

EXPLORING THE MARKETING RESEARCH PROJECT BRITANNIA

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ABSTRACT

Britannia Industries is one of India's leading food companies, primarily known for its wide range of biscuits, dairy products, and other baked goods. Founded in 1892 and headquartered in Kolkata, the company has grown into a prominent player in the Indian FMCG (Fast-Moving Consumer Goods) sector. Britannia is renowned for its iconic brands such as Good Day, Marie Gold, Tiger, and Bourbon, which have become household names in India.

The company's product portfolio includes: Biscuits: Britannia's core business, offering popular varieties like cream biscuits, digestive biscuits, cookies, and crackers. Dairy Products: Britannia produces milk, cheese, butter, yogurt, and dairy beverages. Breads and Cakes: Britannia also offers a range of baked products including bread, cakes, and rusks. Britannia has a strong distribution network across India, with a growing presence in international markets. The company focuses on innovation, quality, and health-conscious products, often launching new variants to cater to changing consumer preferences. It also emphasizes sustainability in its operations, with initiatives aimed at reducing environmental impact.

Keyword: Influencer marketing, Millennials, Social media, Brand engagement, Consumer trust, Authenticity, Purchasing behavior.

I. INTRODUCTION

Britannia Industries Limited is a major player in India's Fast-Moving Consumer Goods (FMCG) sector, specializing in the production of biscuits, bread, cakes, dairy products, and other food items. Here's a general overview: Founding and Headquarters: Founded: 1892 in Kolkata, India. Headquarters: Bengaluru, Karnataka, India.

II. LITERATURE REVIEW

1. Traditional Marketing Strategies:

Early marketing literature focuses on the 4Ps—Product, Price, Place, and Promotion—as foundational elements in creating effective marketing campaigns (McCarthy, 1960). These core strategies have evolved but remain central to understanding how businesses position themselves in the marketplace.

2. Segmentation, Targeting, and Positioning (STP):

Kotler's work on segmentation, targeting, and positioning emphasizes the importance of dividing markets into segments and targeting specific groups with tailored messages. Positioning differentiates a brand in the minds of consumers. STP is a widely studied model that helps marketers create relevant campaigns for specific customer segments.

3. Digital Marketing Strategies:

Recent literature highlights the shift towards digital marketing due to the rise of the internet and social media. Chaffey and Smith (2017) discuss online marketing tools like SEO, content marketing, and social media marketing, emphasizing the importance of digital platforms in reaching a tech-savvy consumer base.

4. Integrated Marketing Communications (IMC):

Schultz (1993) introduced IMC as a strategy to ensure brand messaging is consistent across all channels. This approach ensures that advertising, public relations, direct marketing, and digital media are harmonized for better consumer engagement and brand recall.

5. Customer-Centric Strategies:

Contemporary studies focus on creating personalized experiences for consumers. According to Pine and Gilmore (1999), the "experience economy" drives businesses to provide value beyond the product, focusing on customer engagement and experience as part of their marketing strategy.

6. Sustainability and Green Marketing:

The literature highlights an increasing trend towards sustainable marketing strategies as consumers become

more environmentally conscious. Ottman (2011) discusses how companies adopt green marketing by promoting eco-friendly products and sustainable practices to meet consumer demand for ethical consumption.

7. Data-Driven Marketing:

With the advent of big data, studies like those by Davenport and Harris (2007) emphasize the role of analytics in developing targeted marketing strategies. Data-driven marketing allows businesses to make informed decisions, personalize customer experiences, and optimize campaign effectiveness.

8. Brand Equity and Loyalty Programs:

Keller (2001) explores the importance of building strong brand equity through consistent branding efforts and loyalty programs. These strategies foster longterm relationships with consumers, enhancing customer retention and repeat business.

9. Global vs. Local Marketing Strategies:

The literature also explores the balance between global standardization and local adaptation in marketing. Levitt (1983) argues for global standardization to achieve economies of scale, while others suggest the importance of localizing strategies to meet regional consumer needs.

III. RESEARCH METHODOLOGY

The research is based on both primary and secondary data sources to ensure a comprehensive evaluation of "Exploring the Marketing research project Britannia"

Primary Data: This includes firsthand information collected through Google Forms surveys, where 92 respondents provided their insights on email marketing campaigns. The responses cover aspects such as email engagement, effectiveness, customer preferences, and impact on purchasing decisions.

