

A Study on Consumer Preference towards Britannia Biscuits with Reference to Chennai City

Journal of Development Economics and Management Research Studies (JDMS)  
A Peer Reviewed Open Access International Journal  
ISSN: 2582 5119 (Online)



Crossref Prefix No: 10.53422  
10(16), 17-24, April-June, 2023  
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## A Study on Consumer Preference towards Britannia Biscuits with Reference to Chennai City

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### Abstract

*This study aims to analyze consumer preference towards Britannia biscuits in Chennai city. Customer happiness is the foundation of all commercial endeavors, and keeping customers loyal to a brand's product is crucial to its success. The study was done with the quantitative research approach, and data was collected through a structured questionnaire from 235 respondents residing in Chennai city. In this Research, I have conducted a survey on Consumer Preference towards Britannia biscuits, which people of all ages consume. During this research I have interacted with the people in the city of "Chennai". Then I came to know how people perceive these biscuits on the variables like taste, price, quality, quantity, Availability, packaging, Brand name etc. Descriptive research is followed in this research. From the findings of study, Consumers purchase decisions are influenced by mainly TASE and they also purchase the other varieties of Britannia biscuits. The research makes use of statistical analysis tools like ANOVA, chi-square, and percentage analysis to study various factors and determine the relationship between the variables.*

**Keywords:** Consumer preference, Britannia biscuits, Chennai city

### INTRODUCTION

The term "Biscuit" is derived from the Latin word "panis biscoctus" which means "twice-baked bread." From 16th to 18th century, forms of the word included "besquite" and "bisket". Parallel forms are found in the European languages. "Biscuit" covers a wide range of flour baked products. It is an unleavened cake or bread, crisp and dry which are small, thin, and flat shape. "Cookie" comes from the eighteenth-century Dutch word koekje, a diminutive of koek (cake). The name alone denotes a high degree of quality, nutrition, and deliciousness in this product. Britannia Biscuits, Snacks, and Dairy Products are available in about 300 homes

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across India, and everyone enjoys eating them. Britannia products can be found in over 3 million stores all over the world, and the brand is well-known. For more than 120 years, the Britannia Company is the world's largest biscuit and snack company. Britannia Industries Limited is an Indian company specialised in food industry, part of the Wadia Group headed by Nusli Wadia. It was Founded in 1892 and headquartered in Kolkata, it is one of India's oldest existing companies and best known for its biscuit products with unique brand name.

### **OBJECTIVES OF THE STUDY**

- i) To study the Consumer Preference towards Britannia biscuits.
- ii) To identify the factors influencing the buyer on Preference of Britannia biscuits.
- iii) To know which product of Britannia Biscuits, people prefer the most.
- iv) To identify the satisfactory level of consumers on Britannia.
- v) To determine the specific usage period of individual

### **SCOPE OF THE STUDY**

This Research was conducted to determine consumer preference for Britannia biscuits. The primary scope of this project will be consumer preference in terms of quality, taste, quantity and price.

### **ADVANTAGES OF THE STUDY**

- Consumers' preference of biscuit brands can be found.
- Consumers' satisfaction towards their favourite brand of biscuit is obtained.
- Consumer expectations for improvements are learned.

### **STATEMENT OF PROBLEM**

The problem addressed in this study is to analyse the consumer behaviour and preferences towards Britannia Biscuit, and identify the key factors that influence their buying decisions, in order to suggest strategies for enhancing the brand's market share and customer loyalty." This statement highlights the need to understand the target audience's perception of the Britannia Biscuit brand, their buying patterns, and the factors that affect their choices. The research could include analysing data on consumer demographics, behaviour, and preferences through surveys, focus groups, and secondary research. The findings can then be used to recommend effective marketing and branding strategies that can increase customer satisfaction and loyalty towards the Britannia Biscuit brand.

### **RESEARCH METHODOLOGY**

The sources of data are primary data and secondary. The primary data was collected through a Mail questionnaire. The questionnaire contains quantitative and qualitative multiple-choice questions, with respondents being asked to select the best option from a list of options. The sample size is 235 respondents and the sample area is Chennai city. These Research responses are collected on the age group of below 18 to Above 50 years from students, employees, etc.

## REVIEW OF LITERATURE

### 1. Debendra Prasad Kundu (2022)

Fast Moving Consumer Goods (FMCG) and grocery products, such as soaps, shampoos, detergents, biscuits, and so on, are the most basic and necessary needs for which the consumer frequents the market. This research work is merely an attempt to investigate which format of retail sector consumers prefer to visit in response to such frequent needs. It was also investigated whether switching to a more ordered manner enhanced their overall spending. Finally, the study will look into popular retail shops as well as local Kiryana stores in different demographic groups across India. The responses of 256 people were gathered for this purpose. The percentage quote and independent samples t-test were used to examine the simple average. When needed, pie charts and bar graphs are also taken into account.

