

A STUDY ON CUSTOMER SATISFACTION LEVEL TOWARDS TO BRITANNIA PRODUCT

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

BY

KALAIVANI.J

39740021



BACHELOR OF COMMERCE

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

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC | 12B status by UGC | approved by AICTE

www.sathyabama.ac.in



SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **J.Kalaivani (39740021)** who has done the Project work entitled **A STUDY ON THE BENEFITS OF EMI SCHEME WITH SPECIALIZED IN BAJAJ FINSERV LTD** under my supervision from december 2021 to February 2022.

Dr.N. MATHAN

Internal Guide

Dr. BHUVANESWARI G.

Dean, School of Business Administration

Submitted for Viva voce Examination held on _____

InternalExaminer

ExternalExaminer

DECLARATION

J.KALAIVANI (39740021). Hereby declare that the Project Report entitled **“A STUDY ON CUSTOMER SATISFACTION LEVEL TOWARDS TO BRITANNIA PRODUCT”** done by me under the guidance of Dr. **MATHAN.N**, MBA, MPhil, PhD. Assistant Professor, School of Business Administration is submitted in partial fulfilment of the requirements for the award of **bachelor of commerce degree**.

DATE:

PLACE: CHENNAI

J.KALAIVANI

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. MATHAN .N, Assistant Professor of the Department, School of Management** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

J.KALAIVANI

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	TABLE OF CONTENTS	4-5
	LIST OF TABLES	7
	LIST OF CHARTS	8
	ABSTRACT	6
1	INTRODUCTION	
	1.1 Introduction	9
	1.2 Industry Profile	10
	1.3 Need for the Study	10
	1.4 Scope of Study	10
	1.5 Objectives of the Study	11
2	REVIEW OF LITERATURE	12
3	RESEARCH METHODOLOGY	
	3.1 Research Methodology	13
	3.2 Research Process	13

	3.3 Type Of Research	14
	3.4 Data Collection	14
	3.5 Questionnaire Preparation	14
	3.6 Pilot Study	15
	3.7 Sample Size	15
	3.8 period of study	15
	3.9 Percentage analysis	15
4	DATA ANALYSIS AND INTERPRETATION	16-33
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	34
	5.2 Suggestions	35
	5.3 Conclusion	35
	APPENDIX – I (Questionnaire)	37-40
	REFERENCES	36

ABSTRACT

India is the world's largest food producer Indian food processing has grown substantively over the years. food products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural areas to cities. Thus, creates greater demand for food products. Tamil Nadu state is the one of the ten largest food producing states in India. In the state, major food product contributor is britannia, a Tamil Nadu- based food producer's union, procures food, processes it and sells biscuit and dairy products to customers. This paper analyses customer preference over the britannia with special reference to the erode district. The aim of the study is reveal customer preference over britannia products based on their age, education qualification, and monthly income of the customer's family. It also depicts level of satisfaction about the product using simple percentage analyses.

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1	Age of respondents	16
4.2	Gender of respondent	17
4.3	Education qualification of respondent	18
4.4	Buying experience of customer	19
4.5	Income level of respondent	20
4.6	What do you prefer	21
4.7	Are you aware of brand biscuit product	22
4.8	How you know this product	23
4.9	What do you most like in britannia product	24
4.10	How available britannia product	25
4.11	In britannia product what you like more	26
4.12	Which type of britannia biscuit do you prefer to buy	27
4.13	Does britannia products suit your budget	28
4.14	Are you agree that all product available in shops	29
4.15	Are you our satisfied our britannia product	30

LIST OF CHART

CHART NO	PARTICULAR	PAGE NO
4.1	Age of respondents	16
4.2	Gender of respondent	17
4.3	Education qualification of respondent	18
4.4	Buying experience of customer	19
4.5	Income level of respondent	20
4.6	What do you prefer	21
4.7	Are you aware of brand biscuit product	22
4.8	How you know this product	23
4.9	What do you most like in Britannia product	24
4.10	How available Britannia product	25
4.11	In Britannia product what you like more	26
4.12	Which type of Britannia products do you prefer to buy	27
4.13	Does Britannia products suit your budget	28
4.14	Are you agree that all product available in All shop	29
4.15	Are you satisfied our Britannia product	30

Chapter 1

introduction

the company was established in 1892 by a group of british businessmen with an 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. Britannia received the Most Respected Company Award 2011 from Businessworld. Bourbon received the Most Popular Confectionery Product Preferred By Youth (Biscuit) Award. Britannia Bread launched its new range of Health Breads in Delhi in November. Britannia Industries limited is an Indian multinational Fast Moving Consumers Goods (FMCG) company. The company headquarter is in Calcutta, West Bengal, India. It is one of the India's leading food companies with a 100 year legacy.

