remembers only 30 per cent of the information that he sees, reads, and hears, and is exposed to. Thus, of all the stimuli that people are exposed to, only some are stored and retained, to be retrieved later on. This is known as selective retention.

5. Perceptual Defence

Sometimes people may select a stimulus which they later find as psychologically threatening, uncomfortable, and unacceptable, thus leading to uneasiness and anxiety. In such cases, they have a tendency to filter out that stimulus, although initial exposure has taken place. This is called perceptual defence.

6. Perceptual Blocking

When exposed to a large number of stimuli simultaneously, people often get stressed out and block the various stimuli from their conscious awareness. This is because the body cannot cope up with so many stimuli at the same time. This is called perceptual blocking.

1.8.2 PERCEPTUAL ORGANIZATION

The second sub-process in the perceptual process is referred to as perceptual organization. After an input has been received and given attention to in the selection stage, it is organized into a coherent form as conceptual schemata so as to extract meaning out of it.

Perceptual organization arranges the stimulus into meaningful, recognizable, and understandable patterns. When exposed to various stimuli, human beings do not select them as separate and unrelated identities, but they group them and perceive them as 'a unified or meaningful whole'.

Individual parts have no meaning, and are interpreted meaningfully only as an identifiable whole. This organization of the stimulus is based on certain principles, which were first proposed by the Gestalt school of psychology, and hence the name 'Gestalt principles'.

The Gestalt school originated in Austria and Germany towards the end of the nineteenth century, and grew during the early part of the twentieth century. While the school of thought finds its origins in the work of Max Wertheimer, contributions by Immanuel Kant, Ernst Mach, Johann Wolfgang von Goethe, Wolfgang Kohler, and Kurt Koffka have been significant. Max Wertheimer, Wolfgang Kohler, and Kurt Koffka are credited with the formation of the Gestalt school.

'Gestalt' is a German word meaning 'pattern or configuration' or 'form, shape, or figure', or 'unified whole'. Human beings tend to view a collection of different or even unrelated elements not as they exist, but as a collection of elements configured as a whole form or patterns.

These factors are

i. Stimulus factors, and

ii. Individual factors.

1. Stimulus Factors

In terms of marketing, stimulus factors refer to the characteristics of the product, brand, packaging, and advertisement. It includes

- Size,
- Intensity,
- Motion,
- Repetition,
- Familiarity and novelty,
- Colour and contrast,

1.8.3 PERCEPTUAL INTERPRETATION

The final sub-process in the perceptual process is referred to as perceptual interpretation. After the input has been given attention, and has been organized into a coherent form, a meaning is extracted out of it. As processes, both perceptual organization and interpretation are intertwined, as both have to do with deriving sense and assigning meaning to the stimulus to which a person has been exposed.

Perceptual interpretation is a purely cognitive process, which is responsible for extracting meaning out of the organized stimulus ('whole picture') that a person is exposed to. There are two different kinds of knowledge structures that facilitate the process of perceptual interpretation.

These are the schema and the script; the schema includes the organized body of thoughts, beliefs, and feelings that a person has about the stimuli (be it an object, a person, or a situation); the script comprises the sequence of actions associated with such a stimulus..

The concept of perceptual constancy can be related to the j.n.d. Due to their ability and/or tendency to maintain constancy, people interpret a stimulus as before although the stimulus may have undergone a change. That is why the j.n.d. must be kept high enough so that it is noticeable by the consumer, especially when a marketer has a new or improved version to offer, which he wants the consumers to notice.

At this stage of the perceptual process, a perceiver may make mistakes, and this could lead to misinterpretation of the stimuli. Such mistakes are referred to as perceptual errors and perceptual distortions. Perceptual errors occur due to a number of distorting influences. When perceptions are inaccurate and faulty, and the resulting behavioural

responses are inappropriate and unbalanced, there occurs what is referred to as a perceptual distortion.

In perceptual distortion, people interpret a stimulus in a manner that supports their values, thoughts, and beliefs, and misinterpret what the marketer actually wants to say. People often distort the stimulus (or the information) to make it more congruent with existing values and beliefs. This is known as selective interpretation. Perceptual errors and distortions may occur due to various reasons.

1.9 NEED FOR THE STUDY

- ★ To show the mindset of every consumer towards the product
- ★ Consumer Perception builds the loyalty between brand and customer
- ★ This study highlights Consumer feedback for specific products
- ★ Consumer perception is largely influenced by the quality of Service that has been delivered by the brand.
- ★ Consumer perception is vital to marketers and often underlies the success or failure of products in the market.

1.10 OBJECTIVES OF THE STUDY

- ★ Study the Consumer Perception of Britannia Company
- ★ To Identify the factors influencing the purchase of Britannia products
- ★ To study the quality of consumer perception towards Britannia Products and the Satisfaction level of customers towards the price and service provided by the company.
- ★ To study the attitudes and experience of Customer towards Britannia products and suggest the valuable consumer perception based on the findings.

1.10 CONCLUSION

Presentation is a psychological variable involved in the purchase Decision Process that is known to influence Consumer perception. Elective Perception is the process by which individuals perceive what they want to in media messages and disregard the rest. Seymour Smith, a prominent advertising researcher, found evidence for selective perception in advertising research in the early 1960s, and he defined it to be "a procedure by which people let in, or screen out, advertising material they have an opportunity to see or hear. Selective perceptions are categorized under two types: Low level Perceptual vigilance and High level Perceptual defence. Perception can be shaped by learning, memory and expectations.

COMPANY PROFILE

INTRODUCTION OF BRITANNIA INDUSTRIES



Britannia Industries is one of the India' s leading food companies with a 100 year legacy and annual revenues in excess of Rs.9000cr. Britannia is among the most trusted food brands, and manufactures India' s favourite brand like Good Day, Tiger , Nutrichoice , Milk Bikis and Marie Gold Which are household names in India.

Britannia' s product portfolio includes Biscuits , Bread , Cake , Rusk , and Dairy products including Cheese , Beverages , Milk and Yoghurt. Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian Homes.

ESTABLISHMENT

Britannia Industries Limited is an Indian company specialised in food industry, part of the Wadia group headed by Nusli wadia. Founded in 1892 and headquartered in Kolkata, it is one of India's oldest existing companies and best known for its biscuit products. The company sells its Britannia tiger brand of biscuits, breads and dairy products throughout India and abroad. Beginning with the circumstances of its takeover by the Wadia Group in the early 1990s, the company has been mired in several controversies connected to its management. However, it still has a large market share and it is profitable

HISTORY

The company was established in 1892 by a group of British businessmen with an initial investment of ₹295. Initially, biscuits were manufactured in a small house in central Kolkata. Later, the enterprise was acquired by the Gupta brothers, mainly Nalin Chandra Gupta, an attorney, and operated under the name, V.S. Brothers. In 1918, C.H. Holmes, an English businessman based in Kolkata, was taken on as a partner and The Britannia Biscuit Company Limited was launched. The Mumbai factory was set up in 1924 and Peek Freans UK, acquired a controlling interest in BritanniaBiscuit Company Limited.

During the Second World War, the government of British India needed a continuous supply of biscuits for British soldiers. The Britannia Biscuit Company started supplying biscuits to British Army for several years, and the company sometimes devoted 95% of its capacity to produce biscuits for the armed forces. Biscuits were in high demand during World War II, which gave a boost to the company's sales. The company name was changed to the current Britannia Industries Limited in 1979.

In 1982, the American company Nabisco Brands, inc. acquired the parent of Peek Freans and became a major foreign shareholder. In 1978, Britannia came out with its public issue, and its Indian shareholding had increased to

62%, which firmly established Britannia as an Indian company. The 38% foreign stake was owned by the UK-based Associated Biscuits International Limited (ABIL).

In 1993, textile tycoon Nusli Wadia of Bombay Dyeing took control of the company from Britannia's then-chairman Rajan Pillai, with the help of French food giant Danone. In 2009, Wadia Group became the largest shareholder in BIL after acquiring a 25% stake owned by Group Danone. In December 2018, it launched a new category, Treat Crème Wafers.

Britannia acquired a controlling stake in Kenya's Kenafric Biscuits in October 2022. In September 2022, Varun Berry was appointed as Executive Vice-Chairman and Managing Director of Britannia Industries Limited and Ranjeet Kohli was also appointed as Executive Director and CEO. As of December 2022, Britannia Industries Limited had a market capitalization of Rs. 1, 08,992.90 crores.

In December 2022, Britannia Industries entered into a joint venture agreement with Bel SA of France and Britannia Dairy Private Limited (BDPL) to develop, manufacture and sell cheese products in India and other markets. Under the joint venture, Bel SA acquired a 49% stake in BDPL, a subsidiary of Britannia Industries, for ₹262 crore and infused an additional ₹215 crore in the joint venture.

In August 2022, the company expanded its product portfolio by entering the Western Snacking market with the launch of its new product, Treat Croissant. It also released a TV commercial featuring choreographer, actor and director, Prabhu Deva

PRODUCTS

1. Biscuits
2. Bread
3. Dairy
4. Cakes
5. Rusk
6. Creme Wafer
7. Croissant



IMAGE CREDIT: britannia.co.in



MISSION, VISION AND VALUES OF THE COMPANY

MISSION

Our Core Emphasis Across Portfolios Is On Healthy, Fresh And Delicious Food.

VISION

We encourage our people to work in cross functional teams with a concerted aim of sharing knowledge

VALUES

- Leadership
- Ownership
- Passion for learning
- Respect

BRITANNIA DEVELOPMENT IN TAMIL NADU

“Britannia announced that it has enhanced its investment plans from ₹300 crore to ₹550 crore over a period of 7 years in Tamil Nadu,” the company said in a statement. The proposed plant, with a land requirement of 85 acres, will manufacture a variety of snacking products. The investment will help Britannia generate an estimated 1,000 direct and indirect employment opportunities in the state.

The southern state is one of the biggest markets for the maker of Tiger biscuits and Good Day cookies. “Tamil Nadu is one of our biggest and key markets for growth. It is the most diversified market and we have over the years invested towards strengthening our foothold in the state. We will continue to balance growth across our key markets as we look to further deepen our reach in the country,” said Varun Berry, managing director, Britannia Industries.

The company is looking at an overall capex of about ₹700 crores to set up new facilities in Uttar Pradesh, Tamil Nadu, and Bihar, while also expanding manufacturing capabilities within existing plants in the states of Maharashtra and Odisha, said Berry. India’s long lockdown helped the sale of packaged foods. Consumers stuck at home helped drive demand for the company’s cookies, butter, bread, and cheese.

OBJECTIVES OF THE COMPANY

SPECIFIC

All objectives set by Britannia Industries Ltd are specific and clear. This helps employees, as well as managers, manage and maintain focus on the targets and the end results that need to be achieved. At the same time, specific objectives help managers determine skill development and training needs within their departments as well.

MEASURABLE

Objectives at Britannia Industries Ltd are also measurable. This means that all objectives can be tracked for progress. This is important for Britannia Industries Ltd as it helps in meeting deadlines. The element of measurability is added in objectives by adding quantifiable criteria for determining progress and objective achievement.

ATTAINABLE

The goal should be attainable that even in stretching the abilities of the employees and challenging them, it should remain possible to achieve. The objectives at Britannia Industries Ltd are attainable in that they push the employees out of their comfort zones but remain possible to achieve.

REALISTIC

Objectives at Britannia Industries Ltd are also attainable in that they are realistic. This means that Britannia Industries Ltd sets objectives keeping in view the organizational resources and constraints to be able to achieve objectives effectively and within time.

TIMELY

Objectives at Britannia Industries Ltd are also time-bound in that they have a specified start and finish date. The timeliness of the objective helps Britannia Industries Ltd maintain a sense of urgency in employees, and keep them motivated towards achieving the objective.

STRATEGIES OF THE COMPANY

BRITANNIA' S MARKETING STRATEGY

Britannia has primarily concentrated on the creation of new products and the promotion of nutrition and wellness. Taste, food, and life experiences are increasingly closely linked in Britannia's marketing and social media efforts. Britannia has also used celebrities to promote its different marketing campaigns. In the baking, biscuits, and dairy industries, it has effectively occupied a significant market share.

The brand has been relying only on traditional celebrity marketing, ignoring the power of Influencer Campaigning, which may significantly influence social media networks. The corporation competes in the market based on an extensive distribution network, cost-effectiveness per unit, production facilities close to markets, new goods, skilled personnel, and a wide range of products.

BRITANNIA' S PRODUCT STRATEGY

Britannia produces a wide range of biscuits and dairy items. Britannia's product strategy comprises mostly cakes, dairy, biscuits, bread, and rusk in its marketing mix. Britannia Marie Gold, Britannia Nutrigo, Britannia Little Hearts, Britannia Pure Magic, and more famous brands are among them. The most well-known product is Britannia Tiger biscuits.

Tiger cookies are also sold in countries such as Australia, Malaysia, and Indonesia. Thanks to cooperative agreements with dairy firms, Britannia can now make and sell butter, ghee, curd, and cheese. Its products are primarily aimed towards India's middle class, which makes up most of the population.

BRITANNIA' S PRICING STRATEGY

Food production is a highly competitive sector. Competition is at the heart of Britannia's marketing mix price strategy. Also, because the significant sector is price-sensitive middle-class individuals, Britannia is forced to compete on price.

Britannia strives to bundle its products, which lowers the cost of its products. This is notably evident in their items made for family packs. Their price discrimination method allows businesses to make more money from customers who are prepared to pay more for healthier products and perks. Britannia's prices are comparable to those of its competitors, mainly Parle's, and they are practically identical.

BRITANNIA' S ADVERTISING STRATEGY

Britannia employs various strategies in its promotional marketing mix, including television commercials, print advertisements, and billboards. Britannia has negotiated deals with celebrities to market its brand. However, the deals have varied depending on the product. The sports industry accounts for a more significant portion of its promotional operations.

Cricket bats with the Britannia emblem, which international players approve, are an essential advertising tool. Britannia also markets its product as "vital for excellent health," which appeals to consumers who are more concerned about the nutritional content of what they eat.

CHAPTER 2

2.1 REVIEW OF LITERATURE

MEANING OF REVIEW OF LITERATURE

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It is assumed that by mentioning a previous work in the field of study, that the author has read, evaluated, and assimilated that work into the work at hand.

LITERATURE REVIEW ON CONSUMER PERCEPTION

MK SCHOENGER (2022) Immersive environments (IEs), which allow consumers to fully experience a real or artificial environment, have recently gained importance in new food products' evaluation. IEs aim to increase isolated sensory booths' external validity. In this article, we review the implementation of IEs and provide an overview of state-of-the-art IE research studies on food evaluation. Although recent literature reveals various IEs, we propose a conceptual IE framework. Current studies' conflicting results lead to the question whether applying IEs in food evaluation is actually beneficial. We, therefore, assess IEs' quality compared to that of lab and natural consumption environments by focusing on the differences in their liking scores, in their engagement scores, product discrimination, and the reliability of their results. In terms of these aspects,

IEs' application seems to be beneficial compared to research in a lab environment, since it tends to show results that are similar to those that a natural consumption environment provides. Focusing on practical applications, we summarize the issues that researcher should consider when implementing IEs. In addition, we describe directions for future research on IEs when used in food evaluations.

R WATSON (2021) despite the relevance of possible long-term consumer perceptions, behavioral intentions, and acquisition decisions related to the COVID-19 pandemic, only limited research has been conducted on this topic. Using and replicating data from Accenture, KPMG, and McKinsey, we performed analyses and made estimates regarding how the COVID-19 pandemic has reshaped customer attitudes, behaviors, values, and expectations, reconfiguring consumer traits, sentiments, trust, and engagement, and thus leading to altered purchasing decisions and habits, and buying patterns in terms of psychological risk perception. The results of a study based on data collected from 9,200 respondents provide support for our research model. Descriptive statistics of compiled data from the completed surveys were calculated when appropriate.

