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## A STUDY ON THE OPINION OF THE DEALERS OF BRITANNIA PRODUCTS IN THRUTHURAIPOONDI TOWN

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### Abstract

*The present study entitled consumer preference towards Britannia biscuits, a study with reference to Thiruthuraipoondi is intended to enquire into the factor that influences their choice of biscuits with respect to Britannia biscuits. Consumer preference varies from brand to brand on the basis of quality. Price, Style, Later, adverlitising and peer influence. The complication underfone by the researcher to identify customers reaction are many the researcher's inferest 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.*

**Keywords:** *Britannia biscuits, consumer satisfaction, brand, convenience sampling, BBCO, dairy products.*

### 1. INTRODUCTION

Britannia Industries limited is an Indian food-Products corporation headquartered in Kolkata, wast Bengal. It sells its Britannaia and Tiger brands of biscuits, brands and dairy products throughout india and in more than 60 countries across the globe, Britannia has

an estimated market share of 38%. The company was established in 1892 with an in-vestment of 265(2) initially, biscuits were manufactured in a small house in central Kolkata, later, the enterprise was acquired by the Gupta brothers mainly Nailn Chandra Gupta, an attorney.

**MEANING**

An attitude is a negative or positive evaluation of an object which influences human behavior towards that object. Michael Hogg "An attitude is a learned predisposition to respond in a favorable or unfavourable manner towards people, an object, an idea or a situation.

**STATEMENT OF THE PROBLEM**

- In order to survive the present market to increase sales and to build retain customer satisfaction. Companies need information about its overall performance when company's position and market trend.
- To find out the company's strength and weakness in comparison with the competitors.
- Widening gaps in sales of Britannia biscuits in selected areas.

**OBJECTIVES**

The purpose of research is to discover answers to question through the application of scientific procedure, The main aim of research is to find out the truth which is hidden and which has not been discovered as yet though each research study has its own specific purpose we may think of number of following broad groupings :

- To study the sales of various products of Britannia.
- To study the marketing strategies of Britannia.
- To study the various milestones to the company.
- To study the shares of various products in the company.

**LIMITATION**

- The study limited to Thiruthuraipoondi town only to time and money constraints.
- The result of the study cannot be generalized to other zones due demographical difference.
- The study is based on the opinion of the dealers only. The opinion of the wholesalers and distributor are not taken into account due to want of time and money.

- The dealers in the interior rural area covered is too wide in the length and breath.
- The aspect of advertisement is not included in the Survey; an advertisement of the Britannia is a common phenomenon for all the country.

**ANALYSIS AND INTERPRETATION**

The assessment is being done in the spheres of assessing market share, identifying fast moving and slow moving items, investigating into the problem of the dealers in the mode of supply the terms and condition of supply and identifying the suitable sales promotion offers. The assessment based on opinion of the dealers who are mainly responsible for effective distribution of the products in the zone.

**TYPES OF SALES PROMOTION FOR BRITANNIA BISCUITS**

Supply	No. of respondents	Percentage %
Supplying Toys with Britannia products	60	40
Increasing the quantity	14	9
Supplying story book with Britannia products	32	21
Supplying stickers with Britannia products	38	25
Price reduction	6	5
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Primary Data*

**INFERENCE**

As is stated in table a states the Britannia biscuits dealers enjoys 54% share in the total biscuits market of the study area leaving only 46% to its competitors.

### Market Share Of Britannia Cream Items

Company	average monthly purchase	market share %
Britannia	1625	54
Competitors	1375	46
Total	3000	100

Source: Primary Data

### INFERENCE

Britannia- cream Items like Bourbon and Elaichi cream, are competitors enough to share only 54% of the Total market of the Study area leaving competitors to enjoy a major share of 46% of the cream items in market.

### METHODOLOGY

- The design of this study is analysis in nature, The information required for the study were collected both primary and secondary source.
- Primary data were collected using an interview schedule prepared specially for the purpose.
- Secondary data were collected from various related books, magazines published and unpublished report. The web sites related by various companies were also of great use in proving secondary data.

### FINDINGS

Some importance findings of the study on the dealer's opinion about marketing of Britannia Biscuits Company Limited products in Thiruthuraipoondi area.

- Among the respondents who deal Britannia products 37% are general merchants, 29% are small petty shop, 23% are supermarkets and 11% are co-operatives stores.
- 75% of the dealers are placing their orders voluntarily by their own efforts without any offer from distributors.
- 68% of the dealers prefer Britannia products to competitor's products.

- Among Britannia biscuits milk bike's, marigold and good day are first three fast moving biscuits. Nice time is the slow moving item with only 5% support from dealers.

### SUGGESTIONS

- The researcher suggest the following for the improvement of sales of Britannia products in the study area.
- The distributors should concentrate more on the development market for Britannia products instead of satisfying with assured sales.
- Distributors should take steps to get frequent orders from the dealers instead of allowing the dealers to plays orders voluntarily.
- The average monthly purchase of Britannia chocolate per dealer is only for Rs.1625.step should be taken to improve the sales by introducing the products to the untateatbeat role market.

### CONCLUSION

As we more into an are of plenty which will be usually an area of intense important to pany attention to the subject of marketing in general and to the subject of dealer development in particular.

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