Britannia is among the most trusted food brands, and manufactures India's favorite brands like Good Day, Tiger, NutriChoice, Milk Bikis, and Marie gold which are household names in India. Britannia's product portfolio includes biscuit, breads, cakes, rusk and dairy products. It is the largest third brand in the organized bread market.

Products

- Biscuits
- Breads
- Rusk
- Cakes
- Dairy
- Cream wafers
- Croissant

History

- 1892 : Britannia Industries Limited established.
- 1918 : Company incorporated as Britannia Biscuit Company Limited.

- 1954 : the company developed of high quality sliced and wrapped bread in India.
- 1955 : Britannia launched Bourbon Biscuits which is very famous.
- 1963 : company expands its business and Britannia cakes hit the market.
- 1986 : the company launched The Good Day Biscuits.
- 1989 : Britannia executive office moved to Bengaluru.
- 2012 : Britannia was awarded 'The Global Performance Excellence Award' by Asia Pacific Quality Organization.
- 2016 : the company launched cake Biscotti.
- 2017 : Britannia entered into a Joint Venture Agreement with Chipita S.A., a Greek Company, for the manufacture and sale of ready to eat Delicious Croissants.

Chairman

Britannia Industries Limited chairman is Nusli N Wadia. He was born on 15 February 1944 at Mumbai. He is son of Neville Wadia and Dina Wadia. Wadia was born in a rich family and married to Maureen Wadia and blessed with two sons, Ness Wadia and Jehangir Wadia. He has experienced over 30 years. Nusli is very passionate towards his work and hard working person.

Networth

Britannia Industries Limited is an Indian Consumer goods company. In 2020, the company revenue is Rs.11,322.11 crore. Britannia delivers its products in all over the world. The company is focused on consumer satisfaction and providing world class quality to the customers.

INDUSTRY PROFILE:

POINTS	INFORMATION
Product brand name	britannia
Founder /owner	Nuslinwadia
Date of establishment	1892
Establishment place	Calcutta, bengaluru
Revenue	17 billion
Registered Address	5/1A Hungerford street, Kolkata wb 700017 in
Telephone No.	18004254449
Company Status	Active
Website	www.britannia.co.in.com

NEED OF THE STUDY:

- There are several issue on customer preference and satisfaction level to words the expectation.
- The organization to become a happy place to work if employee work is fully satisfied with customer expectation.
- An individual feels motivated in the company , when they came to know preference and achived.
- When the relationship between employees and customer become healthy then problem will not arise.

SCOPE OF STUDY:

- To maintain harmonious relation between employees and customer
- To safeguard the interest of customer to satisfy them

- To avoid the customer conflicts and want to satisfy their expectation
- Developing customer relation in an society

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

The objective of this study was to determine the customer preference and satisfaction level to words the expectation on the effectiveness of customer relationship management practice in britannia product.

SECONDARY OBJECTIVE:

- To study about the customer relationship management among britannia company.
- To know about how conflict managed and remedial measures incorporated.
- To understand the transparency in communication among customer.
- To provide suggestions and recommendations for the customer relationship practices.

CHAPTER 2

REVIEW OF LITERATURE

S. Ramya department of commerce. A&F,sri krishna arts and sciences college. Kuniya muthur , coimbatore , tamilnadu , india . she has analyzed that the special to reference to Brittany products. the process used to collect information and data for the purpose of making business discussion they methodology may include publication research, interview, survey and other research techniques and could include both Present and historical information. the primary data was collected through questionnaire from the dealers of Brittany products.

Deepshikha gupta batch 2015 to 17 under guidance of prof Sushant nanda

Universal business school mumbai(karjat).

The primary objective of study was to find Brittany products the secondary objective was find customer response towards.

CHAPTER-3

RESEARCH METHADODOLOGY:

Research is the process of systematic and in- depth study of any particular topic, subject or any are of investigation backed by collection, compilation, presentation and interpretation relevant data's in detail.

RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research are the descriptive of stage of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, The data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. The secondary data for the study was collected google scholar wensite and magazines.

QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

PIOLET SURVEY:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

SAMPLE SIZE:

The sample size for this survey is 91.

PERIOD OF STUDY

The period of study is from December 2021 to February 2022 with a three-month study period.

PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire

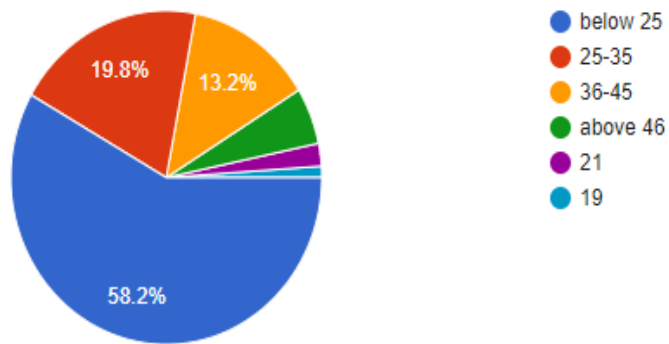
4.1 survey analysis of data

TABLE4.1

<i>Age</i>	<i>Percentage</i>
<i>Below 25</i>	<i>58.2</i>
<i>25-35</i>	<i>19.8</i>
<i>36-45</i>	<i>13.2</i>
<i>Above 46</i>	<i>5.5</i>
<i>26</i>	<i>2.2</i>
<i>19</i>	<i>1.1</i>

Age

91 responses



INTERPRETATION;

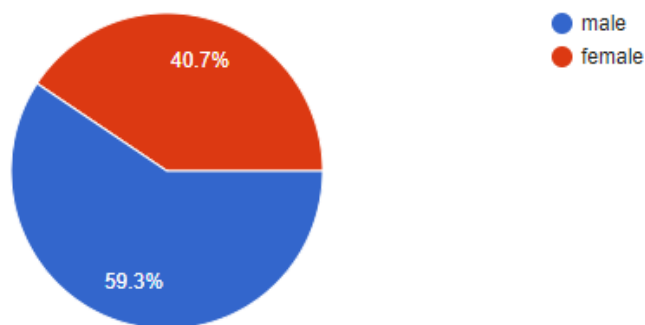
From the above table interpreted that 58.2% respondents are below 25.19.8% are between 25-35age ,13.2% are . between 36-45, majority of 58.2% respondents are between the age of below 25

Table 4.2 gender of respondents

Gender	No, of. respondents	Percentage
Male	60	59.3
Female	40	40.7

Gender

91 responses



INTERPRETATION;

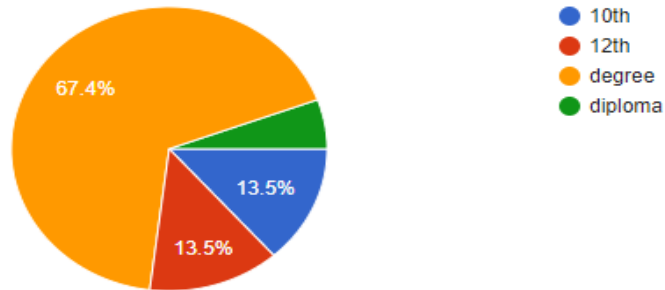
From the above table interpreted that 60% was respondent male,40% was respondent female. Majority 60% respondents was male.