Secondary Data: This consists of existing research papers, industry reports, case studies, and online articles that provide a broader understanding of email marketing trends and best practices. These sources help compare findings from the primary research with established industry benchmarks.

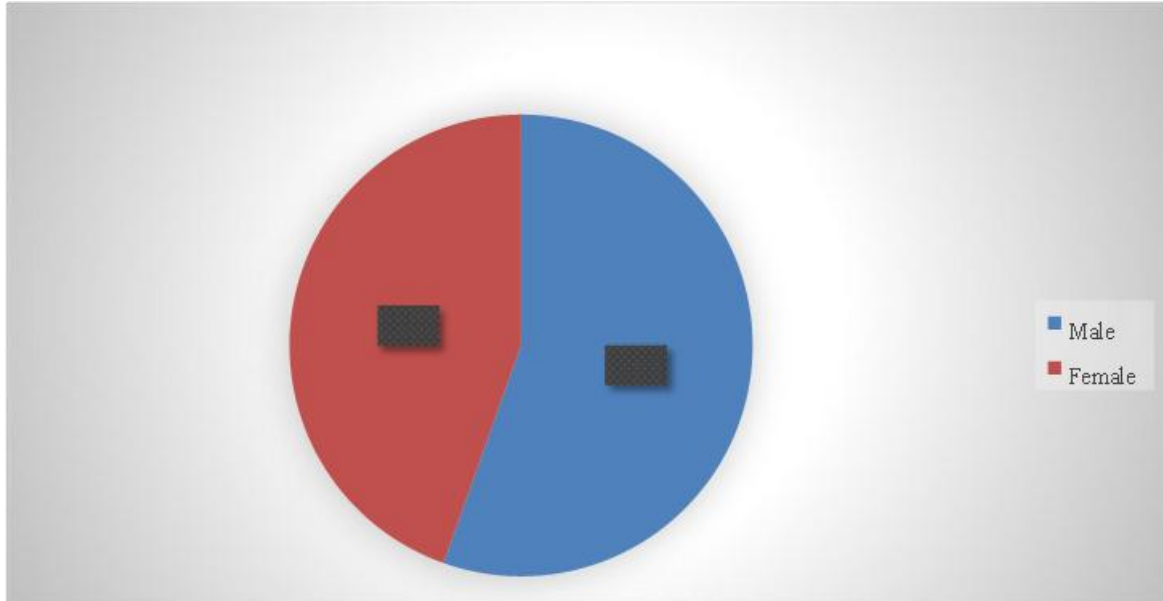
The data collection instrument used in this study was a structured questionnaire created using Google Forms. This method was chosen due to its ease of access, ability to reach a wide audience, and automated data collection features. The questionnaire was designed to gather quantitative and qualitative data related to the effectiveness of marketing research project Britannia.

The data for this research was collected using a survey-based approach through Google Forms. The survey was designed to include structured questions related to email marketing engagement, open rates, response rates, and customer preferences. The questionnaire was shared through digital channels, ensuring wide reach and ease of participation. Additionally, email marketing performance metrics such as open rate, click through rate, and conversion rate were analysed to measure the effectiveness of email campaigns.