### 2. Menon, Mohandas J and Prasad, Namratha V. (2021)

In order to establish and strengthen its position in the fiercely competitive Indian biscuit industry, UNIBIC Foods India Pvt. Ltd. (Unibic) used a variety of strategies, which are described in the case. The case takes an in-depth look into the early history of the company and the differentiation strategy it used to make a market impact in the niche cookie segment. Later, it discusses in detail Unibic's marketing mix and media mix strategy. The case also provides an insight into the challenges plaguing the company.

### 3. Dr. V. Suresh Babu and G. Chinna Durai (2016)

The study reveals that the consumer level of preference towards Britannia biscuits in Madurai is high as a whole. This is evident by the fact that weekly purchases of packs have increased significantly. In many stores in the study area, some of the significant varieties, such as Choco Nut, Milk Bikies, and Fun Land, are not readily available. Consumer awareness of taste and quality must be developed in order to satisfy current customers consistently. Therefore, Britannia Industries Limited (BIL) has more opportunity to market its goods and increase consumer preference in Madurai.

### 4. T. Pradeep Raj R. Ramkumar and A.K. Subramani (2015)

Customer satisfaction is the primary source of any business activity, retaining the customers to their product is most important in the business. The main objective of the study is to find out the customer satisfaction and loyalty towards Britannia Good day biscuits. Descriptive research is followed in this research. The universe of the population includes the respondents who are the consumers of Britannia biscuits, Avadi, Chennai. The samples (i.e. sample size 50) were selected among the consumers of Biscuits, in Avadi for this research. The major findings of the study are, most (90%) of the respondents are willing to recommend Britannia Good day biscuits to their friends and relatives. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction.

## HYPOTHESIS

- H<sub>0</sub>** - There is no significant difference between age and Preference of Britannia biscuit  
**H<sub>1</sub>** - There is significant difference between age and Preference of Britannia Biscuit
- H<sub>0</sub>** - There is no association between gender and factors influencing in buying Britannia biscuits  
**H<sub>1</sub>** - There is association between gender and factors influencing in buying Britannia biscuits
- H<sub>0</sub>** - There is no significant between Education & Nutritional factors preference  
**H<sub>1</sub>** - There is no significant between Education & Nutritional factors preference

## DATA ANALYSIS AND INTERPRETATION

### 1. Preference of Biscuits chosen in Britannia products

**Table 1: Preference of Biscuits in Britannia products**

Name of the biscuits	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Good day</b>	51	21.7	21.7	21.7
<b>Bourbon</b>	51	21.7	21.7	43.4
<b>Milk bikis</b>	79	33.6	33.6	77.0
<b>Little Hearts</b>	15	6.4	6.4	83.4
<b>Marie Gold</b>	39	16.6	16.6	100.0
<b>Total</b>	235	100.0	100.0	

Source: Computed

### Interpretation

The Result of Frequency Analysis. It is observed from the Table 1 that majority of the Respondent belongs to Preference of Biscuits chosen in Britannia products of Milk bikis (33.6%), followed by Good day (21.7%), Bourbon (21.7%), Marie Gold (16.6%), and Little Hearts (6.4%).

### 2. Age and Preference of Britannia Biscuit

**Table 2: Age and Preference**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.599 <sup>a</sup>	16	<b>.481</b>
Likelihood Ratio	16.100	16	.446
Linear-by-Linear Association	.196	1	.658
N of Valid Cases	235		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .30.			

Source: Computed

**Interpretation**

P = 0.481

P > 0.05, null hypothesis is accepted. There is no significant difference between the Age and Preference of Britannia Biscuit.