TABLE 4.3 EDUCATION QUALIFICATION

Education	Percentage
10thu	13.5
12thu	13.5
Degree	67.4
Diploma	5.6

Education qualification

89 responses

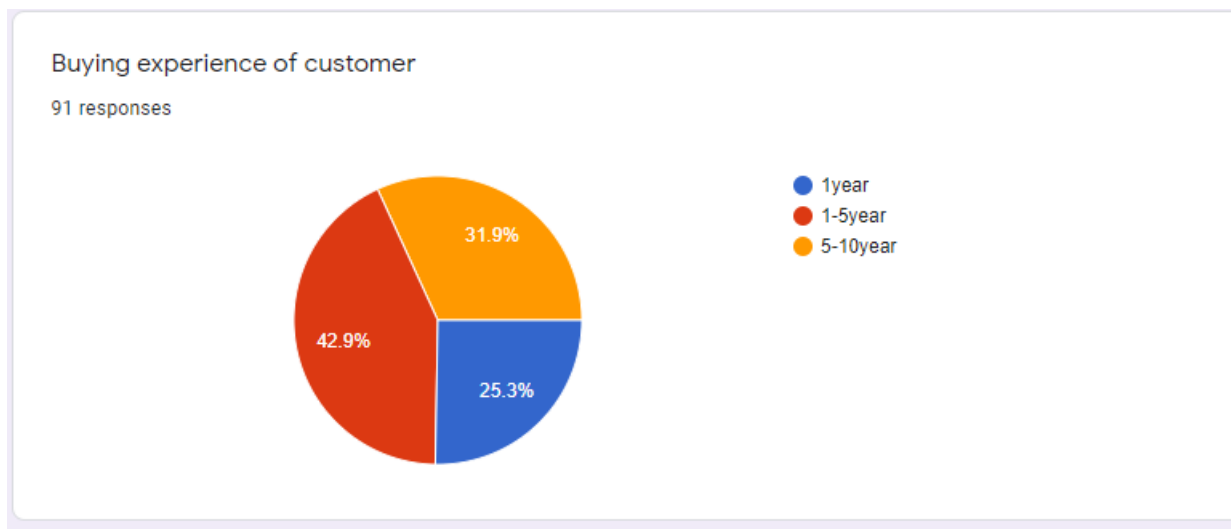


INTERPRETATION;

From the above table interpreted that 67.45 respondent degree person and 13.5% was respondent 12th , and 13.5% was respondent 10th, majority of respondent 67.4% is degree person.

TABLE 4.4 BUYING EXPERIENCE OF CUSTOMER

NO.OF.YEARS	Perecentage
1 year	25.3
1-5 year	42.9
5-10year	31.9



INTERPRETATION;

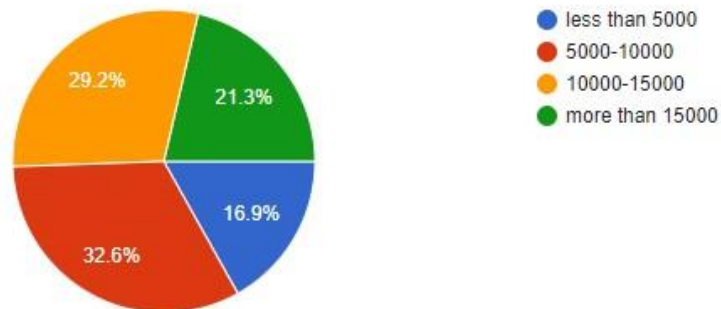
From the above table interpreted that 42.9% respondent 1-5year and 31.9% was respondent 5-10year , and 25.3% was respondent 1 year, majority of respondent 42.9% is 1-5 year of experience.

TABLE 4.5 INCOME LEVEL OF RESPONDENT

Income level	Perecentage
Less than 5000	16.9
5000-10000	32.6
10000-15000	29.2
More than 15000	21.3

Income level of respondent

89 responses

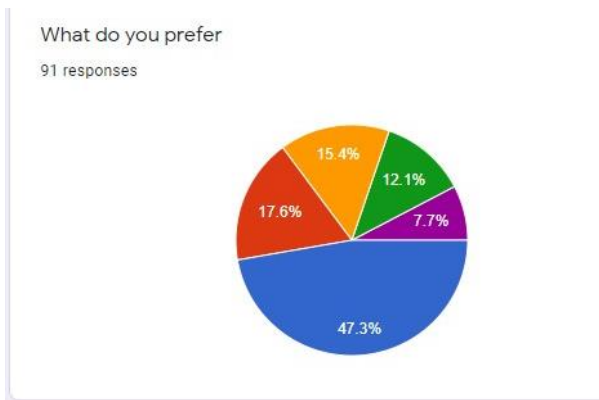


INTERPRETATION;

From the above table interpreted that 32.6% respondent 5000-10000 and 29.2% was respondent 10000-15000 , and 21.3% was respondent more than 15000 and 16.9% was respondent less than 5000, majority of respondent 32.6% is 5000-10000.

TABLE 4.6 WHAT DO YOU PREFER

What do you prefer	Percentage
Good day	47.3
Milky bikkies	17.6
Fifty fifty	15.4
Mary gold	12.1
Others	7.7



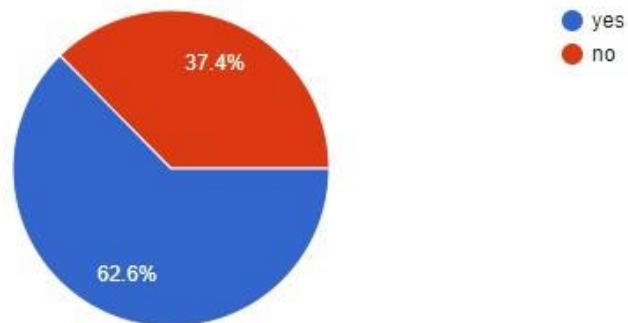
INTERPRETATION;

From the above table interpreted that 47.3% respondent prefer good day and 17.6% was respondent prefer milk bikes, and 15.4% was respondent prefer fifty fifty and 12.1% was respondent prefer marry gold and 7.7% was preferd others, majority of respondent 47.3% is prefer good day