E STAMPA (2020) Intensive cattle production is one of the primary causes of biodiversity loss. Pasture-based animal husbandry has the potential to reverse this negative trend. Pasture- raised livestock products represent a premium niche with an extra value through a cleaner environmental footprint and care for animal welfare, including wildlife. This review focuses on recent scientific findings in consumer behavior regarding pasture-raised products. A systematic literature search was conducted in online databases using a fixed search term. Thirty-nine relevant consumer studies published between 2000 and 2019 in the English language were selected for the review. The Alphabet Theory was applied as a theoretical framework to analyze the findings.

H KENDALL (2019) Food fraud results from deliberate criminal intent to adulterate or misrepresent food, food ingredients or packaging, and is motivated by economic gain. Its occurrence has been identified across various supply chains within local, regional and global food systems, including within Europe. Incidents of food fraud may negatively impact on consumer confidence of the food industry and in regulatory mechanisms designed to prevent or mitigate food fraud. A systematic analysis of the impacts of European food fraud incidents on European consumer perceptions and attitudes is presented.

R FILIERI (2018) Online consumer reviews offer an unprecedented amount of information for consumers to evaluate services before purchase. We use the dual process theory to investigate consumer perceptions about information helpfulness (IH) in electronic word-of-mouth (eWOM) contexts. Results highlight that popularity signals, two-sided reviews, and expert sources (but not source trustworthiness) are perceived as helpful by consumers to assess service quality and performance. Although two-sided reviews exercise a significant influence on perceived IH, their influence on purchase intention was indirectly mediated by IH. IH predicts purchase intention and partially mediates the relationship between popularity signals, source homophily, source expertise, and purchase intention.

C HARTMANN, M SIEGRIST (2017) Our daily food choices have a huge impact on the environment. Production of meat has a much larger impact compared with the production of vegetable-based proteins. In order to create a food production and supply system that is more sustainable and environmentally friendly, food consumption behaviour needs to change. A reduction of meat intake is necessary. The introduction of alternative protein sources (e.g., insects or cultured meat) might be one possibility to replace meat.

B SCHIVINSKI, D DABROWSKI (2016) Researchers and brand managers have limited understanding of the effects social media communication has on how consumers perceive brands. We investigated 504 Facebook users in order to observe the impact of firm-created and user-generated (UG) social media communication on brand equity (BE), brand attitude (BA) and purchase intention (PI) by using a standardized online survey throughout Poland. To test the conceptual model, we analyzed 60 brands across three different industries: non-alcoholic beverages, clothing and mobile network operators. When analyzing the data, we applied the structural equation modeling technique to both investigate the interplay of firm-created and user-generated social media communication and examine industry-specific differences. The results of the empirical studies showed that user-generated social media communication had a positive influence on both brand equity and brand attitude, whereas firm-created social media communication affected only brand attitude. Both brand equity and brand attitude were shown to have a positive influence on purchase intention. In addition, we assessed measurement invariance using a multi-group structural modeling equation. The findings revealed that the proposed measurement model was invariant across the researched industries. However, structural path differences were detected across the models.

C FELDMANN, U HAMM (2015) This article reviews the scientific literature on local food from the consumer's perspective and analyses findings through the application of the Alphabet Theory – a newly developed theoretical framework for consumer behavior towards alternative food choices. As consumers' interest in local food has steadily increased in the past fifteen years, so has the number of research studies on consumers' attitudes and purchase behavior with regard to local food.

O SABRI (2012) Practitioners frequently use taboo themes in ads but the subject of taboo has received little attention in advertising research. This article proposes a new conceptualization and measure of consumer perception of taboo in advertising. Using the new measure, an empirical

study reveals that – for a general audience – the use of sexual taboo and death taboo themes in ads produces a more negative brand attitude and triggers social normative pressure that reduces intention to purchase the advertised product.

DJ TROY, JP KERRY (2010) The relationship between consumer perception of quality and the food industry's drive to satisfy consumer needs is complex and involves many different components. Science and innovation play a major role in equipping the industry to respond to consumer concerns and expectations.

HH CHANG, SW CHEN (2009) Customer interface quality, perceived security, and customer loyalty are critical factors for success of an e-commerce website; however, the relationships among them are not fully understood. We proposed a model for testing the relationships among them and the important outcomes of the site: switching costs and customer loyalty. Data was collected to test the model using a web-based survey, and empirical analyses were performed using SEM. The analytical results demonstrated that customer interface quality and perceived security positively affected customer satisfaction and switching costs, and thus customer loyalty to an e-commerce website. Specifically, our study showed that switching costs positively moderated the effect of customer satisfaction on customer loyalty; this moderating effect is discussed.

K DEWETTINCK, F VAN BOCKSTAELE (2008) Bread contains a number of important nutritional ingredients providing a positive effect on human health. However, the consumption of bread has declined by 13.8% during the period 1999–2003 (VLAM, 2005), due to factors such as changing eating patterns and increasing numbers of choices of substitutes such as breakfast cereals and fast foods.

LITERATURE REVIEW ON BRITANNIA

Jun Kang, Zihe Diao, Marco Tulio Zanini (2021) A review of business-to-business marketing responses to the COVID-19 crisis in China was conducted.

Nine marketing responses built on core business processes were classified into three categories: Embedded in product development management process (stretching product lines to meet urgent needs, expanding product lines to meet urgent needs and adjusting products proactively for emerging needs), Built on supply chain management process (coordinating suppliers to meet surging demand, migrating to digital distribution channels and solidarity with supply chain members), Related to customer relationship management process (investing in advertising and promotion, cross-selling to existing customers and supporting customers). In addition, it provides five practical suggestions for business-to-business firms to cope with the COVID-19 crisis.

Afreen Mehek (2020) This paper mainly focuses on three goals. The first one is to capture the attention of the targeted market which means advertising the products and making the products in accordance with the needs of the customers. The second one is to facilitate their decision-making process by educating them about the products and the values they are required to know. The third one is to provide the consumers and ensuring them with low-risk ways to become more educated about the products. The basic concept behind this marketing concept is producing the products by the organization after knowing the needs and demands of the targeted market. This works on customer's values and needs which helps in making large sales and huge profits. Therefore, marketing management is based on analyzing, planning, implementing, and controlling the marketing plan.

S RAMYA (2019) Brand fidelity should be the main source of a company. Britannia Industries Limited is an Indian food products corporation. Britannia has an estimated market share of 38%.The study has been undertaken with a view to examine the brand fidelity of Britannia products in Coimbatore city. The focus of this study is to know about the overall satisfaction about Britannia products loyalty that is being rendered by the companies. It is purely based on the view points, feelings and also the response expressed by the customers of Coimbatore city. The study also reveals the reason for buying the Britannia products. The study outcome indicates that the customers were satisfied towards the Britannia products. From this study it is concluded that the demographic variables such as age, group are having great impact on the fidelity of Britannia products.

Neil A Morgan, Kimberly A Whitler, Hui Feng, Simos Chari (2019) Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing.. They develop a new conceptualization of the domain and sub-domains of marketing strategy and use this lens to assess the current state of marketing strategy research by examining the papers in the six most influential marketing journals over the period 1999 through 2017. They uncover important challenges to marketing strategy research- not least the increasingly limited number and focus of studies, and the declining use of both theory and primary research designs. To guide such research, they develop a new research agenda that provides opportunities for researchers to develop new theory, establish clear relevance, and contribute to improving practice.

UMA ESWARI (2017) The Financial Statement analysis is largely a study of relationship among the various financial factors in a business as disclosed by a single set of statements, and a study of the trend of these factors as shown in a series of statements. This project report covers all the aspects relating to the Profitability ratios of Britannia industries Ltd interpreted according to standards. Britannia was incorporated in 1918 as

Britannia Biscuits Co LTD in Calcutta. In 1924, Pea Frean UK acquired a controlling stake, which later passed on to the Associated Biscuits International (ABI) and UK based company. The company is engaged in the manufacture of biscuits, Rusks, cookies and cakes. Britannia operates in a single segment, foods including bakery products such as biscuits, bread, cakes, Rusk, and dairy products. The company is headquarter in Kolkata, India and employs 2,358 people Global Markets Direct, the leading business information provider, presents an in-depth business, strategic and financial analysis of Britannia Industries Ltd.

Dr. V. Suresh Babu (2016) 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.

Pradeep raj T, Ramkumar R. And Subramani A.K. (2015) In this study on customer satisfaction as regards good day biscuits among 50 respondents in Chennai found that majority of male respondents consume Britannia biscuits . Most of the respondents were aware of Britannia brand followed by Sunfeast and 1981 Parle-G and they are satisfied with the taste, brand image and packing of biscuits. It was found that majority of customers were loyal to Britannia brand.

Dr. N. VELMATHI (2015) Profitability is a sign that business has reached a certain level of competence. Profitability is the profit earning capacity which is a crucial factor contributing for the survival of the firms. The profitability level should maintain at increasing level in order to avoid this problem. A variety of Profitability Ratios can be used to assess the financial health of a Britannia Industries Ltd. And can be tracked over a period of years to identify emerging problems. The study is analytical in nature. The data used for the study is secondary data. The required data for the Britannia Ltd. was collected from the Annual Reports of the company from the period 2008-09 to margin ratios, example Gross Profit ratio, Net Profit ratio, operating profit ratio ii) Rate of return ratios example Return on capital employed, Return on net worth and Earning per share. Former ratios show the relationship between profit and sales later indicates relationship between profit and investment. She has found profitability position of Britannia Industries Ltd. is very good it is evidently proved through ratios and correlation analysis.

Sulekha Goyat (2011) This article addresses the research question, what is the best method of consumer market segmentation. It deals with the issues that are already discussed by the researchers and also identifies the research gap for the further researches. It focuses on the definition, basis of market segmentation and issues related to market segmentation in detail. This research paper will provide information about the knowledge gap and will show a path for future research in the area of market segmentation, which is the heart of marketing now a day.

Eva K Foedermayr, Adamantios Diamantopoulos (2008) Although segmentation decisions are critical for achieving differential advantage in an increasingly competitive marketplace, the empirical investigation of how segmentation decisions are actually conducted by firms in business practice has not been a major focus of extant research. Accordingly, the purpose of this paper is threefold: first, the identified empirical studies are assessed in terms of their methodological characteristics in order to establish the

soundness of extant empirical evidence on firms' market segmentation practices. Second, findings relating to all stages making up the market segmentation process are reviewed and contrasted with normative segmentation literature to identify issues of agreement and divergence; discrepancies imply either lack of familiarity with and confidence in normative guidelines or difficulties with the implementation of these guidelines into actual business practice. Third, based on disclosed research gaps relating specifically to each stage of the market segmentation process, a navigation chart for future empirical research is developed to encourage further study in those areas that have been insufficiently addressed by extant research.

Andreas Birnik, Cliff Bowman (2007) This paper reports the findings of a systematic review of literature on marketing mix standardization in multinational corporations. The objective is to extract and synthesize 'best evidence' regarding marketing mix standardization practices in multinational corporations and to identify evidence regarding the performance impact of marketing mix standardization. Beyond relevance to an academic audience, this review could be useful for management practitioners in multinationals seeking to integrate operations across borders. In this context, the paper seeks to make a contribution to evidence based policy and practice

V Kumar, J Andrew Petersen (2005) It is becoming increasingly apparent from the literature that marketers need to consider customer-level information when they generate a marketing strategy for the firm. In this article, the authors develop a customer-focused framework that uses a marketing strategy with an overall objective of maximized financial performance. This strategy is driven by seven customer-level marketing tactics and shows how actual customer data can be used to generate an actionable marketing strategy leading to optimal levels of profitability, customer equity, and shareholder value. In addition, the authors discuss a successful implementation of this strategy for several business-to-business

and business-to-consumer firms and offer insights as to how to customize an implementation strategy for any firm, along with presenting potential challenges a firm may encounter during the implementation process. Several suggestions for future research are offered to explore and harness this newly available evidence.

Dipak Jain, Siddhartha S Singh (2002) As we go through the information revolution, new marketing areas and issues are emerging that warrant in-depth research. New problems present themselves to investigation and old problems can be analyzed in better ways due to the availability of better data. Customer lifetime value (CLV) analysis is one such area in marketing those benefits from this new development. The notion of lifetime value of a customer has been well accepted by both researchers and business practitioners. It is normally believed that long- lifetime customers are more profitable to a firm. Reichheld and Teal (1996) attributed the increase in profits from loyal customers to the price premium paid by loyal customers, the added profits from sales through referrals, profit from cost savings obtained by serving an old customer, and revenue growth from a loyal customer due to increase in sales to that customer. These can be considered as summary of the commonly held reasons for increase in profitability from long-lifetime customers.

Jagdish N Sheth, Atul Parvatiyar (2001) International marketing is undergoing a transformation to become integrated global marketing. The emphasis has shifted from understanding and explaining between-country differences to identifying transnational similarities; and from country-by-country functional adjustment of marketing mix elements to seeking global cross-functional integration. In this paper, the authors discuss how the contextual factors of international marketing are changing to make between-country differences less relevant for international marketing practice. The emergence of integrated global marketing has a greater potential for theory development in international marketing as it is not contextually bound and thus can be generalized.

CHAPTER 3

RESEARCH METHODOLOGY

INTRODUCTION

This chapter is grounded in research, the methodology and design used by the researcher in finding out the final result. It discusses conceptual framework and research model for present research also. This chapter has gone through with the definition of research and research methodology, objectives of the research study and hypotheses. This chapter discusses types of data, sampling, area of study, the number of respondents, tools and techniques to be used for data collection briefly. An additional significant element of this chapter is research design and conceptual design made by the researcher herself with the aid of her respected supervisor. The current chapter provides an insight into the basic research concepts.

3.1 MEANING OF RESEARCH DESIGN

Research design is a plan to execute the research project. The appropriate design depends on the research objectives and the required data in attaining the same. There is a series of debate regarding better or appropriate research design.

Research design defined as the blueprint for the collection, measurement and analysis of data. Research design provides direction, ensures smooth and economical conduct of research. It is also a control tool for the researcher and the critics to evaluate the study.

After the acceptance of research proposal, the researcher faces the important task of working out the details. We have to elucidate on the method of drawing a sample, the method of collecting and arranging the data and develop an instrument for collecting data.

All these tasks which are concerned with working out the condition of conducting a research are detailed in research design. Through this design, a researcher is able to test the variety of the hypothesis on the basis of resulting data.

A research design is a study scheme, framework, an approach designed to answer study concerns or issues. The plan is research's full scheme or program. It involves a summary of what the researcher will do from composing the hypotheses and their functional consequences to ultimate data analysis. (Kerlinger 1986:279) A research design is a procedural scheme taken by the investigator to reply validly, objectively, appropriately and economically.

According to Selltiz, Deutsch, and Cook,' A study structure is the structure of circumstances for information compilation and evaluation in a way that seeks to add significance to the study objective with the economy in process' (1962:50). Through a research design, we plan and express our choices about what study design we plan to use, how to gather data from participants, how to pick participants, how to analyze the data we are supposed to obtain and how to express our results. In the current study, exploratory research was commissioned in the first stage to provide insights and understanding of the research problem.