**3. Gender and factors influencing in buying of Britannia biscuits**

**Table 3: Gender and factors influencing in buying**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
People choose Britannia biscuits for : <b>[Taste]</b>	Between Groups	.812	1	.812	1.675	<b>.197</b>
	Within Groups	112.916	233	.485		
	Total	113.728	234			
People choose Britannia biscuits for : <b>[Price]</b>	Between Groups	.964	1	.964	1.433	<b>.233</b>
	Within Groups	156.806	233	.673		
	Total	157.770	234			
People choose Britannia biscuits for : <b>[Availability]</b>	Between Groups	.635	1	.635	.842	<b>.360</b>
	Within Groups	175.850	233	.755		
	Total	176.485	234			
People choose Britannia biscuits for : <b>[Packaging]</b>	Between Groups	1.054	1	1.054	1.188	<b>.277</b>
	Within Groups	206.801	233	.888		
	Total	207.855	234			
People choose Britannia biscuits for : <b>[Brand name]</b>	Between Groups	.050	1	.050	.052	<b>.820</b>
	Within Groups	225.073	233	.966		
	Total	225.123	234			

Source: Computed

**Interpretation**

**TASTE:**

P value is 0.197 which is Greater than 0.05. Hence null hypothesis is accepted. There is no association between Gender and factors influencing in buying Britannia biscuits.

**PRICE:**

P value is 0.233 which is Greater than 0.05. Hence null hypothesis is Accepted. There is no association between Gender and factors influencing in buying Britannia biscuits.

**AVAILABILITY:**

P value is 0.360 which is Greater than 0.05. Hence null hypothesis is Accepted. There is no association between Gender and factors influencing in buying Britannia biscuits.

**PACKAGING:**

P value is 0.277 which is Greater than 0.05. Hence null hypothesis is Accepted. There is no association between Gender and factors influencing in buying Britannia biscuits.

**BRAND NAME**

P value is 0.820 which is Greater than 0.05. Hence null hypothesis is Accepted. There is no association between Gender and factors influencing in buying Britannia biscuits.

**4. Education & Nutritional factors preference**

**Table 4: Education and Nutritional factors**

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.608 <sup>a</sup>	16	<b>.628</b>
Likelihood Ratio	15.950	16	.456
Linear-by-Linear Association	.615	1	.433
N of Valid Cases	235		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .06.			

Source: Computer

**Interpretation:**

P = 0.628

P > 0.05 Hence null hypothesis is accepted. There is no significance between Education Nutritional factors preference

## LIMITATIONS OF THE STUDY

- The study confined only to the consumers in Chennai city, the findings and suggestions are only applicable to Chennai city.
- The study may only consider consumer preferences at a specific period of time, and may not take into account changes in consumer tastes or preferences over time.
- The study may only consider a limited set of variables that influence consumer preferences, such as price and taste, quality, quantity, Availability, packaging or brand reputation.
- If the sample size of the study is small, it may not accurately represent the preferences of the larger population.
- The study may only be applicable to a specific geographic location and may not be generalizable to other areas.

## FINDINGS OF THE STUDY

- It is observed from the table 1 that majority of the Respondents prefer Milk Bikis as their choice from the Britannia biscuit lineup.
- It is evident from table 2 that the Age of the respondents impacts their preference of Britannia biscuits.
- From table 3, we infer that gender of the respondents has impacted their factors influencing such as taste, availability, packaging, brand name.
- From table 4, it is obvious that the educational qualification of the respondents has had a significant impact on the nutritional factors they prefer.

## SUGGESTIONS AND RECOMMENDATIONS

1. Customers are the kings of the market. They have so many substitutes for each and every product. In order to satisfy them always ensure the quality and taste of the product.
2. Price should be kept steady as far as possible and it should be same in all shops and in all places
3. Coupons and gifts offered along with the packet should be given without any delay.
4. The Biscuit packs should be designed in an attractive manner.
5. Introduce super family packs to attract families.
6. According customers innovative and effective advertisement campaign should be launched, it includes.
  - A. Wall and Shop Paintings.
  - B. Big Hoarding at the entrance of town and cities.
  - C. Signboards at the back of the buses and autos.
  - D. Electronic display board.
  - E. Introducing a brand ambassador for the product. (Ex. Film Stars)

## CONCLUSIONS OF THE STUDY

The study on Britannia biscuit is to evaluate the brand awareness of the consumers and their satisfaction towards the product. The survey was held separately for consumers for getting the clear picture of the market with the brand image, consumer preferences, consumer perception, and their attitude towards different aspects of the Britannia biscuit

- The study revealed that there is relationship between Age of the respondents and preference of Britannia biscuits. So, it is clear that the age of the consumers impacts their choice of

Britannia product. Children prefer biscuits like little hearts, Treat, Bourbon, while elder people prefer biscuits like Good day, Nutri-choice.

- As we observe from the study, the gender of the respondents (consumers) has a substantial relationship with the factors influencing their biscuit choice.
- From the findings of the study, we infer that educational qualification of the respondents influences the nutritional factors that they look for in the Britannia products. Educated people look for all the ingredients used in a particular biscuit product and choose them according to the nutritional factors they contain.

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