TABLE 4.7 ARE YOU AWARE OF BRITANNIA BRAND PRODUCT

Aware of product	Percentage
Yes	62.6
No	37.4

91 responses



INTERPRETATION;

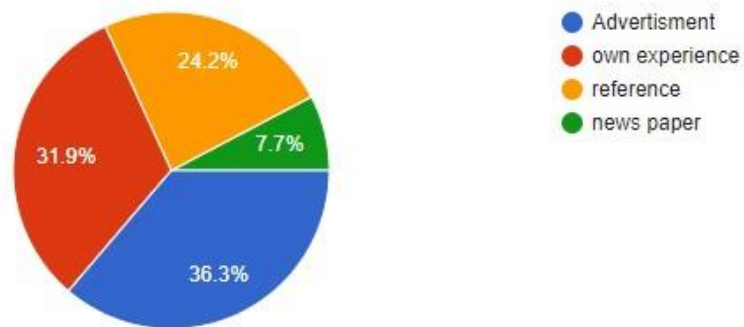
From the above table interpreted that 62.6% respondent YES and 37.4% was respondent NO , , majority of respondent 62.6% is YES.

TABLE 4.8 HOW YOU KNOE THIS PRODUCT

HOW YOU KNOW THIS PRODUCT	PERCENTAGE
Advertisement	36.3
Reference	24.2
Own experience	31.9
New paper	7.7

How you know this product

91 responses



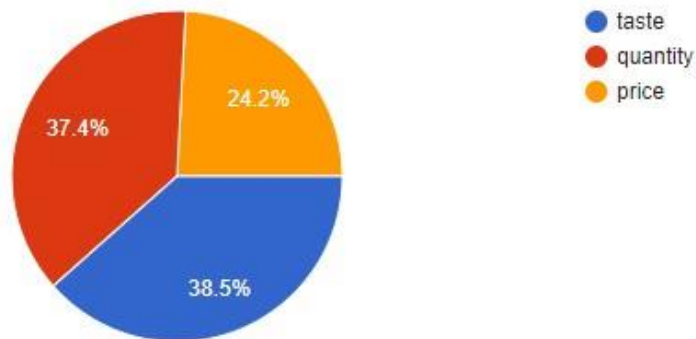
INTERPRETATION:

From the above table interpreted that 36.3% respondent advertisement and 31.9% was respondent own experience , and 24.2% was respondent reference and 7.7% was respondent news paper, majority of respondent 36.3% is advertisement.

TABLE 4.9 WHAT DO YOU MOST LIKE IN BRITANNIA PRODUCT

WHAT DO YOU MOST LIKE IN britannia	Percentage
Taste	38.5
Quantity	37.4
Price	24.2

91 responses

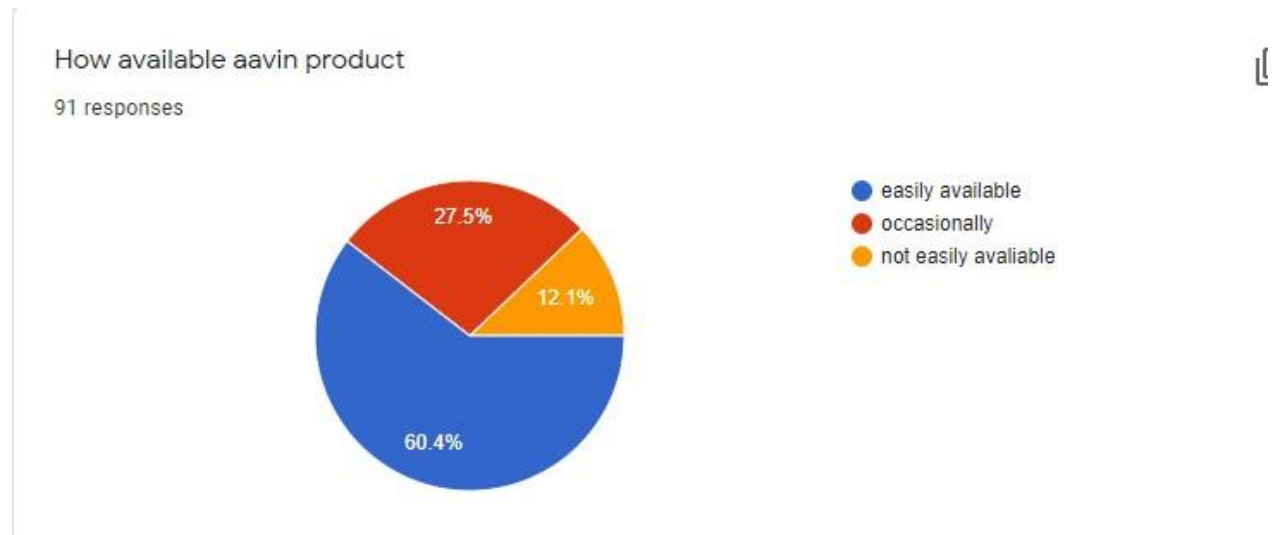


INTERPRETATION:

From the above table interpreted that 38.5% respondent Taste and 37.4% was respondent Quantity , and 24.2% was respondent price, majority of respondent 38.5% is Taste

TABLE 4.10 HOW BRITANNIA PRODUCT AVAILABLE

HOW PRODUCT ARE AVAILABLE	PERCENTAGE
Easily available	60.4
Occasionally	27.5
Not easily available	12.1

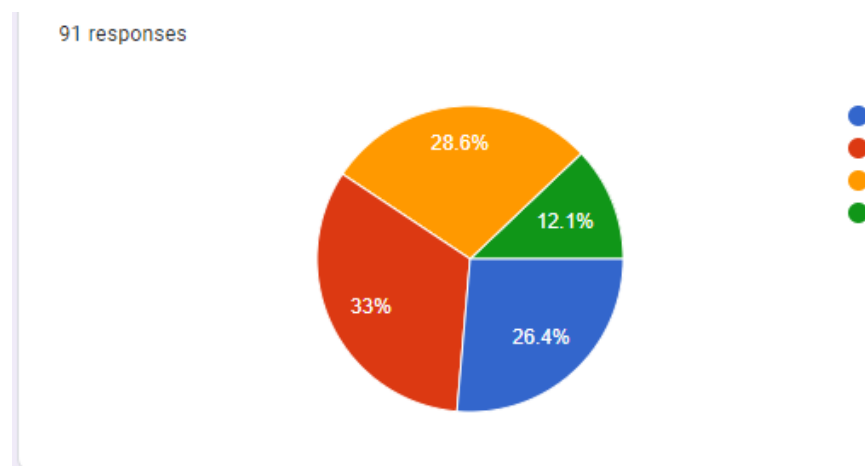


INTERPRETATION:

From the above table interpreted that 60.4% respondent Easily available and 27.5% was respondent Occasionally , and 12.1% was respondent Not easily available, majority of respondent 60.4% is Easily available.

TABLE 4.11 IN BRITANNIA PRODUCT WHAT YOU LIKE MORE

WHAT DO LIKE MORE	PERCENTAGE
Fifty fifty	26.4
Milk bikey	33
Mary gold	28.6
Good day	12.1



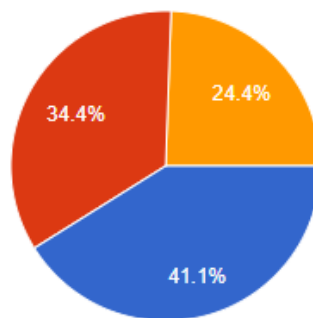
INTERPRETATION:

From the above table interpreted that 26.4% respondent fifty fifty and 33% was respondent milk bikey , and 28.6% was respondent mary goldproduct, 12.1% was respondent good day , majority of respondent 33% is fifty fifty