The explorative study is performed to determine the best study design, data collection methods and the choice of topics, for problems not studied more obviously, to identify objectives, to create operational definitions and to enhance the final study design¹. Many studies (Hamzaoui and Zahaf, 2008; Tsakiridou and Mattas, 2008; Kuznesof et.al., 1997; Squires and Bettina, 2001; Hammitt, 1990; Chen, 2012; Misra and Singh, 2016) have adopted exploratory research design to study the various aspects of organic food. In the exploratory phase of this research an extensive review of literature was done. The literature reviewed including the major concepts like perception, attitude, food choice behavior, and food neophobia.

The Review of literature provided insight into the concept and its relation to organic food choice. In the second phase, Descriptive research design is employed to collect the information from respondents and describe their characteristics. In addition, the descriptive characteristics of the research study variables are described in this phase. The research design was regarded descriptive because the current study examined consumer choice in relation to organic food. It is concerned with the conditions or relationships that exists, opinions that are held, processes that are going on, effects that are evident, or trends that are developing.

Descriptive research is a status study and is commonly used in the behavioral sciences (Koh and Owen, 2000) and organic food related studies (Misra and Singh, 2016). Descriptive study produces qualitative and quantitative information that at some stage determine the state of nature (Koh and Owen, 2000).

It is primarily concerned with the present, although it often considers past events and influences as they relate to current conditions (Best and Kahn, 1983). Since the present investigation aimed to study the food choice behaviour of organic consumers, factors influencing consumers, the research design was considered as descriptive.

3.2 METHODS OF DATA COLLECTION

In Statistics, data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It helps to evaluate the outcome of the problem. The data collection methods allow a person to conclude an answer to the relevant question. Most of the organizations use data collection methods to make assumptions about future probabilities and trends. Once the data is collected, it is necessary to undergo the data organization process.

The main sources of the data collections methods are “ Data” . Data can be classified into two types, namely primary data and secondary data. The primary importance of data collection in any research or business process is that it helps to determine many important things about the company, particularly the performance. So, the data collection process plays an important role in all the streams. Depending on the type of data, the data collection method is divided into two categories namely,

- Primary Data Collection methods
- Secondary Data Collection methods

PRIMARY DATA COLLECTION METHOD

Primary data or raw data is a type of information that is obtained directly from the first- hand source through experiments, surveys or observations. The primary data collection method is further classified into two types. They are

- Quantitative Data Collection Methods
- Qualitative Data Collection Methods

QUANTITATIVE DATA COLLECTION

It is based on mathematical calculations using various formats like close-ended questions, correlation and regression methods, mean, median or mode measures. This method is cheaper than qualitative data collection methods and it can be applied in a short duration of time.

QUALITATIVE DATA COLLECTION

It does not involve any mathematical calculations. This method is closely associated with elements that are not quantifiable.

This qualitative data collection method includes interviews, questionnaires, observations, case studies, etc. There are several methods to collect this type of data.

- ★ Observation method
- ★ Interview method
- ★ Questionnaire Method

SECONDARY DATA COLLECTION METHOD

Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc. It may be either published data or unpublished data.

Published data are available in various resources including

- ☐ Government publications
- ☐ Public records
- ☐ Historical and statistical documents
- ☐ Business documents
- ☐ Technical and trade journals
- ☐ Unpublished data includes
 - ☐ Diaries
 - ☐ Letters
 - ☐ Unpublished biographies, etc.

3.3 SAMPLE SIZE

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and are considered a representative of the real population for that specific study.

For example, if we want to predict how the population in a specific age group will react to a new product, we can first test it on a sample size that is representative of the targeted population. The sample size, in this case, will be given by the number of people in that age group that will be surveyed.

3.4 SAMPLING METHOD

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research.

To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. This is called a sampling method. There are two primary types of sampling methods that you can use in your research:

- ✓ Probability Sampling involves random selection, allowing you to make strong statistical inferences about the whole group.
- ✓ Non Probability Sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect data.

3.5 STATISTICAL TOOL USED FOR DATA ANALYSIS

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. Percentages are used in making comparison between two or more series of data. Percentage can also use to compare the relative terms, the distribution of two or more series of data. The easy and simplicity of calculating, the general understanding of. Its purpose and the universal applicability of the percent static have made it most widely and standardized tool in researches

PERCENTAGE ANALYSIS FORMULA

In this project percentage method test was used. The percentage method is used to know the accurate percentages of the data we took, it is easy to graph out through the percentages. The following is the formula

$$\text{Percentage Of Respondent} = \text{No. Of Respondent} / \text{Total No. Of Respondent} \times 10$$

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Age Classification of the Respondents

Following are the table and chart showing the age classification of respondents

Table 4.1

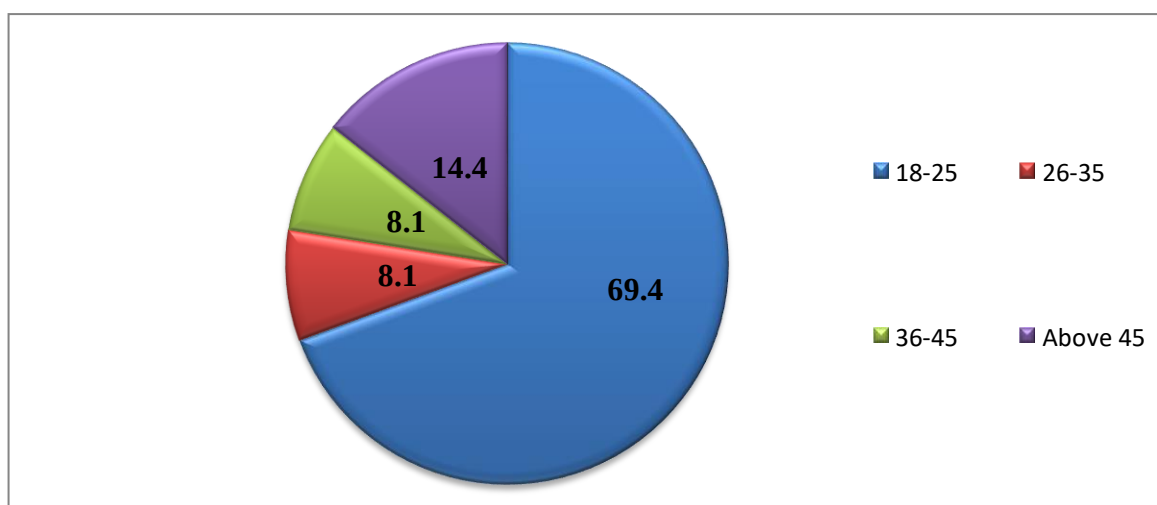
AGE	FREQUENCY	PERCENTAGE %
18-25	77	69.4
26-35	9	8.1
36-45	9	8.1
Above 45	16	14.4
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 69.4% respondents are in the age group of 18-25 years, 8.1% of respondents are in the age group of 26 - 35 years, 8.1% of the respondents are in the age group of 36 - 45 years and 14.4% are in the age group of Above 45 years.

Hence the majority of the respondents' i.e, 69.4% are in the age group between 18 and 25 years with regard to consumer perception towards Britannia Products.

Chart 4.1.1



Gender Classification of the Respondents

Following are the table and chart showing the gender classification of respondents

Table 4.2

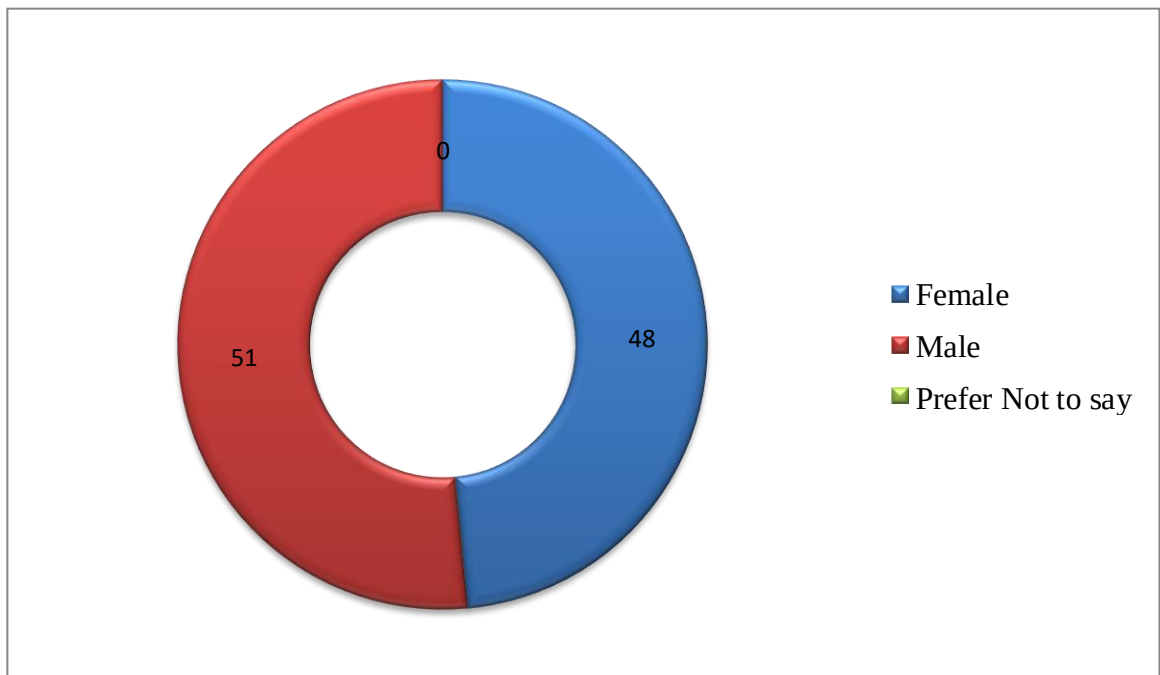
GENDER	FREQUENCY	PERCENTAGE%
Female	54	48.6
Male	57	51.4
Prefer not to say	0	0
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 51.4% of respondents are Male, and 48.6% are Female, None of them preferred not to say.

Hence the majority of the respondents' i.e, 51.4% of Male are with regard to Consumer Perception towards Britannia Products.

DOUGHNUT Chart 4.2



Education Classification of the Respondents

Following are the table and graph showing the education classification of respondents

Table 4.3

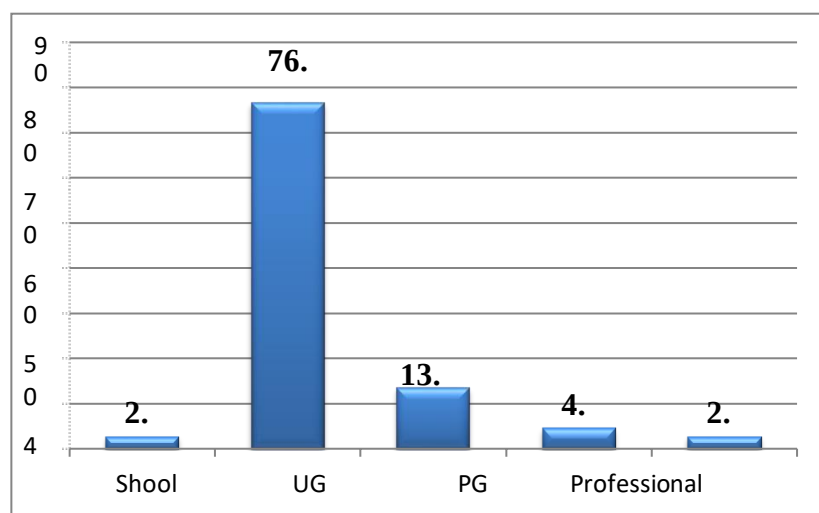
RESPONDENTS	FREQUENCY	PERCENTAGE %
School education	3	2.7
Under Graduation	85	76.6
Post Graduation	15	13.5
Professional	5	4.5
Doctorate	3	2.7
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 2.7% of the respondents are in School education, 76.6% are Under Graduate, 13.5% are Post Graduate, 4.5% are Professional and 2.7% are Doctorate.

Hence the majority of the respondents' i.e, 76.6% are Under Graduates with regard to consumer perception towards Britannia Products.

COLUMN Chart 4.3



Occupation Classification of the Respondents

Following are the table and graph showing the classification of respondents on Occupation

Table 4.4

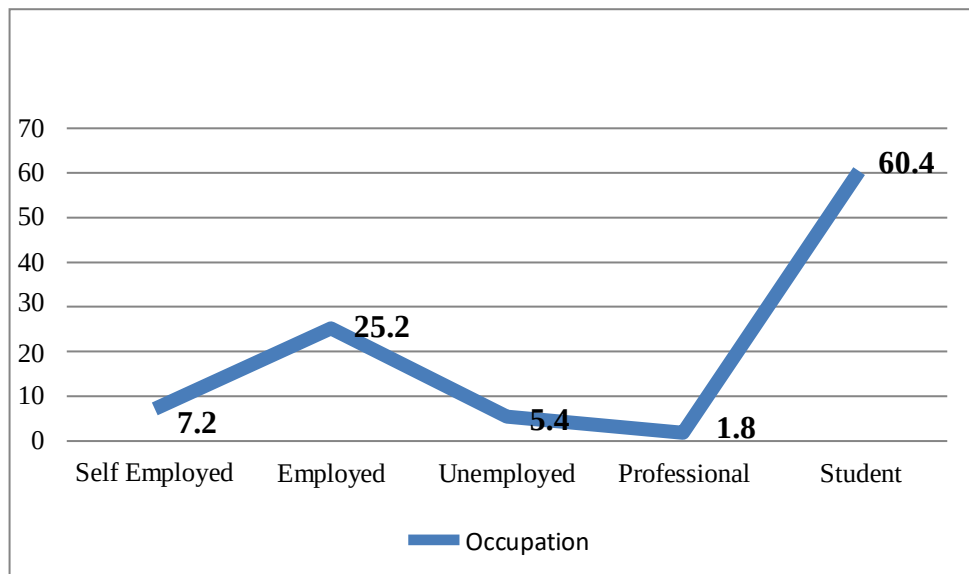
RESPONDENTS	FREQUENCY	PERCENTAGE %
Self Employed	8	7.2
Employed	28	25.2
Unemployed	6	5.4
Professional	2	1.8
Student	67	60.4
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 7.2% of the respondents are Self Employed, 25.2% of the respondents are employed, 5.4% of the respondents are Unemployed, 1.8% of the respondents are Professional and 60.4% of the respondents are Students.

Hence the majority of the respondents' i.e, 60.4% are Students with regard to Consumer Perception towards Britannia Products.

