

## **A Study on Customer Satisfaction towards Britannia Biscuits in Madurai City**

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**ABSTRACT:** *Britannia Industries Limited is an India food products corporation based in Kolkata, West Bengal in India. It is famous for its Britannia an Tiger brands of biscuits. Which are popular thought the country. Britannia has an estimated 38% marker share. The company's principal activity is the manufacture and sales of biscuits, breas, rusk, cakes and dairy product. The study has been undertaken with a view to examine the buyer contentment of Britannia Biscuits in Madurai. The study does not include companies, other agents, worker etc., The focus of the study is no the factors that closely that closely influence the customer awareness, the brand preference, attitude towards the price, general price level, quality about mobile phone, overall satisfaction about Britannia biscuits, general awareness, and consumer preferences, loyalty and the service being offered or rendered by the companies. It is purely based on the viewpoints and feelings and response expressed by the customer belongings to Madurai.*

### **I. INTRODUCTION**

Britannia Industries Limited is an India food products corporation based in Kolkata, West Bengal in India. It is famous for its Britannia an Tiger brands of biscuits. Which are popular thought the country. Britannia has an estimated 38% marker share. The company's principal activity is the manufacture and sales of biscuits, breas, rusk, cakes and dairy product. The study has been undertaken with a view to examine the buyer contentment of Britannia Biscuits in Madurai. The study does not include companies, other agents, worker etc., The focus of the study is no the factors that closely that closely influence the customer awareness, the brand preference, attitude towards the price, loyalty and the service being offered or rendered by the companies. It is purely based on the viewpoints and feelings and response expressed by the customer belongings to Madurai

### **REVIEW OF LITERATURE**

Marketing strategy is a set of objectives, policies and rules that leads the company's marketing efforts. . In mass marketing, the seller engaged in the mass production, mass distribution and mass promotion of one product for all buyers . Through this the choice of distribution channels, and communication channels become much easier. The positioning requires that every tangible aspect of product, price, place and promotion must support the chosen positioning strategy. Company should develop a unique selling proposition (USP) for each brand and stick to it, PPL consistently promotes its DAP fertilizer by Higher yield at lower cost.

### **RESEARCH METHODOLOGY**

Survey is a fact finding study. Under this method of research the research is interested in knowing something about the whole population. But revelry he done it. He studies only sample drawn from population. The data are collected directly from the sample by interviewing or mailing questionnaires at particular period of time. It is the data, which are collected by some body for some other purchases. In this study the sample size was 100. Sampling is only a fool which helps to know the characterise of the universe or population by examining only a small part of it. In this study the researcher has addressed questionnaire to the Britannia Biscuits.

### **OBJECTIVES:**

- ❖ To know awareness about the Britannia biscuit among the public.
- ❖ To know the financial position about buying the biscuits.

**ANALYSIS:**

**TABLE SHOWING BRAND**

Sl.NO	Particulars	No. of Respondents	Per cent of Respondents
1	50 – 50	25	25
2	Good day	39	39
3	Mary gold	24	24
4	Tiger	12	12
	Total	100	100

**TABLE SHOWING BUY THE BRAND**

Sl.NO	Particulars	No. of Respondents	Per cent of Respondents
1	Departmental store	40	40
2	Super market	18	18
3	Retail shop	18	18
4	Convenience shop	24	24
	Total	100	100

**TABLE SHOWING FEEL ABOUT PRODUCT**

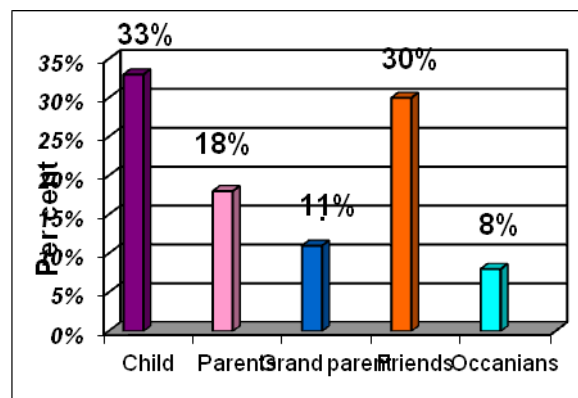
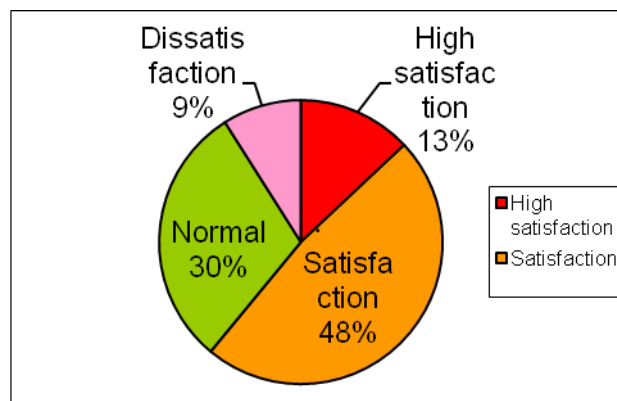
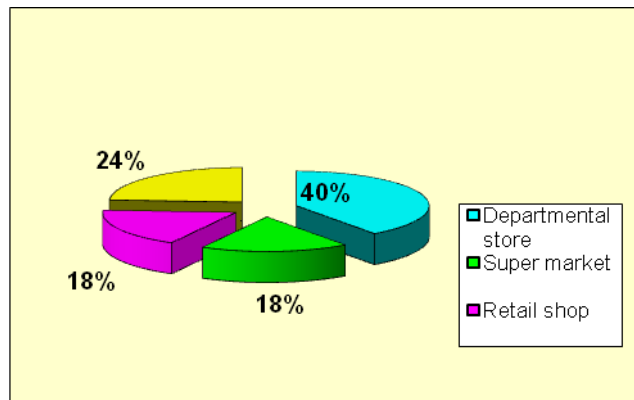
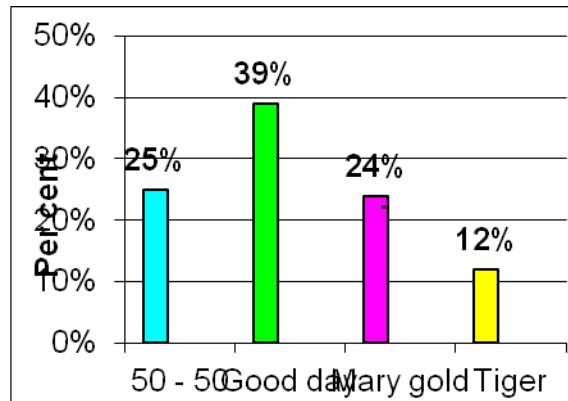
Sl.NO	Particulars	No. of Respondents	Per cent of Respondents
1	High satisfaction	13	13
2	Satisfaction	48	48
3	Normal	30	30
4	Dissatisfaction	9	9
	Total	100	100

