

## “KING OF MARKET” IN BRITANNIA BISCUIT- A STUDY

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### **Abstract**

The modern marketing emphasizes the need for integrated and well coordinated marketing programme. This study is a micro study and the scope is limited to analyse the satisfactory level of customer in Pattukkotti town in terms of Britannia products. The study is useful for the company in finding whether the distribution channel is effective. Intermediaries act as the connecting time between the manufactures and consumers. They are very important in marketing the products. The suggest the researcher are that to improve the distribution channel helps to increase the sales performance the company willing to rectify the dissatisfaction facts. To maintain the credit facility helps to improve the sales Brand loyalty and brand image should be credited in the minds of customers so as to retain and maintain the customer. Some of the respondents dissatisfied with the salesman relationship. So the company maintain the customer. The study reveals that the Intermediaries may be able to carry out distribution activities better or cheaper than either producer or consumers. Intermediaries storage services, capability to divide large shipments into smaller once for resale and market knowledge benefits supplier and customer alike. To conclude, with vigorous and hard efforts the Britannia products can be marketed effectively and efficiently in study area.

**Key Words:** Distribution, products, quality, consumer, middleman

### **INTRODUCTION**

Marketing occupied an important place in all stages of economic life, even from barter system. But today, marketing is a complicated state. Modern marketing possesses special characteristics. Modern marketing covers all business activities in order to ascertain the demand, product planning, distribution and facilitating the entire marketing process. The modern marketing emphasizes the need for integrated and well coordinated marketing programme.

### **OBJECTIVES OF THE STUDY**

1. To identify the role of middlemen in terms of Britannia products.
2. To find the relationship between the retailers and salesman
3. To analyse the satisfactory level of customer using Britannia products.

### **SCOPE OF THE STUDY**

This study is a micro study and the scope is limited to analyse the satisfactory level of customer in Pattukkotti town in terms of Britannia products. The study is useful for the company in finding whether the distribution channel is effective. It also helps to know about the consumer attributes and opinion about the Biscuits. The study covers whole Pattukkottai town in terms of 100 customers.

### **COLLECTION OF DATA:**

#### **PRIMARY DATA:**

Primary data are those which are collected fresh and for the first time, and thus happen to be original in character. Questionnaire was the instrument being used for collecting the primary data. The Secondary data was collected from journals, magazines and record of the company.

### **PROFILE OF BRITANNIA**

The story of Britannia can be traced way back 1892 when a small biscuit company made a beginning in a small house in central Calcutta with an initial investment of Rs. 292. Since then Britannia industries limited has certainly come a long way creating new landmark through its various phase of development. Britannia industries limited today works majestic and prestigious, but a century back a Britannia industries limited has passed through many hurdles to acquire this present status quo.

### **MARKET INTERMEDIARIES:-**

The marketing inform diaries makeup a marketing channel. According to stern and EL. Ansary “Intermediaries smooth the flow of goods and services. This discrepancy results from the fact that the goods whereas consumers usually desire only a limited quantity of wide variety of goods.

Thus market intermediaries became an essential part in the distribution. They the manufacturer by performing variety of functions, such as,

- They distribute the products effectively, efficiently and economically from the supplier to user.
- They help the merchandising by reinforcing awareness about the product the customers.
- They also carryout the functions such as physical distribution and financing function.
- They provide information about potential and current customers, competitors and other forces in the marketing environment.

Intermediaries act as the connecting time between the manufactures and consumers. They are very important in marketing the products. Through them products flow into the market. The gap between the producer and consumer is reduced by the intermediaries. They specialize in carrying out the transfer or title between the producers and buyers.

**ROLE OF INTERMEDIARIES**

Intermediaries are very important in the modern ever-widening market, by making distribution easy and smooth. They create Time, Place and Possession utility. Intermediaries concentrate their effort on marketing and distribution of goods. Here manufacture can concentrate their attention on production.

The most efficient process of distribution can be performed by intermediaries. In modern marketing, the intermediaries role is important one.tables.