Chart 4.4



Income (per month) Classification of the Respondents

Following are the table and graph showing the Income (per month) classification of respondents

Table 4.5

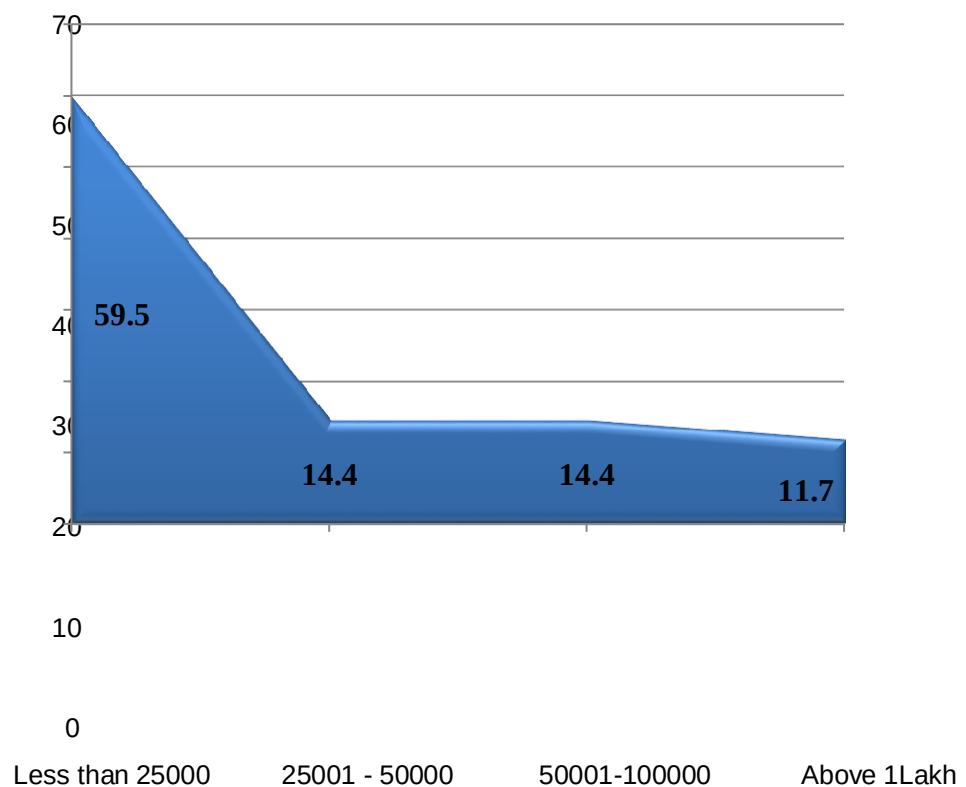
RESPONDENTS	FREQUENCY	PERCENTAGE%
Less than 25000	66	59.5
25001 - 50000	16	14.4
50001-100000	16	14.4
Above 1Lakh	13	11.7
TOTAL	115	100

INTERPRETATION

From the given chart it is observed that 59.5% of the respondents are Less than Rs25000,14.4% of the respondents are Rs25001 – 50000,14.4% of the respondents are Rs 50001-100000,and 11.7% of the respondents are Above 1 Lakh .

Hence the majority of the respondent' s i.e, 59.5% of respondents are Less than Rs25000 income (per month) with regard to Consumer Perception towards Britannia Products.

AREA CHART 4.5



Location Classification of the Respondents

Following are the table and graph showing the Location classification of respondents

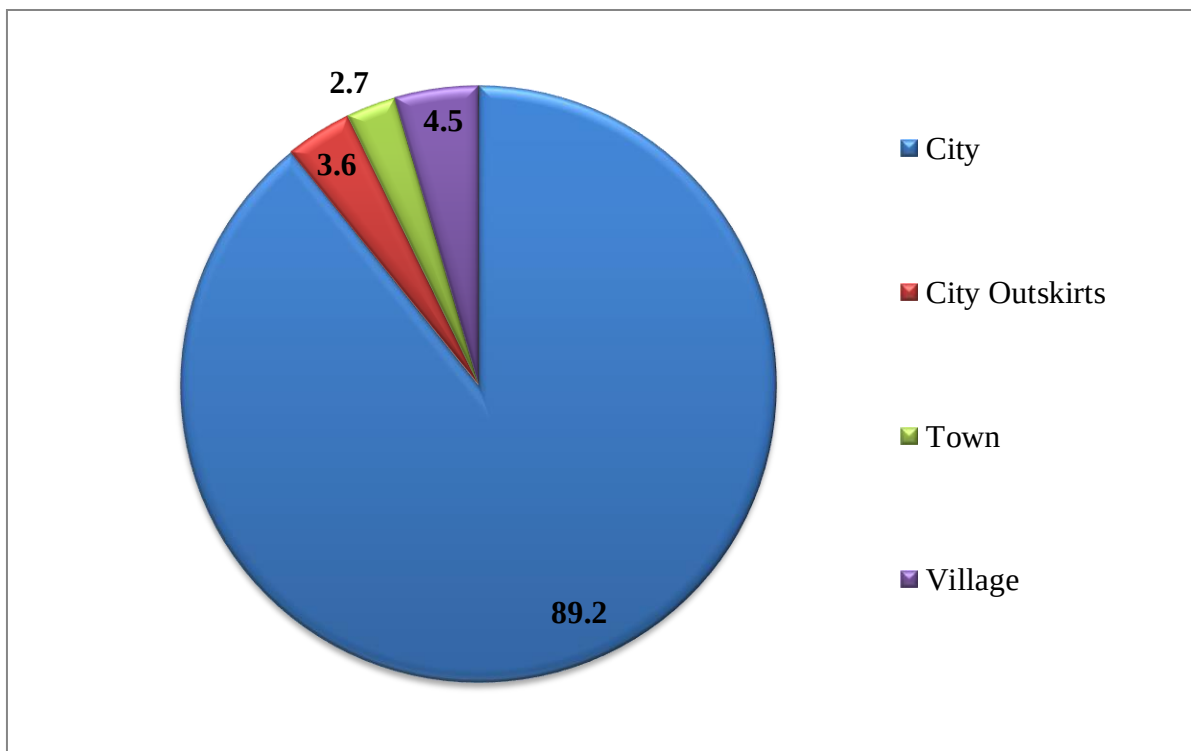
Table 4.6

RESPONDENTS	FREQUENCY	PERCENTAGE%
City	99	89.2
City Outskirts	4	3.6
Town	3	2.7
Village	5	4.5
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 89.2% of the respondents are in City, 3.6% of the respondents are in City Outskirts, 2.7% of the respondents are in Town, and 4.5% of the respondents are in the Village Group.

Hence the majority of the respondents, i.e, 89.2% respondents are in City with regard to Consumer Perception towards Britannia Products.



PIE Chart 4.6

How do you get to know about Britannia classification of Respondents

Following are the table and graph showing the How do you get to know about Britannia classification of Respondents

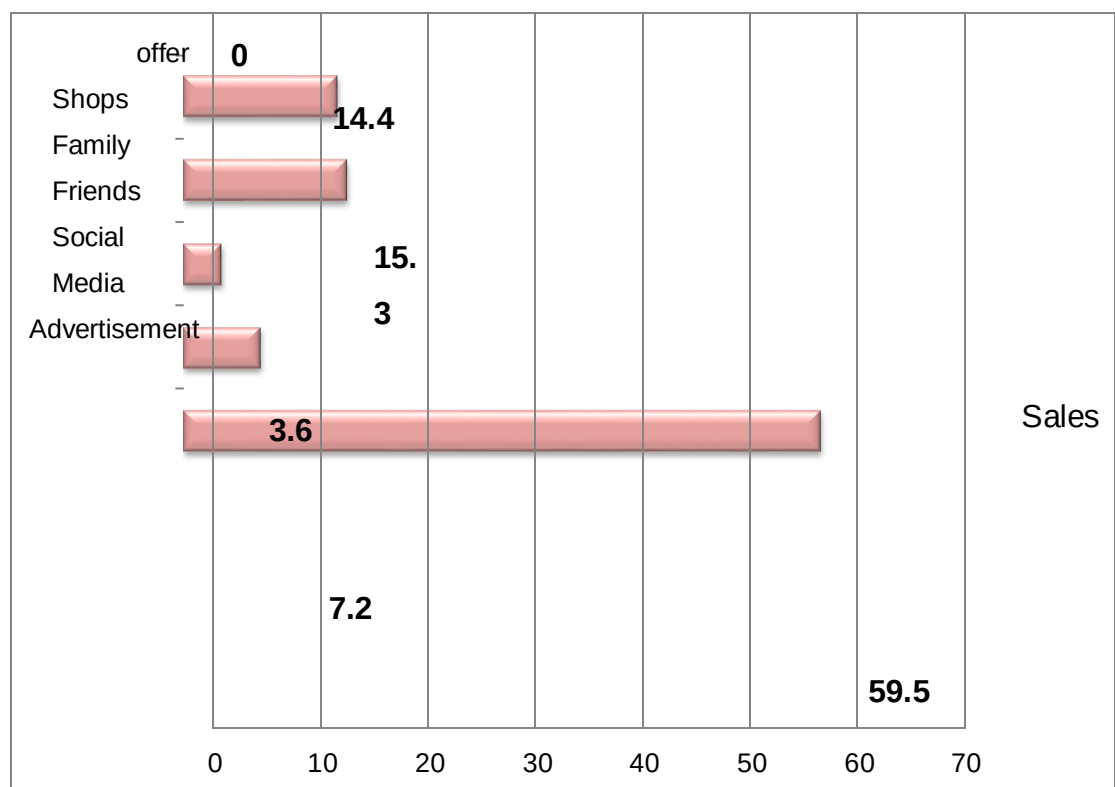
Table 4.7

RESPONDENTS	FREQUENCY	PERCENTAGE%
Advertisement	66	59.5
Social Media	8	7.2
Friends	4	3.6
Family	17	15.3
Shops	16	14.4
offer	0	0
TOTAL	111	100

INTERPRETATION

From the given chart it can be observed that 59.5% of the respondents are known through Advertisement, 7.2% of the respondents are through Social Media, 3.6% of the respondents are through Friends, 15.3% of the respondents are through Family, 14.4% of the respondents are through shops and 0 from Offer. Hence the majority of the respondents, i.e, and 59.5% are respondents who lie in the Advertisement with regard to Consumer Perception towards Britannia Products.

BAR CHART 4.7



Which Brand of Biscuits you are using mostly?

Following are the table and graph showing the Which Brand of Biscuits you are using Mostly classification of Respondents

Table 4.8

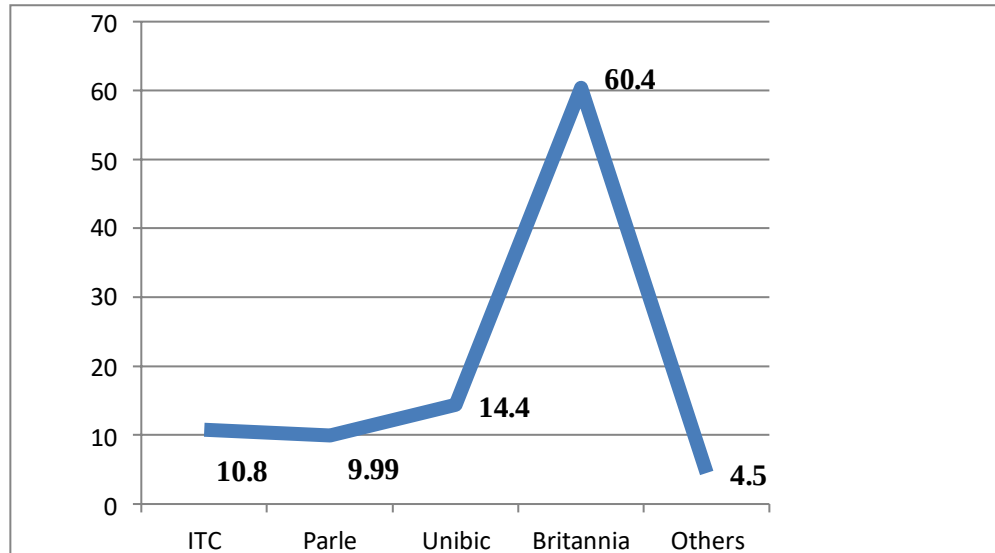
RESPONDENTS	FREQUENCY	PERCENTAGE%
ITC	12	10.8
Parle	11	9.9
Unibic	16	14.4
Britannia	67	60.4
Others	5	4.5
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 10.8% of the respondents are ITC, 9.9% of the respondents are Parle, 14.4% of the respondents are Unibic , 60.4% of the respondents are Britannia and 4.5% of the respondents are Others.

Hence the majority of the respondents, i.e, 60.4% respondents are in Britannia with regard to Consumer Perception towards Britannia Products.

LINE CHART 4. 8



What product of Britannia you' re aware of?

Following are the table and graph showing the what product of Britannia you' re aware of classification of Respondents

TABLE 4.9

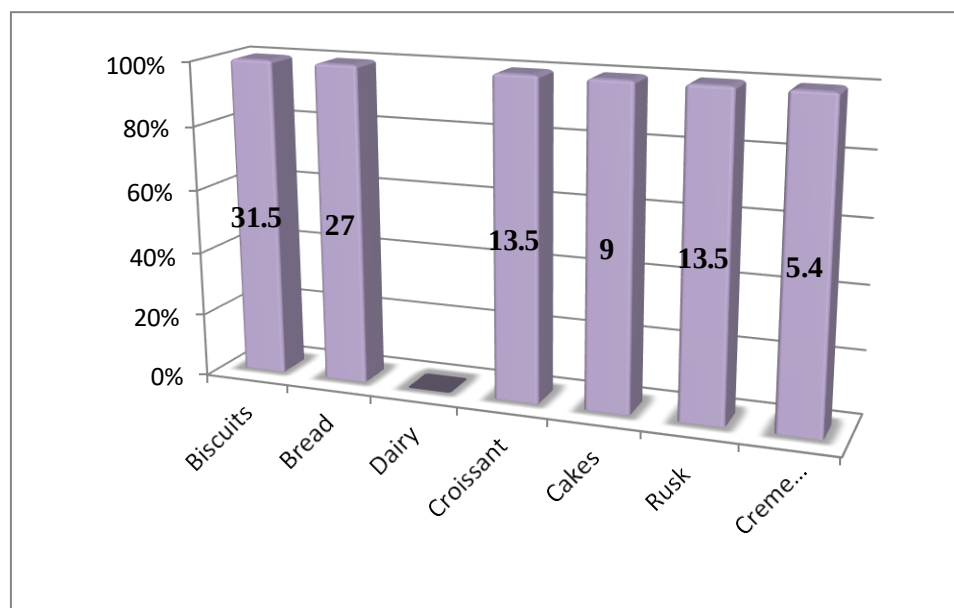
RESPONDENTS	FREQUENCY	PERCENTAGE%
Biscuits	35	31.5
Bread	30	27
Dairy	0	0
Croissant	15	13.5
Cakes	10	9
Rusk	15	13.5
Creme Waffer	6	5.4
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 31.5% of the respondents are in Biscuit, 27% of the respondents are in Bread, 0% of the respondents are in Dairy, 13.5% of the respondents are in Croissant, 9% of respondent are in Cake, 13.5% of respondent are in Rusk, 5.4% of respondent are in Creme Wafer.

Hence the majority of the respondents, i.e, 31.5% of the respondents are in Biscuit with regard to Consumer Perception towards Britannia Products.

COLUMN CHART 4.1.9



What biscuits of Britannia you prefer

Following are the table and graph showing the what biscuits of Britannia you prefer classification of Respondents

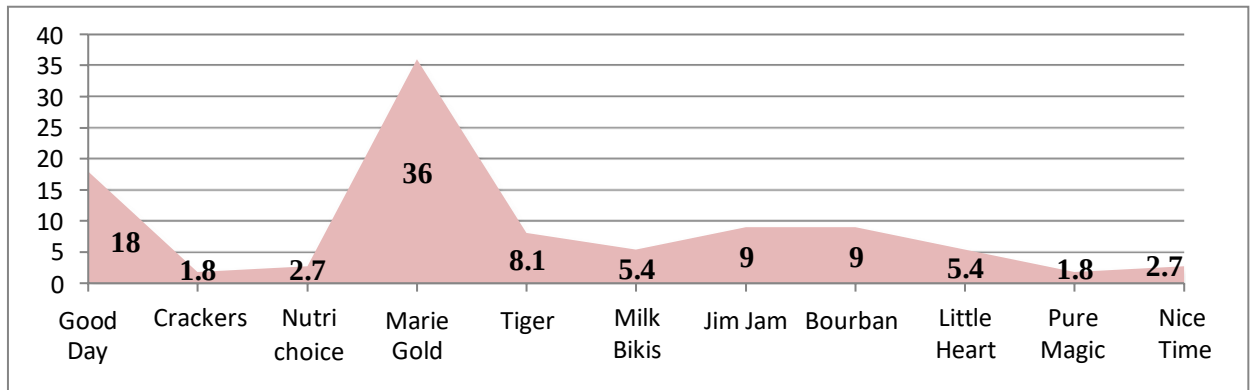
TABLE 4.10

RESPONDENTS	FREQUENCY	PERCENTAGE%
Good Day	20	18
Crackers	2	1.8
Nutri choice	3	2.7
Marie Gold	40	36
Tiger	9	8.1
Milk Bikis	6	5.4
Jim Jam	10	9
Bourban	10	9
Little Heart	6	5.4
Pure Magic	2	1.8
Nice Time	3	2.7
TOTAL	111	100

INTERPRETATION

From the given chart it can be observed that 18% of the respondents are in Good Day, 1.8% of the respondents are in Crackers, 2.7% of the respondents are in Nutri Choice, 36% of the respondents are in Marie Gold, 8.1% of respondent are in Tiger, 5.4% of respondent are in Milk Bikes, 9% of respondent are in Jim Jam, 9% of respondent are in Bourbon, 5.4% of respondent are in Little Heart, 1.8% of respondent are in Pure Magic and 2.7% respondent are in Nice Time. Hence the majority of the respondents, i.e, 36% of the respondents are in Marie Gold with regard to Consumer

Perception towards Britannia Products.



