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EXPLORING CONSUMER ENGAGEMENT INITIATIVES AND THEIR INFLUENCE ON BRAND LOYALTY AT BRITANNIA INDUSTRIES LIMITED IN PERUNDURAI, ERODE

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Abstract

This study explores consumer engagement initiatives at Britannia Industries Limited, focusing on their influence on brand loyalty in Perundurai, Erode. With 120 respondents, the study highlights the significance of social media interaction and its relation to respondents' educational qualifications. It emphasizes aligning marketing communications with brand values for effective engagement. Ultimately, creating a sense of community and emotional connection with the brand are crucial for long-term customer loyalty, reinforcing the need for continual customer engagement efforts in maintaining brand success.

Keywords: Consumer Engagement, Brand Loyalty, Consumer Preference, Competitive.

INTRODUCTION

This study investigates consumer engagement and brand loyalty at Britannia Industries Limited in Perundurai, Erode, acknowledging their critical role in sustaining competitiveness. It explores various engagement strategies and their impact on brand loyalty within the local market context, aiming to provide actionable insights for Britannia Industries to refine its strategies and maintain market leadership amidst evolving consumer preferences and competitive pressures.

COMPANY PROFILE

Britannia Industries, a leading Indian food company with over a century of legacy, boasts annual revenues exceeding Rs. 9000 Cr. Renowned for household brands like Good Day, Tiger, and Nutri Choice, Britannia's diverse product portfolio spans biscuits, bread, cakes, dairy, and more. With a presence in over 60 countries, Britannia is committed to quality and health, removing trans fats and enriching products with essential nutrients. Their accolades include being amongst India's most trusted brands and receiving prestigious awards for excellence. Britannia's philosophy emphasizes respect, teamwork, and accountability, with core values centered around leadership and ownership. Their product range includes biscuits, breads, dairy, cakes, and rusks, catering to diverse consumer preferences with a focus on quality and innovation.

OBJECTIVES OF THE STUDY

- To assess the effectiveness of specific consumer engagement initiatives deployed by Britannia Industries Limited in Perundurai, Erode, in terms of their reach, resonance, and relevance to the target audience.
- To investigate the correlation between consumer engagement levels and brand loyalty metrics, such as brand preference, willingness to pay premium prices, and likelihood of recommending the brand to others.

- To explore the role of digital platforms and technology in facilitating consumer engagement activities for Britannia Industries Limited in Perundurai, Erode, and their impact on brand loyalty in an increasingly digital marketplace.

NEED OF THE STUDY

This study is vital for understanding how consumer engagement impacts brand loyalty at Britannia Industries Limited in Perundurai, Erode. It will offer insights for strategic decision-making, resource allocation, and adapting to digital trends, fostering a customer-centric approach and strengthening brand equity. By filling the gap in understanding consumer dynamics, the research aims to enhance marketing strategies, adapt to changing preferences, and maintain competitiveness, ultimately driving sustainable growth and fostering long-term customer relationships.

SCOPE OF THE STUDY

- The geographical scope of the study is limited to the operations of Britannia Industries Limited in Perundurai, Erode. However, the findings and recommendations may have broader implications for similar companies operating in competitive markets.
- The study employs both qualitative and quantitative research methods, including surveys, interviews, and data analysis, to achieve its objectives. It aims to provide actionable insights and recommendations that can inform strategic decision-making and enhance the company's competitive position in the marketplace.
- Furthermore, the study will explore the role of digital platforms and technology in facilitating consumer engagement efforts and their impact on brand loyalty outcomes. It will also identify potential challenges and barriers faced by the company in effectively engaging consumers and propose strategies to address them.

LIMITATIONS OF THE STUDY

- Resource constraints may limit data collection and analysis depth.
- Accessibility issues could hinder diverse perspective gathering.
- Data quality may be affected by respondent bias or errors.
- Findings may lack generalizability beyond Britannia's context.
- External influences like market changes may affect results.

ANALYSIS AND INTERPRETATION

(a) Simple percentage method:

The demographic profile of respondents reveals that a significant proportion falls within the age range of 36-45 years (40.8%), followed by those aged 26-35 (22.5%). Moreover, the majority of respondents have completed undergraduate (UG) education (51.7%) and are engaged in business activities (47.5%). Concerning income, a substantial portion earns between Rs. 20,001-30,000 per month (38.3%). Regarding social media engagement, a notable percentage strongly agrees (28.3%) that they frequently interact with the brand on social media, while a majority (30.8%) feel connected to the brand through its online presence. In terms of brand influence, significant portions strongly agree that social media interactions (35.8%) and promotional offers (50.8%) influence their purchasing decisions. Looking at brand loyalty, a considerable majority agree (41.7%) to continue purchasing from the brand, but only a small percentage (12.5%) strongly agrees to consistently choose the brand over others in the same category.

(b) Chi – square test

Chi - square	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	218.253 ^a	51	.000
Likelihood Ratio	218.018	51	.000
Linear-by-Linear Association	91.972	1	.000

RESULT:

As per the above table, it is inferred that the P value is 0.000; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.03. Thus alternative hypothesis is accepted and it is found that there is some significant relationship between the educational qualification of the respondents and social media interaction.

(c) Correlation:

		AGE OF THE RESPONDENTS	BRAND LOYALTY
AGE OF THE RESPONDENTS	Pearson Correlation	1	.858**
	Sig. (2-tailed)		.000
	N	120	120
BRAND LOYALTY	Pearson Correlation	.858**	1
	Sig. (2-tailed)	.000	
	N	120	120

RESULT:

The Above table indicates that out of 120 respondents, co-efficient of correlation between the age of the respondents and brand loyalty is 0.858. It is below 1. So there is positive relationship between the age of the respondents and brand loyalty.

FINDINGS

The study indicates a male majority, comprising 69.2% of respondents. Notably, 40.8% fall within the 36-45 age group, suggesting a significant segment for brand engagement. A substantial 51.7% have completed undergraduate education, and 47.5% are engaged in business occupations. In terms of income, 38.3% earn between Rs. 20,001-30,000 monthly. The data also highlights strong agreement percentages across various brand interaction metrics on social media, ranging from 26.7% to 60.0%. Moreover, there's a significant relationship observed between respondents' educational qualifications and their social media interaction patterns, as well as between age demographics and brand loyalty.

SUGGESTIONS

- Increasing personalization in social media interactions can improve consumer connection to the brand.
- The company should encourage more interactive material to increase social media participation.
- The business must make sure that social media material is appealing and relevant in order to sustain attention.

CONCLUSION

The study underscores the significant impact of consumer engagement programs, particularly via social media, on brand loyalty. It highlights the importance of providing engaging content to enhance brand experience and foster customer relationships. Effective distribution of marketing messages, including promotional offers, influences purchase decisions and brand advocacy. Building a sense of community and emotional connection with the brand is crucial for long-term customer loyalty. Overall, ongoing efforts in customer engagement are vital for ensuring the company's success in a competitive industry.

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