TABLE 4.12 WHICH TYPE OF BRITANNIA PRODUCTS DO YOU PREFER TO BUY

WHAT TYPE OF MILK	PERCENTAGE
BISCUT	41.1
CAKES	34.4
DAIRY PRODUCTS	24.4

90 responses

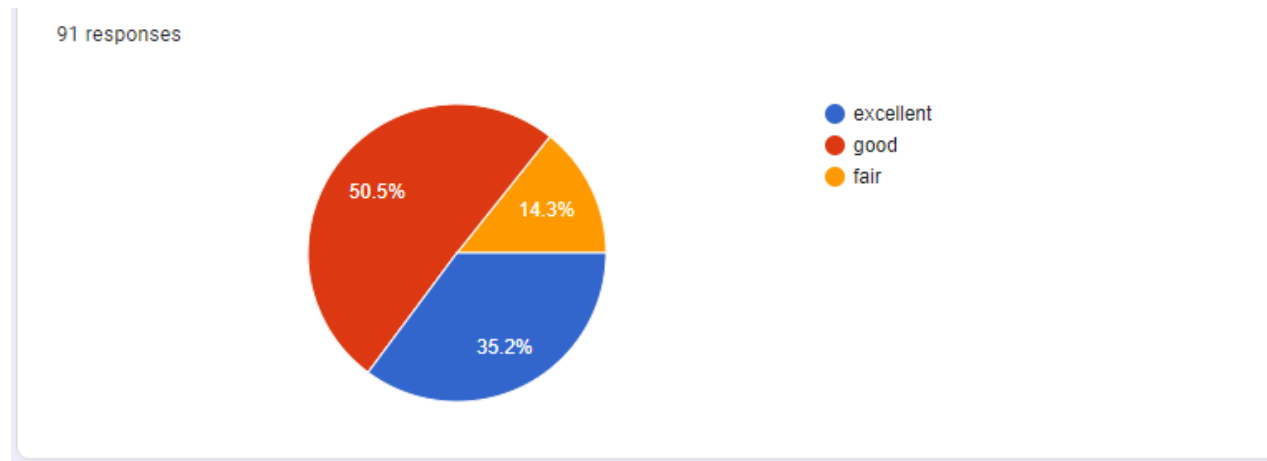


INTERPRETATION:

From the above table interpreted that 41.1% respondent biscuit and 34.4% was respondent cake , and 24.4% was respondent Double toned, majority of respondent 41.1% is full diary products.

TABLE 4.13 DOSE BRITANNIA PRODUCTS SUIT YOUR BUDGET? IF YOU MEAN TO WHICH EXTENT

SUITABLE FOR BUDGET	PERCENTAGE
Excellent	35.2
Good	50.5
Fair	14.3

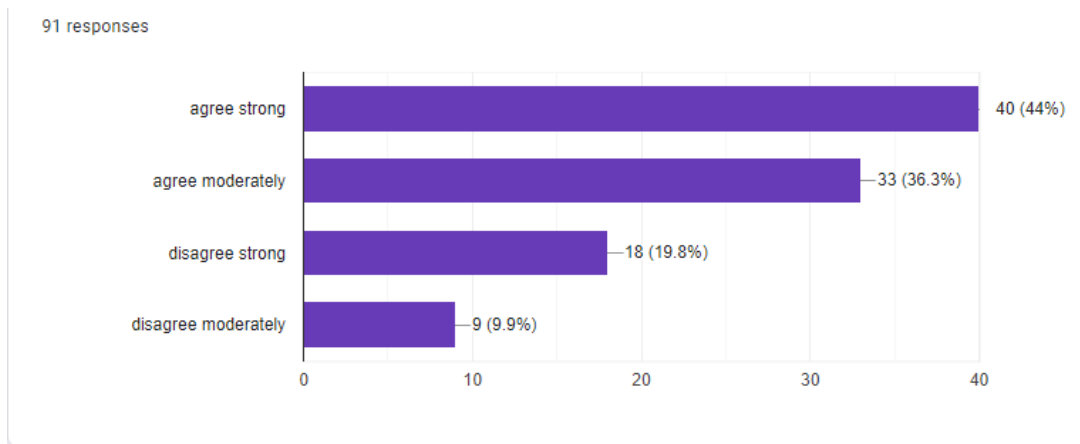


INTERPRETATION:

From the above table interpreted that 35.2% respondent Excellent and 50.5 % was respondent good , and 14.3% was respondent Fair, majority of respondent 50.5% is good

TABLE 4.14 ARE YOU AGREE THAT ALL PRODUCT AVAILABLE IN STORES

AVAILABLE IN shops	PERCENTAGE
Agree strong	44
Agree moderately	36.3
Disagree strong	19.8
Disagree moderately	9.9



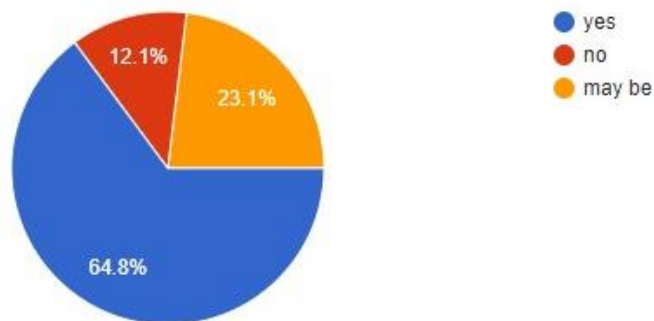
INTERPRETATION:

From the above table interpreted that 44% respondent agree strong and 36.3 % was respondent agree moderately , and 19.8% was respondent disagree strong, and 9.9% was respondent disagree moderately, majority of respondent 44 % is agree strong.