AREA CHART 4.10

How long you have been using the Britannia?

Following are the table and graph showing the How long you have been using the Britannia classification of Respondents

Table 4.11

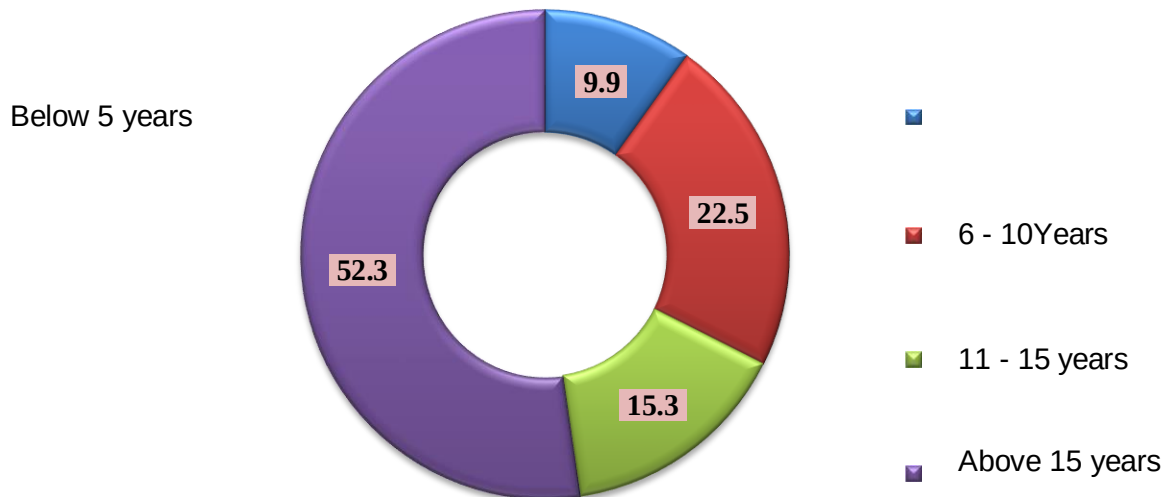
RESPONDENTS	FREQUENCY	PERCENTAGE%
Below 5 years	11	9.9
6 - 10 Years	25	22.5
11 - 15 years	17	15.3
Above 15 years	58	52.3
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 9.9% of the respondents are below 5 years, 22.5% of the respondents are 6-10 years, 15.3% of the respondents are in 11-15 years and 52.3% of the respondents are above 15 years.

Hence the majority of the respondents, i.e, 52.3% who lie above 15 years with regard to Consumer Perception towards Britannia Products.

DOUGHNUT CHART 4.11



Where do you purchase the products of Britannia?

Following are the table and graph showing Where do you purchase the products of Britannia classification of Respondents

TABLE 4.12

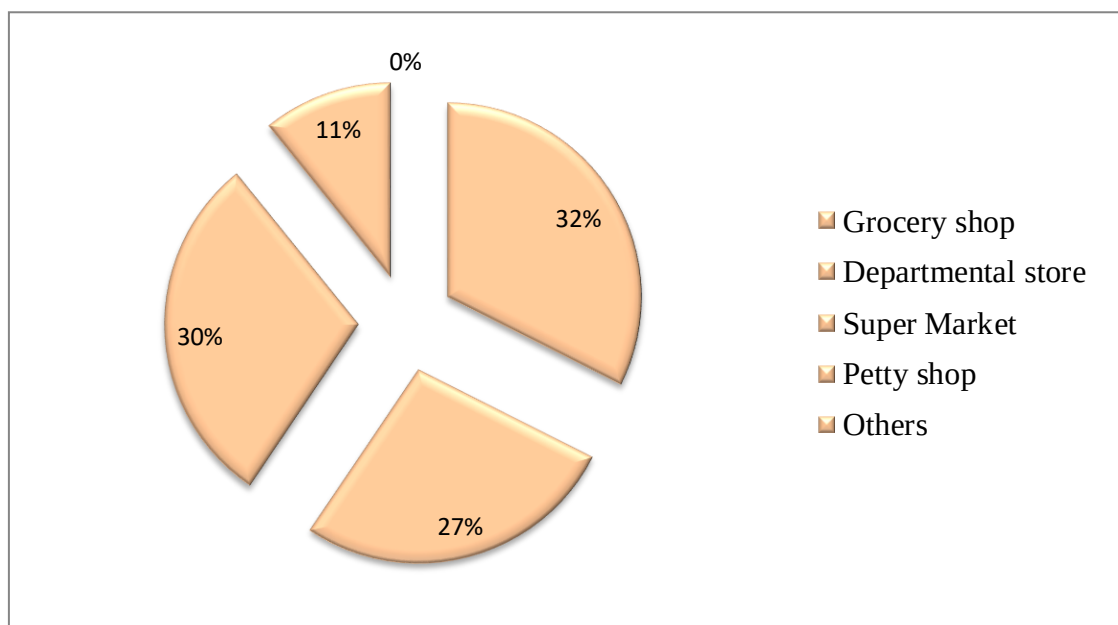
RESPONDENTS	FREQUENCY	PERCENTAGE%
Grocery shop	36	32.4
Departmental store	30	27
Super Market	33	29.7
Petty shop	12	10.8
Others	0	0
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 32.4% of the respondents are in Grocery shop, 27% of the respondents are in Departmental store, 29.7% of the respondents are in Super Market, 10.8% of the respondents lie in Petty shop and 0 respondents in Others.

Hence the majority of the respondents, i.e, 32.4% who lie in Grocery shop with regard to Consumer Perception towards Britannia Products.

PIE CHART 4.1.12



What quantity of Biscuits you would purchase?

Following are the table and graph showing what quantity of Biscuits you would purchaseclassification of Respondents

TABLE 4.13

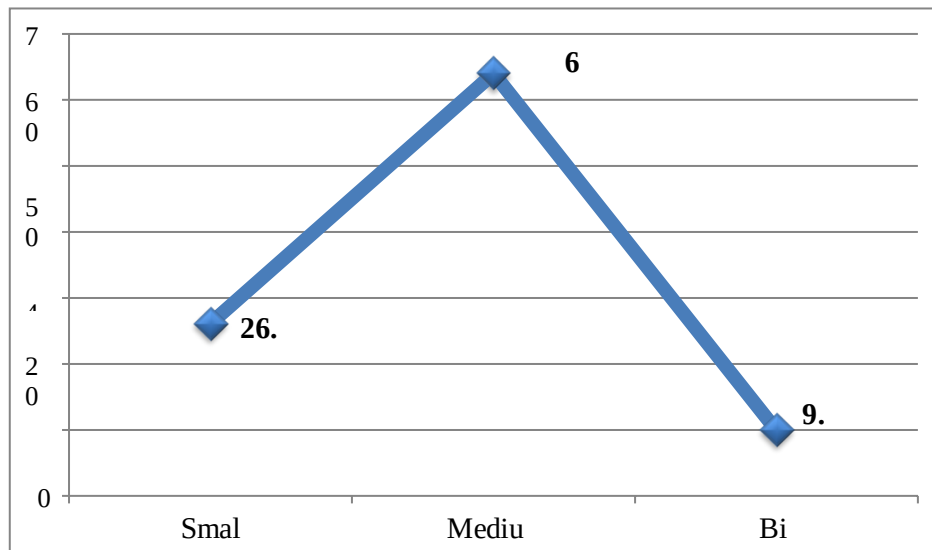
RESPONDENTS	FREQUENCY	PERCENTAGE%
Small	29	26.1
Medium	71	64
Big	11	9.9
TOTAL	111	100

INTERPRETATION

From the given chart it can be observed that 26.1% of the respondents lie in Small, 64% of the respondents lie in Medium and 9.9% of the respondents lie in Big,

Hence the majority of the respondents, i.e, 64% who lie in Medium quantity with regard to Consumer Perception towards Britannia Products.

LINE CHART 4.13



How frequently you would purchase the products of Britannia?

Following are the table and graph showing how frequently you would purchase the products of Britannia classification of Respondents

TABLE 4.14

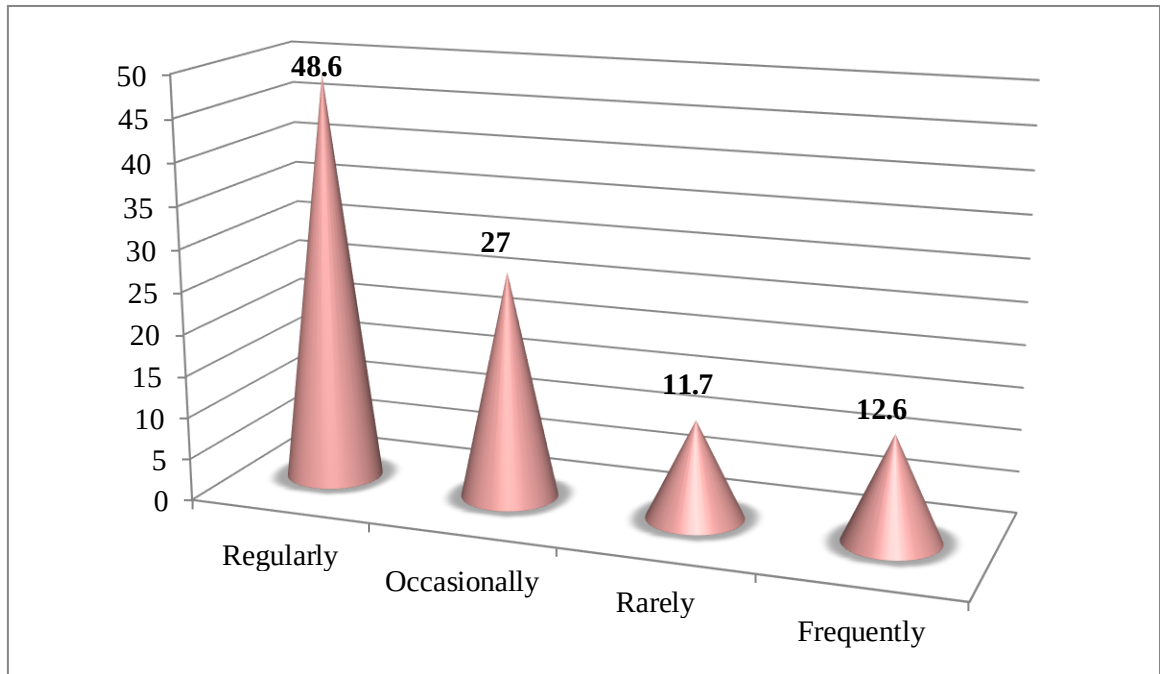
RESPONDENT S	FREQUENCY	PERCENTAGE%
Regularly	54	48.6
Occasionally	30	27
Rarely	13	11.7
Frequently	14	12.6
TOTAL	111	100

INTERPRETATION

From the given chart it can be observed that 48.6% of the respondents are regular, 27% of the respondents are occasionally and 11.7% of the respondents are rarely and 12.6% of the respondents are frequently.

Hence the majority of the respondents, i.e, 48.6% who lie in regularly with regard to Consumer Perception towards Britannia Products.

COLUMN CHART 4.14



Why do you prefer Britannia Biscuits than other biscuits?

Following are the table and graph showing why do you prefer Britannia Biscuits than other biscuits classification of Respondents

TABLE 4.15

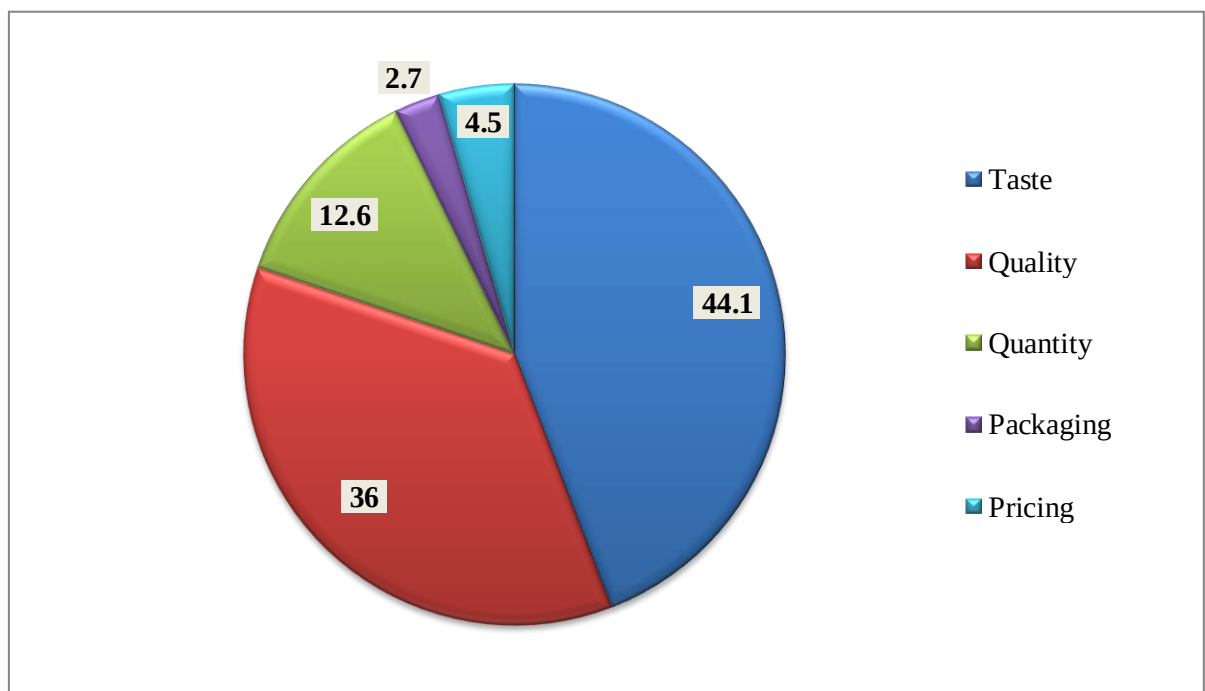
RESPONSES	FREQUENCY	PERCENTAGE%
Taste	49	44.1
Quality	40	36
Quantity	14	12.6
Packaging	3	2.7
Pricing	5	4.5
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 44.1% of the respondents are Taste, 36% of the respondents are Quality, 12.6% of the respondents are Quantity, 2.7% of the respondents are Packaging and 4.5% of respondent are Pricing.