IV. OBJECTIVES AND DATA INTERPRETATION

GENDER

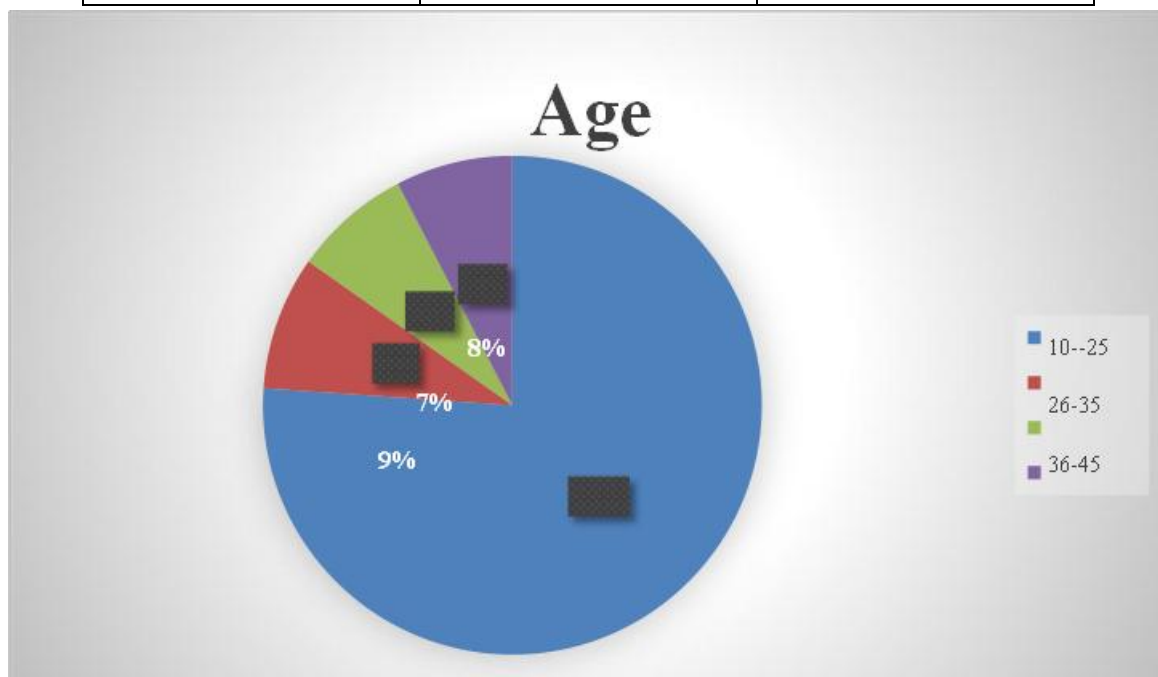
Particulars	No. of respondents	Percentage
Male	51	55.04%
Female	41	44.06%
Total	92	100%



The percentage of female respondents are around 44.6% and that of male respondents is around 55.4% Hence the number of female respondents is less than male respondents. So, our majority respondents are male.

AGES

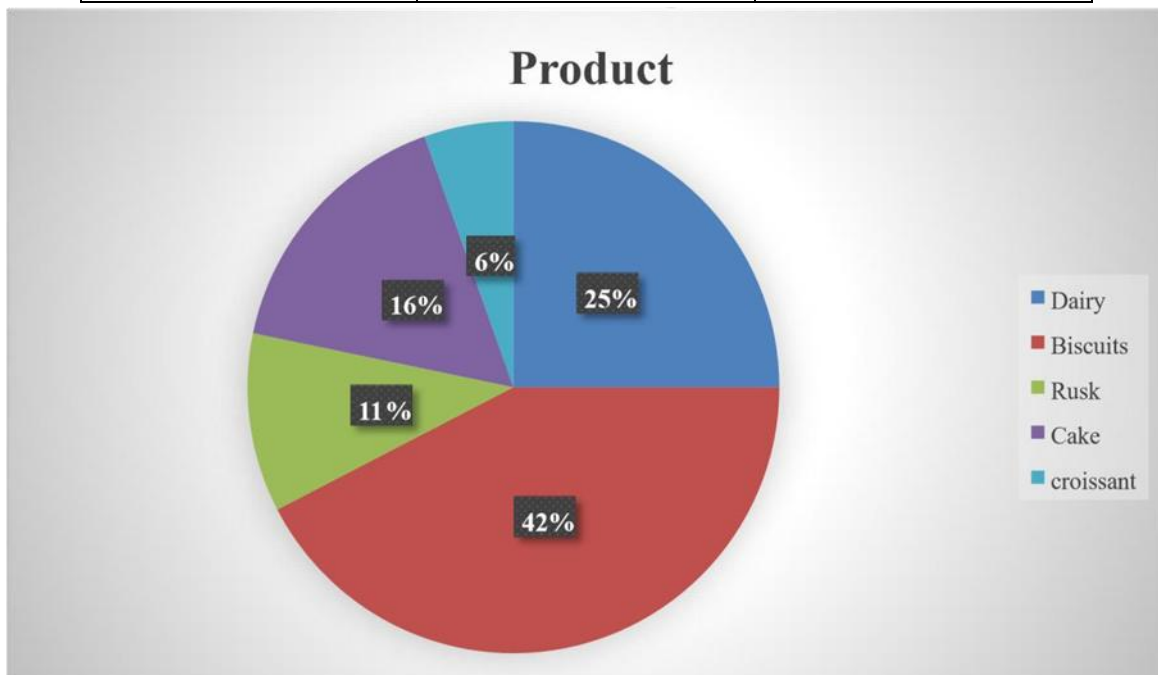
Age group	No. of respondents	Percentage
10--25	70	76.1%
26-35	8	8.7%
36-45	7	7.6%
Above 45	7	7.6%
Total	92	100%



According to chart we got 70.01% respondents, who are between 10-25 years old. After that we got 8.07% respondents, who are between 26-35 years old. There is only 7.06% between 3645 age group. At last, there are 7.06% respondents above 45 years. We can conclude that majority of BRITANNIA users are between 18 to 25 years.