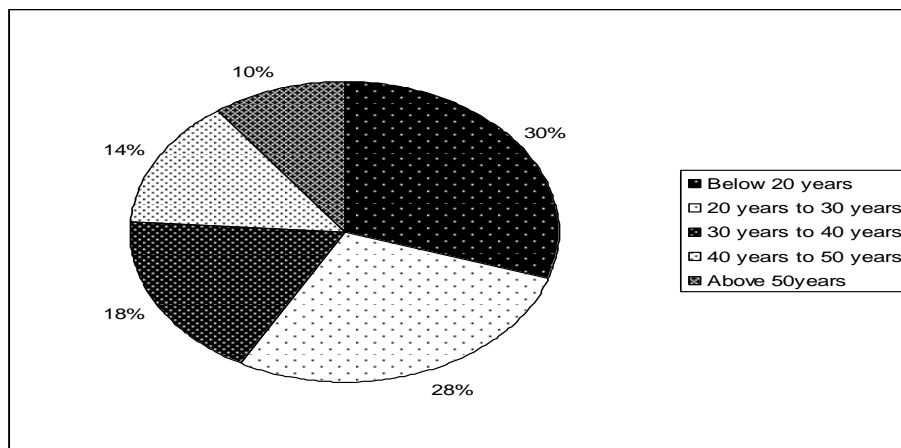
Age	No. of Respondents	Percentage
Below 20 years	15	30
20 years to 30 years	14	28
30 years to 40 years	09	18
40 years to 50 years	07	14
Above 50years	05	10
Total	50	100

Source: Primary data

**INFERENCE:**

From the above table shows that 30% of the respondents in the age group of less than 20yrs all using Britannia and 10 % of the respondents in the age group above 50yrs are using Britannia.

**CHART-1 AGE WISE CLASSIFICATION**



Quality is in important one for all products. Hence to know the quality of Britannia products, the data were collected.

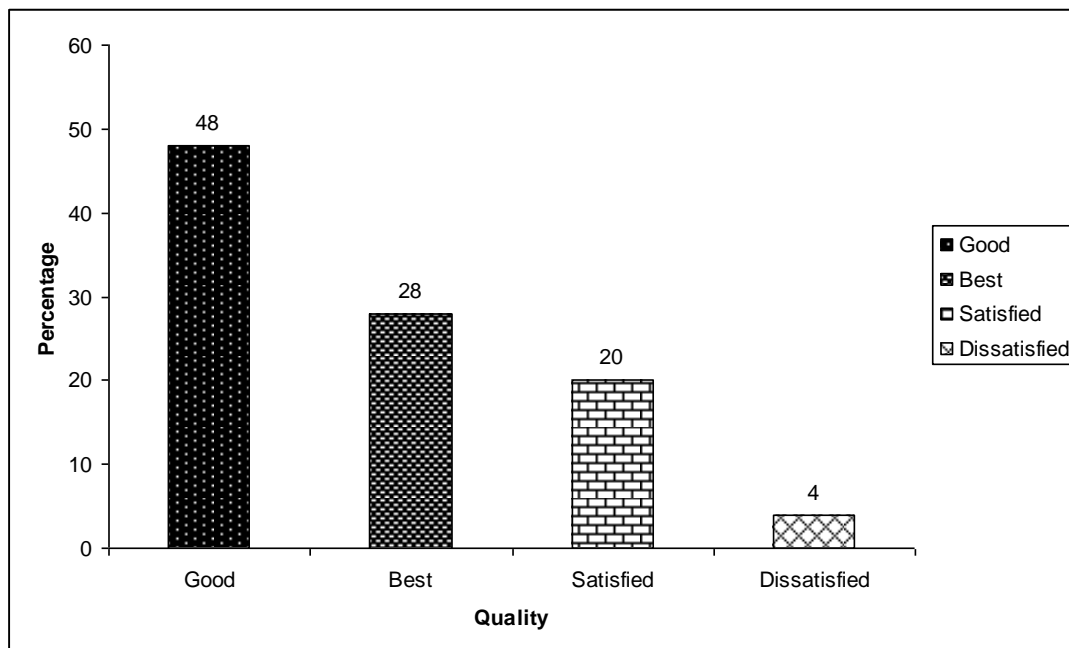
S.No	Quality	Number of Respondents	percentage
1	Good	24	48
2	Best	14	28
3	Satisfied	10	20
4	Dissatisfied	02	04
	Total	50	100

Source: Primary data

**INFERENCE:**

From the above table shows that majority 48% of the respondents said quality of Britannia is good, 28% of the respondents are say the quality is best,20% are satisfied and only 4% of the respondents are dissatisfied. More number of respondents Quality of Britannia is best.