Hence the majority of the respondents, i.e, 44.1% who lie in Taste with regard to Consumer Perception towards Britannia Products.

PIE CHART 4.15



Are you satisfied by using Britannia Biscuits?

Following are the table and graph showing Are you satisfied by using Britannia Biscuitsclassification of Respondents

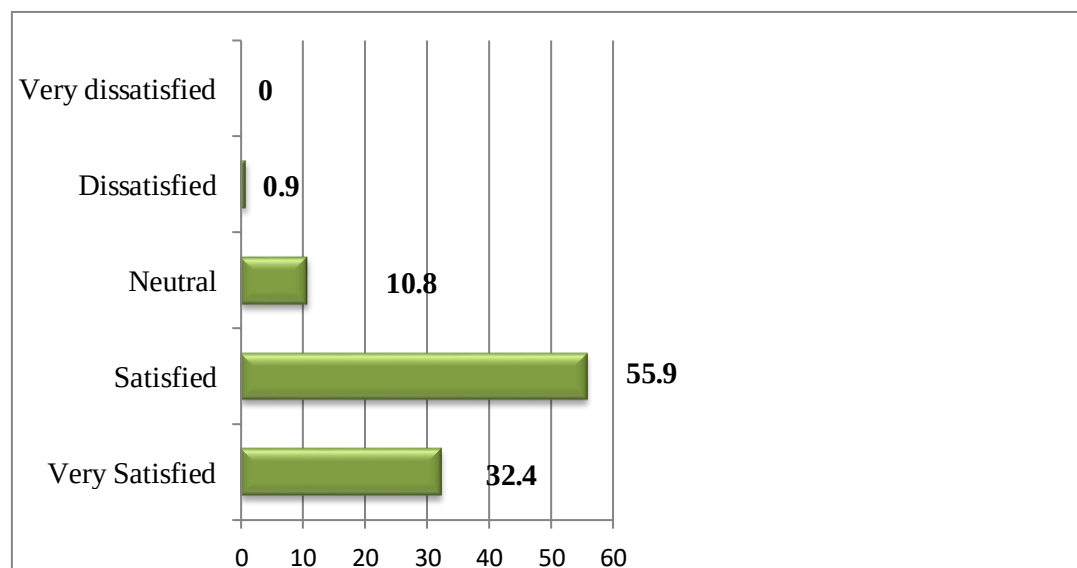
TABLE 4.16

RESPONDENT	FREQUENCY	PERCENTAGE%
Very Satisfied	36	32.4
Satisfied	62	55.9
Neutral	12	10.8
Dissatisfied	1	0.9
Very Dissatisfied	0	0
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 32.4% of the respondents are Very Satisfied, 55.9% of the respondents are Satisfied, 10.8% of the respondents are Neutral, 0.9% of the respondents are Dissatisfied and 0% of respondent are Very Dissatisfied.

Hence the majority of the respondents, i.e, 55.9% who lie in Satisfied with regard to Consumer Perception towards Britannia Products.

BAR CHART 4.16

Will you buy more quantity when any free offer is offered along with regular ones?

Following are the table and graph showing will you buy more quantity when any free offer is offered along with regular ones classification of Respondents

TABLE 4.17

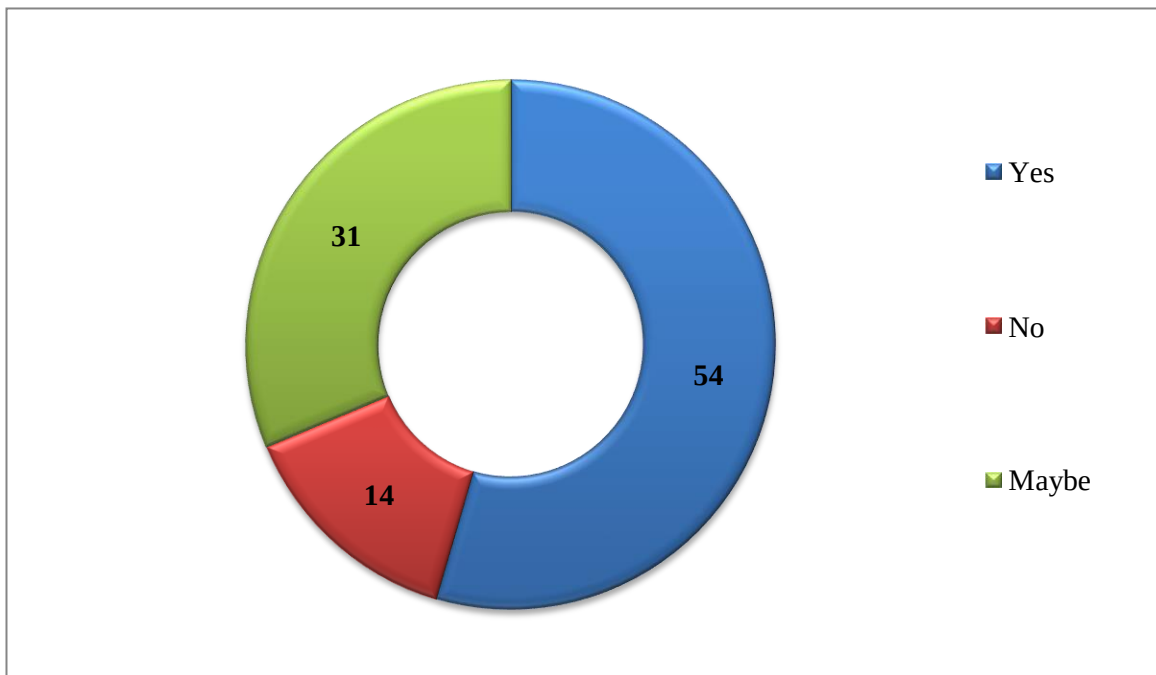
RESPONSDENTS	FREQUENCY	PERCENTAGE%
YES	60	54.1
NO	16	14.4
MAY BE	35	31.5
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 54.1% of the respondents are Yes, 14.4% of the respondents are No, 31.5% of the respondents are May Be.

Hence the majority of the respondents, i.e, 54.1% of them are yes with regard to Consumer Perception towards Britannia Products.

DOUGHNUT CHART 4.17



Do you check the manufacture and expire date?

Following are the table and graph showing Do you check the manufacture and expiredate classification of Respondents

TABLE 4.18

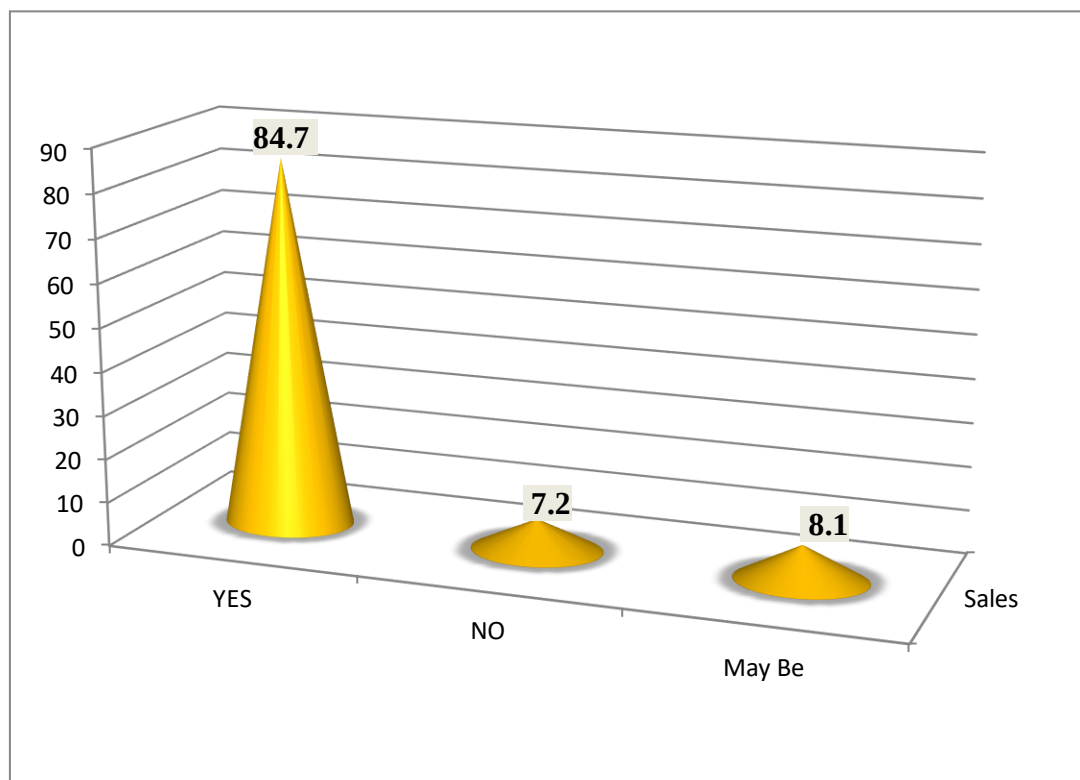
RESPONSDENTS	FREQUENCY	PERCENTAGE%
YES	94	84.7
NO	8	7.2
MAYBE	9	8.1
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 84.7% of the respondents are Yes, 7.2% of the respondents are No, 8.1% of the respondents are May Be.

Hence the majority of the respondents, i.e., 84.7% are Yes with regard to Consumer Perception towards Britannia Products.

COLUMN CHART 4.18



Whom/What influenced to purchase the Biscuits?

Following are the table and graph showing Whom/What influenced to purchase the Biscuits classification of Respondents.

TABLE 4.19

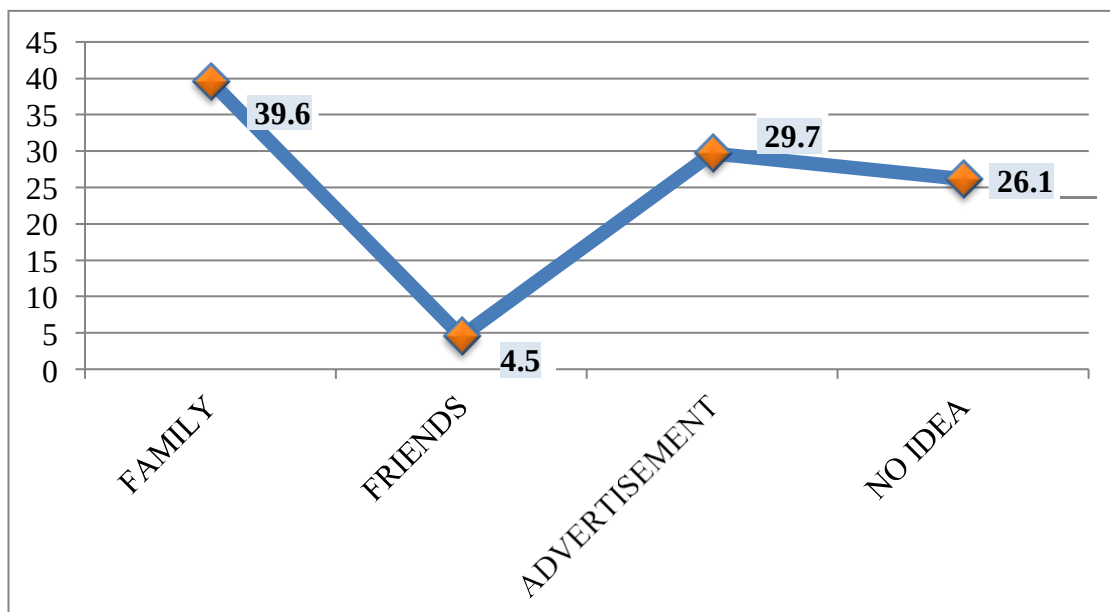
RESPONDENTS	FREQUENCY	PERCENTAGE%
FAMILY	44	39.6
FRIENDS	5	4.5
ADVERTISEMENT	33	29.7
NO IDEA	29	26.1
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 39.6% of the respondents are Family, 4.5% of the respondents are Friends, 29.7% of the respondents are in Advertisement and 26.1% of respondent are No Idea.

Hence the majority of the respondents, i.e, 39.6% who lie in Family with regard to Consumer Perception towards Britannia Products.

LINE CHART 4.19



For what purpose you are purchasing the Britannia Products?

Following are the table and graph showing. For what purpose you are purchasing the Britannia Products classification of Respondents

TABLE 4.20

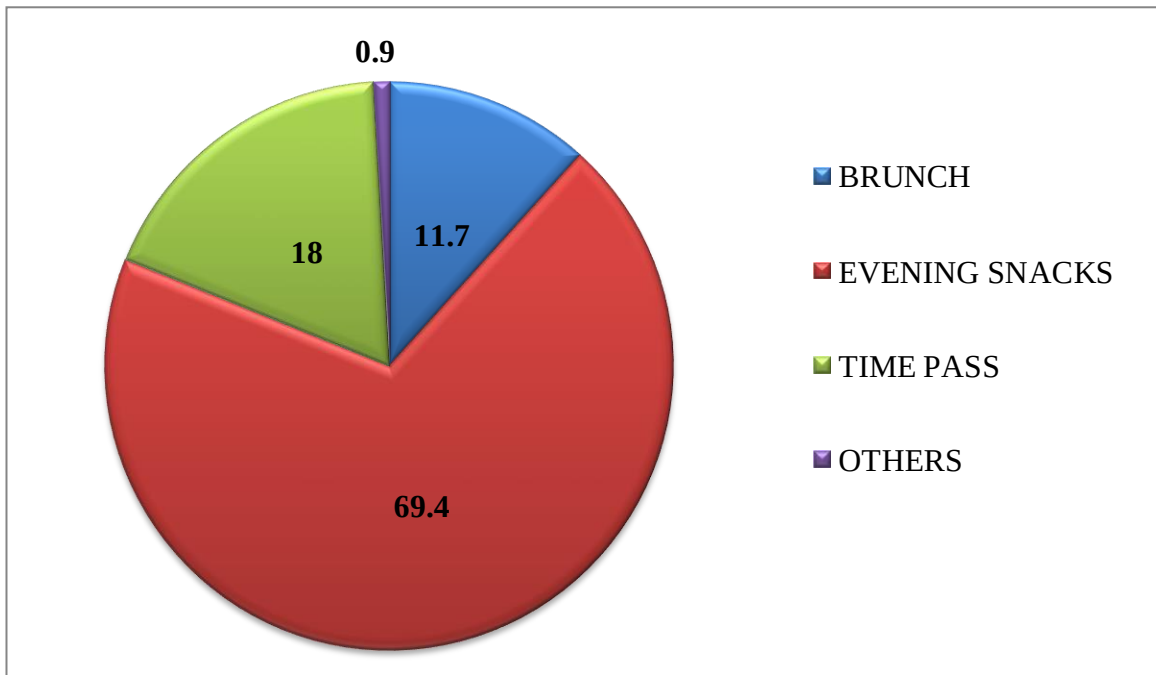
RESPONDENTS	FREQUENCY	PERCENTAGE%
BRUNCH	13	11.7
EVENING SNACKS	77	69.4
TIME PASS	20	18
OTHERS	1	0.9
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 11.7% of the respondents are for Brunch, 69.4% of the respondents are Evening snacks, 18% of the respondents are Time Pass and 0.9% of respondent are others.

Hence the majority of the respondents, i.e, 69.4% are for Evening snacks with regard to Consumer Perception towards Britannia Products.