Which product of BRITANNIA you like?

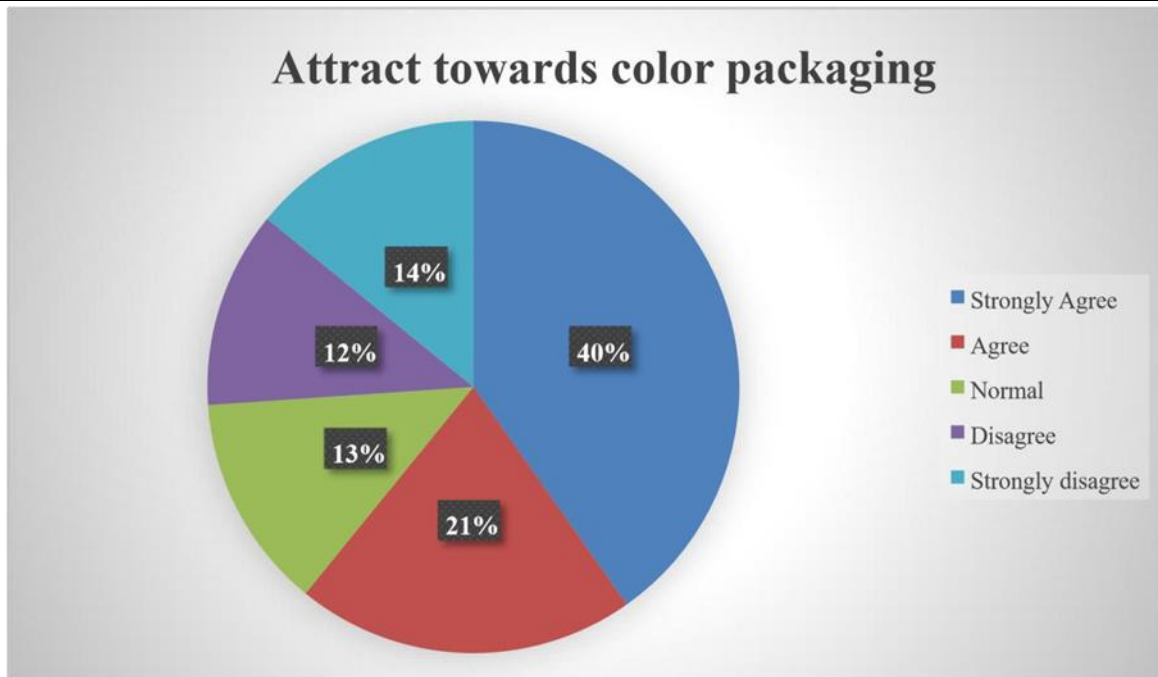
Particulars	No. of respondents	Percentage
Dairy	23	25%
Biscuits	39	42.04%
Rusk	10	10.09%
Cake	15	16.03%
Croissant	5	5.04%
Total	92	100%



As per the study, product of Britannia, 25% are dairy product user, 42.04% are buyer of different biscuits, 10.09% are buy rusk, 16.03% are buy cakes of Britannia and remaining 5.04% are user of croissant. According to our age group, most of the consumer buy biscuits of BRITANNIA. It means that most of the consumers like to eat biscuits, after that they give a priority to other products.

Do you like colour packaging of BRITANNIA?

Particulars	No. of respondents	Percentage
Strongly Agree	37	40.2%
Agree	19	20.7%
Normal	12	13%
Disagree	11	12%
Strongly Disagree	13	14.1%
Total	92	100%



Here we can see that 40.2% consumers strongly agree that they like colour packaging of Britannia, 20.7% agree with this point, 13% with normal means they agree and disagree both the side, there are 12% and 14.1% with disagree and strongly disagree accordingly. So here we can conclude that majority consumers like colour packaging of Britannia company. With colour packaging they buy the product accordingly.