**CHART –2 QUALITY OF BRITANNIA**



Awareness of the product alone will not make a customer to purchase the goods. The basic of selection of the product arises only when a customer needs that product. The basis of selection are generally due to the taste, brand, image, packing and supply availability.

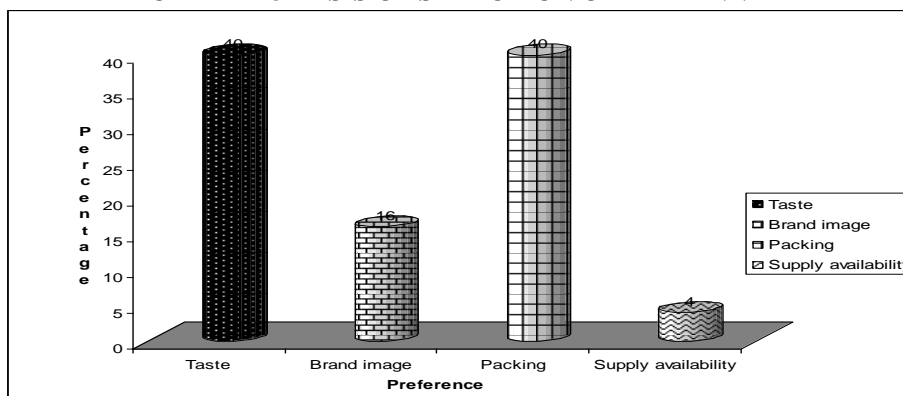
S.No	Preference	Number of Respondents	percentage
1	Taste	20	40
2	Brand image	08	16
3	Packing	20	40
4	Supply availability	02	04
	Total	50	100

Source: Primary data

**INFERENCE:**

From the table, we infer that about 40% of the respondents are selecting Britannia for taste, and good packaging system, 16% of the respondents are select the product for the brand image and only 4% of the respondents are selected by supply availability. Majority of the respondents are selecting Britannia for taste and good packaging system.

**CHART – 3 BASIS OF SELECTION OF BRITANNIA**



Branding leads to a more ready acceptance of a products by whole sales and retails. It ensures standard quality and satisfaction to buyer. Advertising can be directed more effectively and linked with other communication programmes. To know the degree of sales in Britannia top four brand were collected.

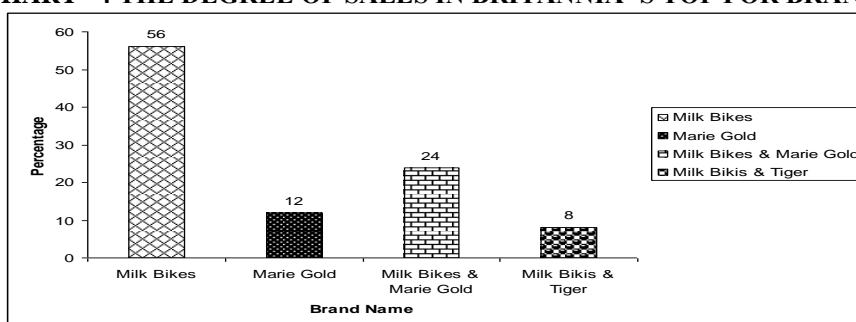
S.No	Name	Number of Respondents	percentage
1	Milk Bikes	28	56
2	Marie Gold	06	12
3	Milk Bikes & Marie Gold	12	24
4	Milk Bikis & Tiger	04	08
	Total	50	100

Source: Primary data

**INFERENCE:**

The above table shows that majority 56% of the respondents are like to "Milk Bikes" brand biscuit, 24% are like to Milk Bikes and Marie Gold brand, 12% are like to Marie Gold and only 8% are like to Milk Bikis and Tiger brand of Biscuit. Majority of the respondents buying Milk Bikes.