PIE CHART 4.20



Rate the consistency of the taste of Britannia Products

Following are the table and graph showing Rate the consistency of the taste of Britannia Products classification of Respondents

TABLE 4.21

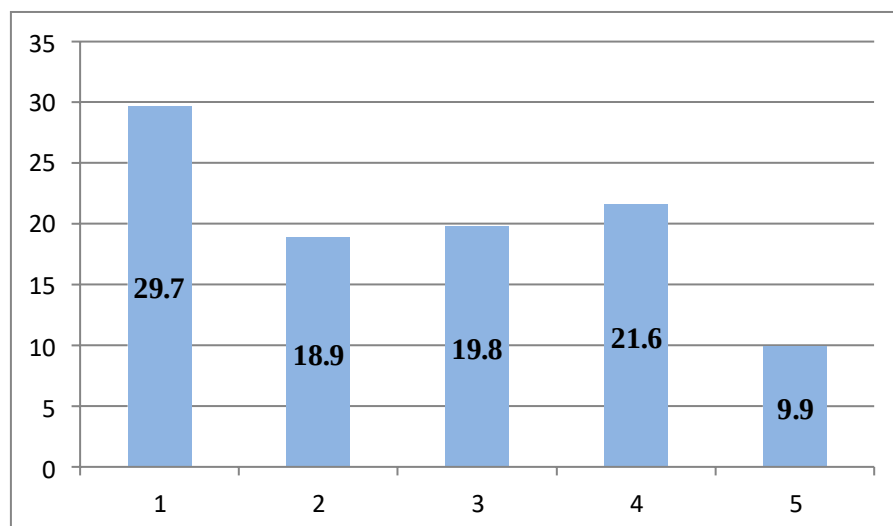
RESPONDENTS	FREQUENCY	PERCENTAGE%
1 (Best)	33	29.7
2	21	18.9
3	22	19.8
4	24	21.6
5 (Worst)	11	9.9
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 29.7% of the respondents are No. 1 (Best), 18.9% of the respondents are No. 2, 19.8% of the respondents are No.3 and 21.6% of respondents are No.4 and 9.9% of the respondent' s areNo.5 (Worst)

Hence the majority of the respondents, i.e, 29.7% are No. 1 (Best) with regard to Consumer Perception towards Britannia Products.

BAR CHART 4.21



1 – Best; 2 – Good; 3 – Neutral; 4 – Bad; 5 – Worst

Rate the freshness of the products at the time of purchase

Following are the table and graph Rate the freshness of the products at the time of purchaseclassification of Respondents

TABLE 4.22

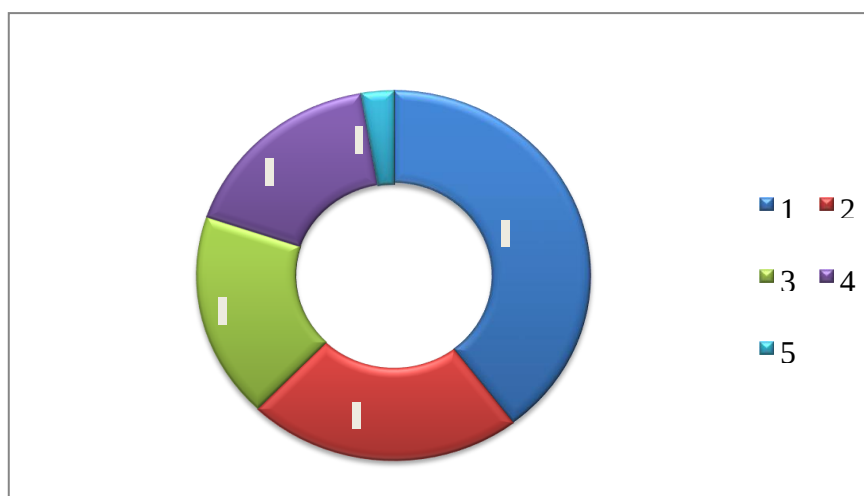
RESPONDENTS	FREQUENCY	PERCENTAGE%
1 (BEST)	44	39.6
2	25	22.5
3	20	18
4	19	17.1
5 (WORST)	3	2.7
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 39.6% of the respondents are No. 1 (Best), 22.5% of the respondents are No. 2, 18% of the respondents are in No.3 and 17.1% of respondent are in No.4 and 2.7% of the respondents are in No.5 (Worst)

Hence the majority of the respondents, i.e, 39.6% are in No. 1 (Best) with regard to Consumer Perception towards Britannia Products.

DOUGHNUT CHART 4.22



1 – Best; 2 – Good; 3 – Neutral; 4 – Bad; 5 – Worst

Rate the availability of the Britannia Products

Following are the table and graph Rate the availability of the Britannia Productsclassification of Respondents

TABLE 4.23

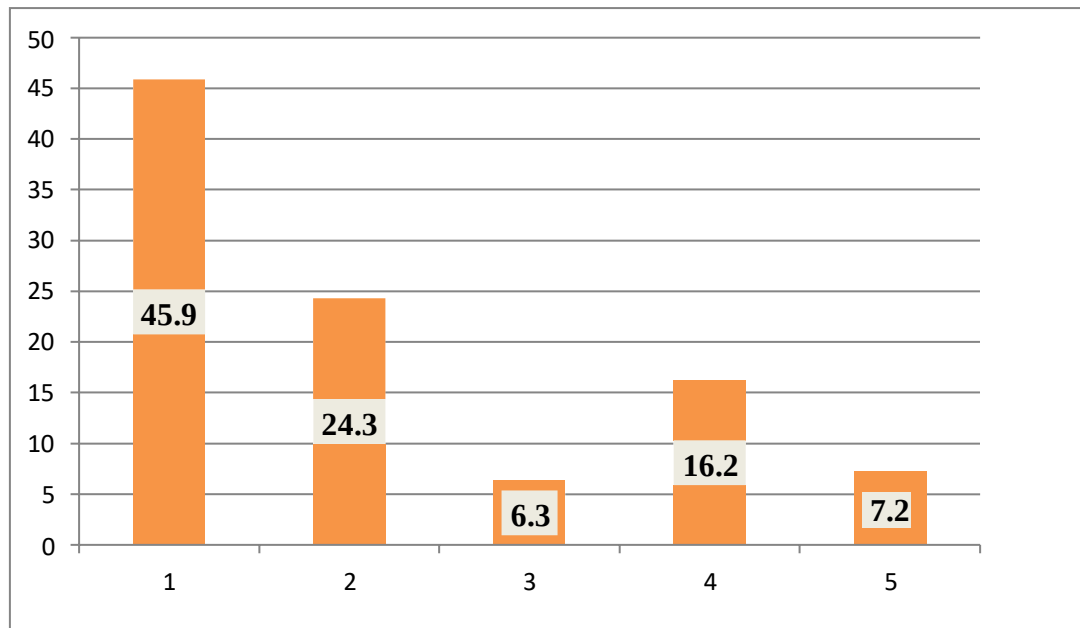
RESPONDENTS	FREQUENCY	PERCENTAGE%
1 (Best)	51	45.9
2	27	24.3
3	7	6.3
4	18	16.2
5 (Worst)	8	7.2
TOTAL	111	100

. INTERPRETATION

From the given chart it is observed that 45.9% of the respondents are in No. 1 (Best), 24.3% of the respondents are No. 2, 6.3% of the respondents are No.3 and 16.2% of respondents are No.4 and 7.2% of the respondent are No.5 (Worst)

Hence the majority of the respondents, i.e, 45.9% who are No. 1 (Best) with regard to Consumer Perception towards Britannia Products

BAR CHART 4.23



1 – Best; 2 – Good; 3 – Neutral; 4 – Bad; 5 – Worst

How much would you spend on Britannia Products?

Following are the table and graph how much would you spend on Britannia Productsclassification of Respondents

TABLE 4.24

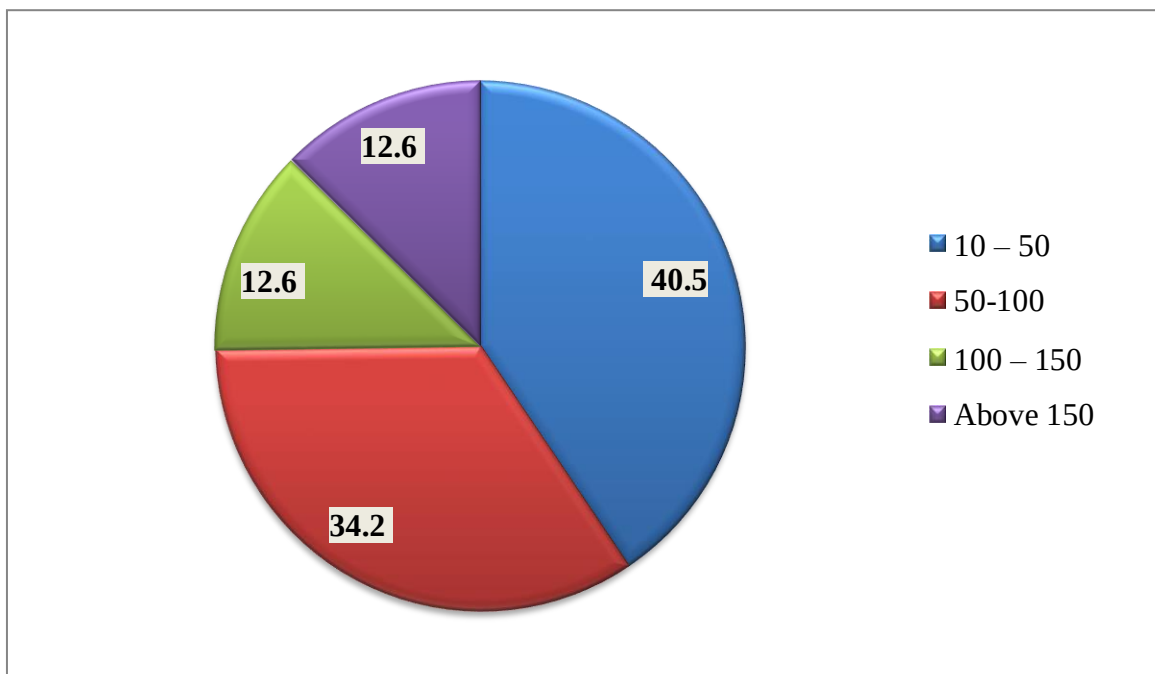
RESPONDENT	FREQUENCY	PERCENTAGE%
10 – 50	45	40.5
50-100	38	34.2
100 – 150	14	12.6
Above 150	14	12.6
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 40.5% of the respondents are in 10-50 , 34.2% of the respondents are in 5.-100, 12.6% of the respondents are in 100-150 and 12.6% of respondent are Above 150

Hence the majority of the respondents, i.e, 40.5% are in 10-50 with regard to Consumer Perception towards Britannia Products.

PIE CHART 4.1.24



Rate the level of Satisfaction of Price of Britannia Products

Following are the table and graph Rate the level of Satisfaction of Price of BritanniaProducts classification of Respondents

TABLE 4.25

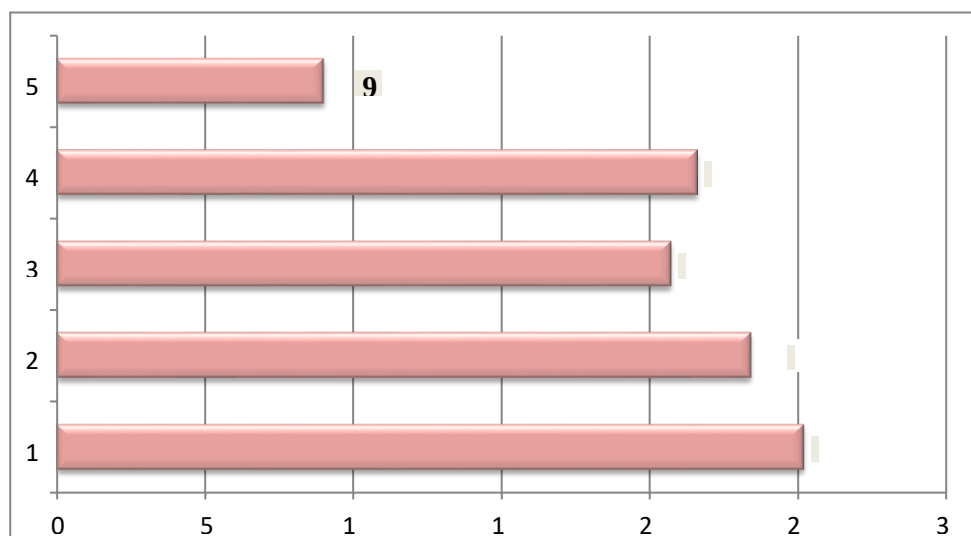
RESPONSES	FREQUENCY	PERCENTAGE%
1	28	25.2
2	26	23.4
3	23	20.7
4	24	21.6
5	10	9
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 25.2% of the respondents are No. 1 (Best), 23.4% of the respondents are No. 2, 20.7% of the respondents are in No.3 and 21.6% of respondents are in No.4 and 9% of the respondent are in No.5 (Worst)

Hence the majority of the respondents, i.e, 25.2% who lie in No. 1 (Best) with regard to Consumer Perception towards Britannia Products.

BAR CHART 4.25



1– Best; 2 – Good; 3 – Neutral; 4 – Bad; 5 – Worst

Rate the level of Satisfaction of service provided by the company

Following are the table and graph Rate the level of Satisfaction of service provided by the company classification of Respondents

TABLE 4.26

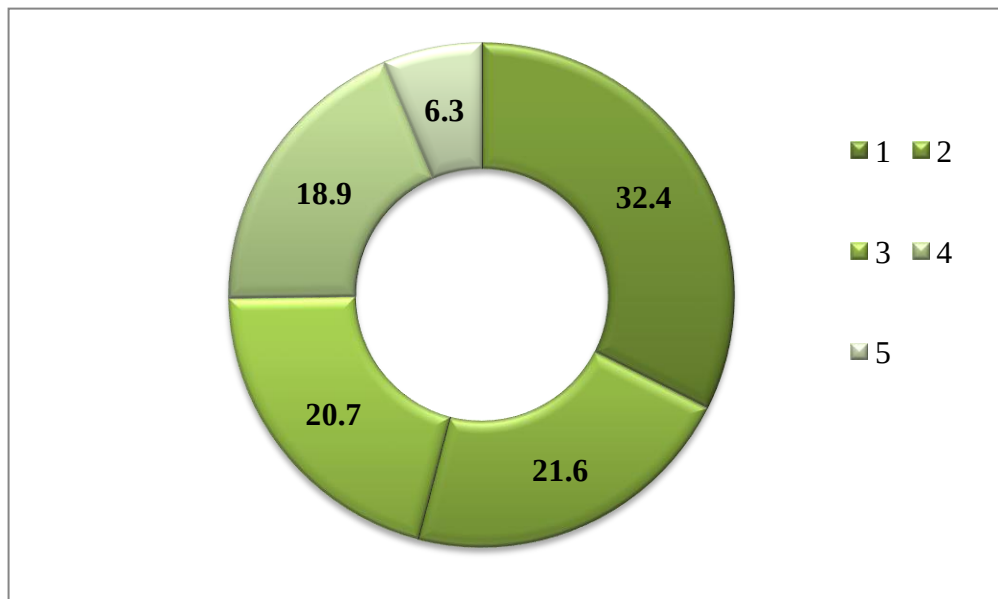
RESPONDENTS	FREQUENCY	PERCENTAGE%
1(Best)	36	32.4
2	24	21.6
3	23	20.7
4	21	18.9
5(Worst)	7	6.3
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 32.4% of the respondents are No. 1 (Best), 21.6% of the respondents are No. 2, 20.7% of the respondents are No.3 and 18.9% of respondent are No.4 and 6.3% of the respondent are No.5 (Worst)

Hence the majority of the respondents, i.e, 32.4% are No. 1 (Best) with regard to Consumer Perception towards Britannia Products.