V. FINDINGS

CONCEPTUAL FINDINGS

As per the survey respondents are most of males. Here males are greater than females. Everyone purchases the product of Britannia. According to the data 84.9% respondents are between age group of 18-25 years old. It means that company's most of the consumer create from kids to youth Not only kids but every person uses the product. Here 89% respondents feel that during the time of purchase packaging effect in their mindset to get that product So, packaging is important for company's sales. Our respondents says that their feedback and concern of product given by them are notice by company. Ration of that people is 72.6%. Britannia provide different type of product, out of that highest consumer are from biscuits which are 69.6%, which is more than fifty percent. After that bread and cake products are more using by respondents. So, main market is on base of biscuits. Our 28.8% respondents says that by change in packaging it will increase demand, after that reduced cost, increase profit and 37% says that it will catch the eye of consumers. 83.6% respondents accept that packaging helps them to identifies the product, so they can make a decision to purchase of that product. As per the survey 23.3% respondents believe that packaging can increases sales and large access of market. 37% says that packaging creates unique impression from another brand. Products packaging should be different which attract the consumers. Out of 100%, total 56.1% respondents says that product provided by the brands are always good. They believe that brand have they unique identity and quality. So, they prefer the branded products. Our 42.5% respondents agree with the point that they like colour packaging of Britannia. They got attracted by that type of packaging. During purchase time consumers always think about either he will go with new arrivals or experience with that particular product. So, here 55% respondents like their new packaging, by that they think to buy product at least one time.

As per the data around 73% respondents agree with that packaging with better quality can save the product. So, quality is also important. Our respondents like creative and designing font style on the Britannia products, ratio in that case is 77% respondents agree with this point. Wrapper is upper cover of product, and due to study, we got the information that around 80% respondents like or want wrapper on product of Britannia. Most of the consumers read the information which is printed on the product and follow that. Our 85% respondent accept that they read the information which is printed on packaging.

Our 73% respondents evaluate the product to printed information while purchasing. Evaluation of information is good thing for consumers. Innovation is key to be stable in market, and after study we can say that around 80% respondents believe in innovation of product with time. 77% respondents change their decision while purchasing the product of Britannia due to its packaging. They attracted by the packaging. Respondents give their review about quality of Britannia products and service of the company. In that we get 45.21% review in very good criteria or 19.18% with excellent ratings. As per the data our respondents recent purchase is biscuits. There are other products which they have purchase but from all that all time high is biscuits. According to the survey our respondents are very satisfied with the Britannia company and its products respondents don't have any problem with the company.

VI. LIMITATIONS OF STUDY

Limitations of the Study on Britannia Product Feedback

- ✓ Sampling Bias – Responses may not represent all customer segments.
- ✓ Response Bias – Customers may give socially desirable answers.
- ✓ Limited Geographical Coverage – Data may not include all regions or rural consumers.
- ✓ Time Constraints – Feedback may change over time, affecting accuracy.
- ✓ Incomplete Responses – Some participants may skip questions or give vague answers.
- ✓ Competitor Influence – External factors like new competitor products may impact response

VII. CONCLUSION

After whole analysis, I can say that BRITANNIA has developed a strong brand and implemented its marketing strategy towards strengthening it constantly. Company has their unique idea to present their product that's why they got success in market Packaging could be treated as one of the most important and valuable tools in today's marketing communication and impact of this element on consumer buying behaviors. It has been concluded that packaging is must for the tangible products of every company because of its vital effect on the sales and export on company. Packaging has a better reach than advertising does, and set a brand apart from its competition. Consumer will always demand the product of BRITANNIA company because of its quality, trust of customers and reputation of company in market. Britannia has been successfully developing and generating trust among consumers by delivering a trust base and quality products. The marketing strategy of Britannia is product centric where the company has been highlighting the taste and nutrition. Various brands like Parle G, ITC are giving neck-to-neck competition to Britannia in terms of market share and new product development. Britannia's marketing strategy has to change with the current market trends to gain customer attention. It must also be more useful technically. I do believe that culture difference does have an impact on company's initiative to design the product package. Thus, we think that it is important for the international companies to take a consideration of culture differences when they design the product package.

VIII. REFERENCES

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