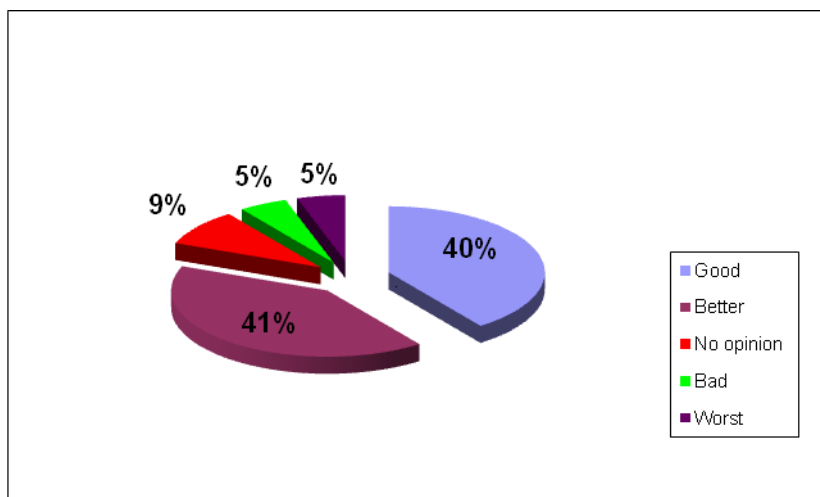
**TABLE SHOWING THINK ABOUT QULITY**

Sl.NO	Particulars	No. of Respondents	Per cent of Respondents
1	Good	40	40%
2	Better	41	41
3	No opinion	9	9
4	Bad	5	5
5	Worst	5	5
	Total	100	100

**TABLE SHOWING BUY THE BISCUITS**

Sl.NO	Particulars	No. of Respondents	Per cent of Respondents
1	Child	33	33
2	Parent	18	18
3	Grand parent	11	11
4	Friends	30	30
5	Occasions	8	8
	Total	100	100





product \* quality Crosstabulation

Count		Quality					Total
		good	Better	no opinion	bad	worst	
product	high satisfaction	5	5	1	1	1	13
	satisfaction	18	21	3	3	3	48
	normal	13	12	3	1	1	30
	dis satisfaction	4	3	2	0	0	9
Total		40	41	9	5	5	100

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.576 <sup>a</sup>	12	.971
Likelihood Ratio	4.986	12	.958
Linear-by-Linear Association	.815	1	.367
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .45.

**INTERPRETATION:**

**HYPOTHESIS:**

- H0: there is no relationship between the product and quality
- H1: there is relationship between the product and quality

**INFERENCES:**

Since 4.576 < 21.026, we accept the null hypothesis. there is no relationship between the product and quality.

**FINDINGS:**

- Thirty nine percent of respondents are use good day.
- Forty percent of respondents are buying departmental store.
- Forty eight percent of respondents are satisfaction.
- Thirty three percent of respondents are dedicate child

- Forty percent of respondents are tell better.

**SUGGESTIONS:**

1. They may introduce varieties of packages.
2. They may use good protected package for all biscuits packets.
3. they may concentrates in advertisements to create now customers.
4. They may reduce the price of the biscuits.

**II. CONCLUSION**

The field purvey helps me acquiring more practical knowledge relating to the research. During the data collection I come to know about art of communicating with the respondents. The analytical know ledge of me is improved by this research project. Hope all the knowledge gained by me during this research will very helpful to me for my higher studies and also in my future carrier.

**BIBLIOGRAPHY**

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