DOUGHNUT CHART 4.26



Rate the awareness level

Following are the table and graph Rate the awareness level classification of Respondents

TABLE 4.27

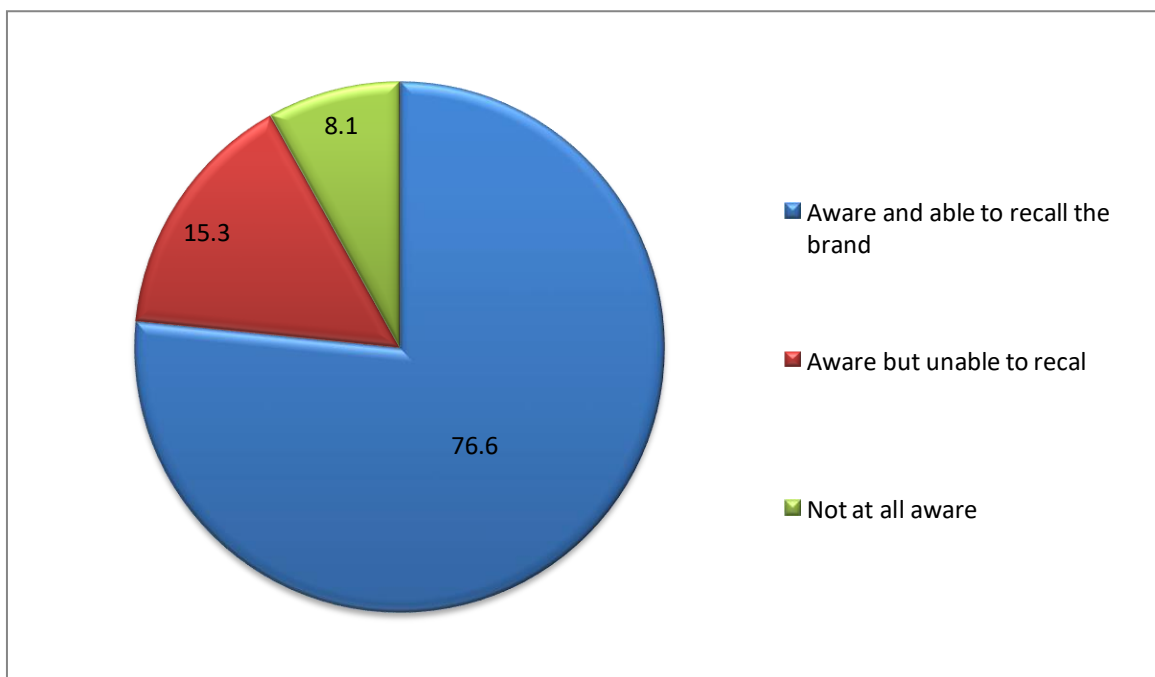
RESPONDENTS	FREQUENCY	PERCENTAGE%
Aware and able to recall the brand	85	76.6
Aware but unable to recall	17	15.3
Not at all aware	9	8.1
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 76.6% of the respondents are in Aware and able to recall the brand, 15.3% of the respondents are Aware but unable to recall and 8.1% of the respondents are Not at all aware.

Hence the majority of the respondents, i.e, 76.6% who are Aware and able to recall the brand with regard to Consumer Perception towards Britannia Products.

CHART 4.27



Select the promotional activities that you recently seen/experienced recently

Following are the table and graph Select the promotional activities that you recently seen/experienced recently classification of Respondents

TABLE 4.28

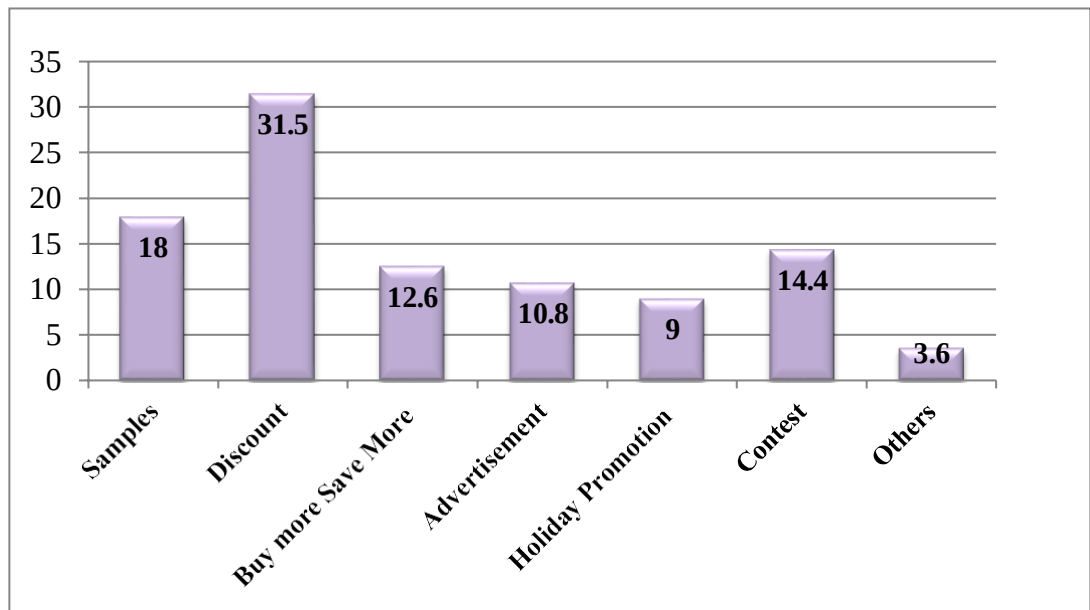
RESPONDENTS	FREQUENCY	PERCENTAGE%
Samples	20	18
Discount	35	31.5
Buy more Save More	14	12.6
Advertisement	12	10.8
Holiday Promotion	10	9
Contest	16	14.4
Others	4	3.6
TOTAL	111	100

INTERPRETATION

From the given chart it is observed that 18% of the respondents are Samples, 31.5% of the respondents are Discount, 12.6% of the respondents are Buy more and Save More, 10.8% of the respondents are Advertisement , 9% of respondents are Holiday Promotion , 14.4% of respondents are Contest , 3.6% of respondents are Others

Hence the majority of the respondents, i.e, 31.5% are Discount with regard to Consumer Perception towards Britannia Products.

COLUMN CHART 4.28



CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

INTRODUCTION

Findings, conclusions, suggestions and plan of actions are the last parts of the theses. Findings are statements section, upon which they are based upon the data analysis. Conclusions are answer to the question raised, or the statements of acceptance or rejection of the hypotheses proposed.

The conclusions do not need to repeat the evidence on which they are based, but extreme care should be exercised to present them with whatever limitations and qualification are necessary. Besides findings and conclusion, suggestions are also required for the researcher. Suggestions are brief statements of a limited numbers of recommendations for further consideration.

These suggestions are to be given at the end of the report. They must be exhaustive and should take into consideration all the difficulties that may arise in implementing them and plan of action will give ideas for further research study.

5.1 Findings

- ★ From Table 4.1 it is observed that the majority i.e 69.4% of the respondent are 18-25 Agegroup
- ★ From Table 4.2 it is observed that the majority i.e 51.4% of respondent are Male Gender
- ★ From Table 4.3 it is observed that the majority i.e 76.6% of respondent are UnderGraduate
- ★ From Table 4.4 it is observed that the majority i.e 60.4% of the respondent

are Students

- ★ From Table 4.5 it is observed that the majority i.e 59.5% of the respondent lie Less than 25000 per month
- ★ From Table 4.6 it is observed that the majority i.e 89.2% of the respondent are from City
- ★ From Table 4.7 it is observed that the majority i.e 59.5% of the respondent are get to know about the product through Advertisement
- ★ From Table 4.8 it is observed that the majority i.e 60.4% of the respondent are mostly using Btinnia brand.
- ★ From Table 4.9 it is observed that the majority i.e 31.5% of the respondent are aware about Biscuits in Britannia Brand
- ★ From Table 4.10 it is observed that the majority i.e 36% of the respondent prefer MarieGold Biscuit
- ★ From Table 4.11 it is observed that the majority i.e 52.3% of the respondents are using Britannia Product for more than 15 years
- ★ From Table 4.12 it is observed that the majority i.e 32.4% of the respondents buys the products from Grocery Shop
- ★ From Table 4.13 it is observed that the majority i.e 64% of the respondents purchase Medium quantity of the product
- ★ From Table 4.14 it is observed that the majority i.e 48.6% of the respondents purchase Regularly
- ★ From Table 4.15 it is observed that the majority i.e 44.1% of the respondents prefer Britannia Products for the Taste.
- ★ From Table 4.16 it is observed that the majority i.e 55.9% of the respondents are satisfied with Britannia Biscuit
- ★ From Table 4.17 it is observed that the majority i.e 54.1% of the respondents preferred Yes, that they will buy more quantity if there is any free offer is offered
- ★ From Table 4.18 it is observed that the majority i.e 84.7% of the respondent select Yes as they will check the expiry date
- ★ From Table 4.19 it is observed that the majority i.e 39.6% of the respondent influenced by Family members
- ★ From Table 4.20 it is observed that the majority i.e 69.4% of the

respondent have Britannia as their Evening snack.

- ★ From Table 4.21 it is observed that the majority i.e 29.7% of the respondent voted No.1 (Best) for the Taste of the product
- ★ From Table 4.22 it is observed that the majority i.e 39.6% of the respondent voted No.1 (Best) for the freshness of the product
- ★ From Table 4.23 it is observed that the majority i.e 45.9% of the respondent voted No.1 (Best) for the availability of the product
- ★ From Table 4.24 it is observed that the majority i.e 40.5% of the respondent would spend 10 – 50 on Britannia products
- ★ From Table 4.25 it is observed that the majority i.e 25.2% of the respondent voted No.1 (Best) for the level of Satisfaction of the product
- ★ From Table 4.26 it is observed that the majority i.e 32.4% of the respondent voted No.1 (Best) for the level of satisfaction of service provided by the company
- ★ From Table 4.27 it is observed that the majority i.e 76.6% of the respondent are Aware and able to recall the brand
- ★ From Table 4.28 it is observed that the majority i.e 31.5% of the respondent had Discounts for the Product

5.2 SUGGESTIONS

- ☐ To increase the quantity and reduce the price of Britannia products.
- ☐ To increase the marketing strategy for dairy products
- ☐ Can start schemes like cash prizes or foreign trips on scratching the barcode on the packet.
- ☐ The respondents want that ingredients used in Britannia biscuits should be more hygienic for the health of kids..
- ☐ The Consumer's perception may vary every day. Britannia should maintain a good perspective towards customers.
- ☐ They may also use innovative packing methods for covering the biscuits packs.

- The company to retain its market leadership should concentrate in sales promotion activities, which would enhance the sales of Britannia products.
- The supply of the biscuit should be frequent
- The frequency of advertisement in the mass media like radio, newspapers is not up to satisfaction. Many people in the rural areas are unaware of various biscuits of Britannia brand.
- Coupons and gifts offered along with the packet should be given without any delay.
- In order to attract the children, cartoon stickers (or) tattoos should be offered freely.
- Quality of the biscuit must be maintained in each and every stock.

5.3 Conclusion

Marketing plays a pivotal role in the growth and development of country. The development of marketing has always kept pace with the economic growth of the country. Now the modern marketing faces the high competition in their activities. Businessmen have started realizing it.

Earning profit is possible only through customer satisfaction by means of loyalty. This is possible only when information are collected from the consumer. The design of the study reveals that consumers perception on brand loyalty, Britannia has a high image among the consumer than the others in respect of quality, taste, price etc., In order to retain brand loyalty, the manufacturer must know the consumer' s habits, and encourage them to continue purchasing the products in future.

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ANNEXURE

1. NAME _____

2. Age

- a) Below the age of 18 years
- b) 18 - 25
- c) 26 - 35
- d) 36 - 45
- e) Above the age of 45 years

3. Gender

- a) Female
- b) Male
- c) Prefer Not to say

4. Education

- a) School Education
- b) Under Graduation
- c) Post Graduation
- d) Professional
- e) Doctorate

5. Occupation

- a) Self Employed
- b) Employed
- c) Unemployed
- d) Professional
- e) Student

6. Income Per Month

- a) Less than 25000
- b) 25001 – 50000
- c) 50001 – 100000
- d) Above 1 Lakhs

7. How do you get to know about Britannia?

- a) Advertisement
- b) Social Media
- c) Friends
- d) Family
- e) Shops
- f) Offer

8. Which Brand of Biscuits you are using mostly?

- a) ITC
- b) Parle
- c) Unibic

- d) Britannia
- e) Others

9. What product of Britannia you' re aware of?

- a) Biscuit
- b) Bread
- c) Dairy
- d) Croissant
- e) Cakes
- f) Rusk
- g) Cream Wafer

10. What biscuits of Britannia you prefer

- a) Good Day
- b) Crackers
- c) Nutri choice
- d) Marie Gold
- e) Tiger
- f) Milk Bikis
- g) Jim Jam
- h) Bourban
- i) Little heart
- j) Pure Magic
- k) Nice time

11. How long you have been using the Britannia?

- a) Below 5 years
- b) 5 – 10 years
- c) 11 – 15 years
- d) Above 15 years

12. Where do you purchase the products of Britannia?

- a) Grocery shop
- b) Departmental store
- c) Super market
- d) Petty shop
- e) Others

13. What quantity of Biscuits you would purchase?

- a) Small
- b) Medium
- c) Big

14. How frequently you would purchase the products of Britannia?

- a) Regularly
- b) Occasionally
- c) Rarely
- d) Frequently

15. Why do you prefer Britannia Biscuits than other biscuits?

- a) Taste
- b) Quality
- c) Quantity
- d) Packaging
- e) Pricing

16. Are you satisfied by using Britannia Biscuits?

- a) Very Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Very Dissatisfied

17. Will you buy more quantity when any free offer is offered along with regular ones?

- a) Yes
- b) No
- c) May be

18. Do you check the manufacture and expire date?

- a) Yes
- b) No
- c) May be

19. Whom/What influenced to purchase the Biscuits?

- a) Family
- b) Friends
- c) Advertisement
- d) No Idea

20. For what purpose you are purchasing the Britannia Products?

- a) Brunch
- b) Evening snack
- c) Time Pass
- d) Others

21. Rate the consistency of the taste of Britannia Products

- a) 1 (Best)
- b) 2
- c) 3
- d) 4
- e) 5 (worst)

22. Rate the freshness of the products at the time of purchase

- a) 1 (Best)
- b) 2
- c) 3
- d) 4
- e) 5 (worst)

23. Rate the availability of the Britannia Products

- a) 1 (Best)
- b) 2
- c) 3
- d) 4
- e) 5 (worst)

24. How much would you spend on Britannia Products?

- a) 10-50
- b) 50-100
- c) 100-150
- d) Above 150

25. Rate the level of Satisfaction of Price of Britannia Products

- a) 1 (Best)
- b) 2
- c) 3
- d) 4
- e) 5 (worst)

26. Rate the level of Satisfaction of service provided by the company

- a) 1 (Best)
- b) 2
- c) 3
- d) 4
- e) 5 (worst)

27. Rate the awareness level

- a) Aware and able to recall the brand
- b) Aware but unable to recall
- c) Not at all aware

28. Select the promotional activities that you recently seen/experienced recently

- a) Sample
- b) Discount
- c) Buy more and Save more
- d) Advertisement
- e) Holiday Promotion
- f) Contest
- g) Others