**CHART –4 THE DEGREE OF SALES IN BRITANNIA ‘S TOP FOR BRANDS**



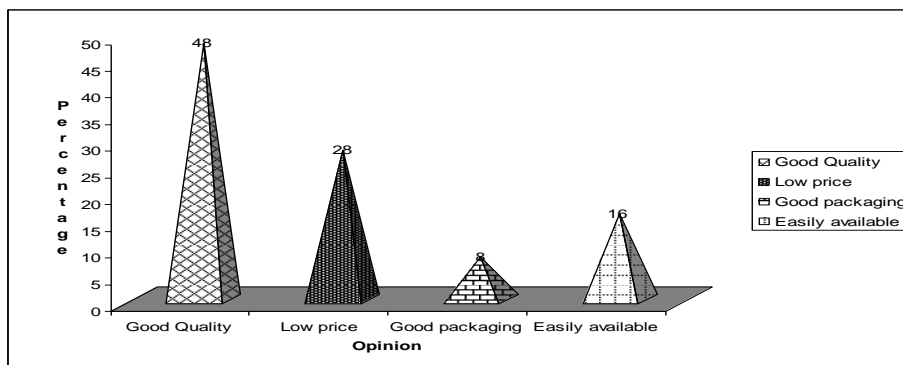
**TABLE 5 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE PRODUCT**

S.No	Opinion	No. of Respondents	Percentage
1	Good Quality	24	48
2	Low price	14	28
3	Good packaging	04	08
4	Easily available	08	16
	Total	50	100

Source: Primary data

**INFERENCE:** From the above table it is observed that 48% of the respondents says that the product is a good quality, 28% are low price, 16% are say the product is easily available and only 8% of the respondents are say the product is good packaging.

**CHART 6 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE PRODUCT**



**The researcher analysed from the 100 respondents and find the following:**

- 100% of the retailers were selling Britannia products
- 40% of the respondents felt that family men bought maximum Britannia brand.
- 88% of the respondents satisfied with salesman's relationship

- 48% of the respondents are having good opinion about the quality of Britannia.
- 40% of the respondents are prefer the brand by taste and packing
- 56% of the respondents are buying Milk Bikes.
- 56% of the respondents were felt that the price of the Britannia is comparable to others.
- 48% of the respondents felt crackers in the fast moving variety in 50-50
- 100% of the respondents satisfied towards the distribution of Britannia products.
- 100% of the respondents satisfied about the expiry replacement of the Britannia products.
- Majority of the respondents are selecting Television media Advertisement.
- 98% of the respondents are satisfied the expectation of the consumer

### **SUGGESTIONS**

To improve the distribution channel helps to increase the sales performance the company willing to rectify the dissatisfaction facts. To maintain the credit facility helps to improve the sales Brand loyalty and brand image should be credited in the minds of customers so as to retain and maintain the customer. Some of the respondents dissatisfied with the salesman relationship. So the company maintain the customer. Some of the respondents dissatisfaction relationship. So the company maintain the good salesman for their distribution. The company could give them more offers and benefits like gift, credit facility, etc., it will increase the sales. A maximum number of customer are purchasing the Britannia products because of the Quality and only a few customers purchase the products due to its price. Britannia product including milk Bikes and Marie gold should be popularizing among the customer so as to increase the sales of the biscuits. Customer should be induced in such away that the amount spend towards the purchase of Britannia products be increased.

### **CONCLUSION**

The study reveals that the Intermediaries may be able to carry out distribution activities better or cheaper than either producer or consumers. Intermediaries storage services, capability to divide large shipments into smaller once for resale and market knowledge benefits supplier and customer alike. To conclude, with vigorous and hard efforts the Britannia products can be marketed effectively and efficiently in study area.

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