TABLE 4.15 ARE YOU SATIFIED OUR BRITANNIA PRODUCT AND WILL YOU REFER TO YOUR FRIENDS AND FAMILY

WILL YOU REFER THIS PRODUCT	PERCENTAGE
Yes	64.8
No	12.1
May be	21.1

91 responses



INTERPRETATION:

From the above table interpreted that 64.8% respondent YES and 12.1% was respondent NO , and 23.1% was respondent MAY BE, majority of respondent 64.8% is YES.

CHAPTER -5

FINDING & SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter Finding , Suggestion and Conclusion of the study in logical manner.

FINDING

From the questionnaires ,the following points are found and noted

- majority of 58.2% respondents are between the age of below 25
- Majority 60% respondents was male.
- majority of respondent 67.4% is degree person.
- majority of respondent 42.9% is 1-5 year of experience.
- majority of respondent 32.6% is 5000-10000.
- majority of respondent 47.3% is good day
- majority of respondent 62.6% is YES.
- majority of respondent 36.3% is advertisement.
- majority of respondent 38.5% is Taste
- majority of respondent 60.4% is Easily available.
- majority of respondent 60.4% is Easily available.
- majority of respondent 33% is fifty fifty
- majority of respondent 50.5% is good
- majority of respondent 44 % is agree strong.
- majority of respondent 64.8% is YES.

SUGGESTIONS

- The quality of the material coming from outside vendors must be quality checked or can change vendor
- Machine must be maintained every month and training period given to fresher must be increased
- The product of Britannia company all are too good but you can put some effort to give more healthy food to the customer

CONCLUSION

The study concluded that the company has lot of medium to produce defective work flow ,Production department has less production but it is performing well. I suggest all other department to look over the production management of project department of britannia product.The Profit can be increased by reducing defective workflow so the company must work on my suggestion to achieve that.

- Overview of consumer behavior of BRITANNIA with reference to Erode District” is carried out with an objective to determine the customer behavior toward britannia products

APPENDIX

A STUDY ON CUSTOMER SATISFACTION LEVEL TO BRITANNAIA PRODUCT

QUESTIONNAIRES:

1. NAME OF THE RESPONDENT: _____

2. AGE OF RESPONDENT

- a)below 25
- b)25yr-35yr
- c)36yr-45yr
- d)above 46

3. GENDER OF RESPONDENT

- a)Male
- b)Femal
- c)Other

4. EMAIL.ID OF THE RESPONDENT _____

5. EDUCATION QUALIFICATION OF THE RESPONDENTS

- a)10th
- b)12th
- c)degree
- d)diplom

6.BUYING EXPERIENCE OF THE CUSTOMER

- a)1yr
- b)1-5yr
- c)5-
- d)10yr

7.INCOME LEVEL OF RESPONDENT

- a)less 5000
- b)10000
- c)15000
- d)more than 25000

8.WHAT DO YOU PREFER

- a)milk
- b)butter
- c)curd
- d)other

9.ARE YOU AWARE OF BRAND BISCUIT PRODUCT

- a)yes
- b)No

10.HOW YOU KNOW THIS PRODUCT

- a)Advertisement
- b)Own
- c)experience
- d)Reference
- e)Newspaper

11.WHAT DO YOU MOST LIKE IN BRITANNAIA PRODUCT

- a)taste
- b)quantity
- c)price

12.HOW AVAILABLE OF BRITANNIA
PRODUCT

- a)Easily vailable
- b)Occasionally
- c)Not easily available

13.IN BRITANNAIA PRODUCT WHAT DO YOU LIKE MORE

- a) Biscut
- b) fifty fifty
- c)Goodday

14.WHICH TYPE OF BRITANNAIA BISCUIT DO YOU
PREFER TO BUY

- a)weet biscut
- b)Creem biscut
- c)Butter bisct

15.DOES BRITANNAIA PRODUCTS SUITS YOUR BUDGET?IF YOU MEAN TO WHICH EXTENT

- a)Excellent
- b)Good
- c)Fair

16.ARE YOU AGREE THAT ALL PRODUCT AVAILABLE IN MARKET

- a)Agree strongly
- b)Agree moderately
- c)Disagree strongly
- d)Disagree moderately

17.ARE YOU SATISFIED OUR BRITANNAIA PRODUCT AND WIL YOU REFER TO YOUR FRIENDS AND FAMILY

- a)Yes
- b)No
- c)Maybes

18.THER THOUGHTS OR COMMENTS_____