

A Comparative Study on Consumer Buying Behaviour between Parle and Britannia



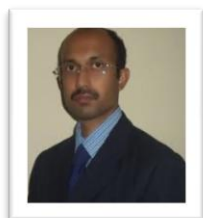
Sayan Mukherjee

Student,
School of Management
Adamas University,
West Bengal



Sourav Chatterjee

Student,
School of Management,
Adamas University,
West Bengal



Nilanjan Ray

Associate Professor
School of Management
Adamas University,
West Bengal

Abstract

The study is carried out on comparative study between Parle and Britannia. The objectives of the study are to access the quality of Parle and Britannia biscuits available to consumers, to study awareness level and preference for various biscuits segments among retailers and customers, to find out the satisfaction level of retailers towards services provided by Parle & Britannia, to compare companies (Parle, Britannia) on the basis of retailer's feedback with respect to services, schemes and practices adopted by them. The primary data was collected from the 200 respondents. The survey was conducted for both consumers and retailers of the Kolkata city.

In that majority of consumers consume Parle's glucose, cream and crispy category biscuits. Britannia has good market in Marie, cashew and Butter category biscuits. After major findings of the study are, most (90%) of the respondents are willing to recommend Britannia Good day biscuits rather than Parle-g to their friends and relatives. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction. The research outcome also indicates that, most of the customers were satisfied towards consuming Britannia Good Day biscuits with respect to the chosen factors rather than Parle's Parle-G biscuit.

Keywords: Britannia Good Day Biscuits, Parle-G, Customer Loyalty, Customer Satisfaction, Customer Value.

Introduction

Consumers frequently face a wide array of products, services that might make happy a given need. Customers those who are satisfied purchase again and inform others regarding their good experiences. Disappointed customers often switch to other products. Marketers must be careful to set the right level of expectations. If they set expectations too low, they must satisfy those who buy but fail to attract enough buyers. If they raise expectations too high, buyers will be disappointed. Customer value and customer satisfaction are key building blocks for developing and managing customer relationships. Britannia is sustaining in the food industry since 120 years, till now the success of the products offered by Britannia is very high it is also not declined in the market. The purpose of this study is to access the quality of Parle and Britannia biscuits available to consumers, to study awareness level and preference for various biscuits segments among retailers and customers to find out the satisfaction level of retailers towards services provided by Parle & Britannia to compare companies (Parle, Britannia) on the basis of retailer's feedback with respect to services, schemes and practices adopted by them.

Review of Literature

K. M. Mubarak Ali (1993) in his study endeavored "to find out the purchasing pattern brand preference, brand loyalty and suggest and suitable measures to improve the brand loyalty. The study was concluded that a carefully chosen promotion strategy is to be used to increase the brand loyalty of the product.

Renuka and Hirekenchanagoudar (2008) in them on a "study on consumer buying behaviour of ready-to-eat food products". To determine the market penetration of Britannia Marie biscuits by retailers. The data were collected from 150 respondents. The tools used in are simple percentage and correlation co efficient. It is concluded that the main factors influencing brand preference for biscuits, chips, fruit juice and ice creams

were quality, taste and reasonable price. Thus, the study revealed that the younger generation preferred more ready-to-eat food products than the other age groups. The consumer behaviour also varies from product to product.

Mr. S.D. Nidhyananth, and Mr. B. Vigneshwaran (2011) in made a "study on customer satisfaction towards Britannia biscuits in Coimbatore city". To find out the factors those influence the purchase of Britannia biscuits. The data are collected directly from the sample by interviewing or mailing questionnaires at particular period of time. In this study the sample size was 100 respondents. Tools used in this study are percentage analysis, chi square test. It is concluded that consumer's satisfaction with preferable taste, awareness about various brands, about choice and their frequency of preference satisfaction of Britannia biscuits.

Moye & Kincade, Consumers express preference or lack of preference for stores, brands, advertisements and other marketing stimuli by reflecting a favorable or unfavorable attitude. In this sense, consumers with a favorable attitude towards a store will most likely select the store and buy its products, but consumers with unfavorable attitudes will not select the store and not purchase the products.

Venkateshwaralu et.al, (1987) conducted a study to analyze the buyer behaviour towards biscuits. They have concluded that consumers generally prefer packed biscuits when compared to unpacked ones. It was also found that children are the major influencers in decision making while purchasing biscuits, though parents are equally involved. Besides, the study revealed that 76 percent of the respondents purchase biscuits at least once in a week. It was concluded that that the marketers have to give considerable importance to taste, freshness and brand name of biscuits as they largely affect the decision-making process of consumers.

Rees (1992), in his study observed that the factors influencing the consumers' choice of food are flavour, appearance and advertising. Demographic and household role changes and the introduction of microwave ovens have produced changes in eating habits. Vigorous sale of chilled and other prepared foods is because of the attitude of large number of working wives and single people who prefer convenience. Development in retailing with concentration of eighty percent of food sales in Supermarkets is also considered to be an important factor. Consumers are highly responding to messages regarding safety and health. They are highly concerned about the way in which food are produced and want safe, natural and high-quality food at a reasonable price.

Brown et.al. (2000) reported⁴ that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during adolescence and analyzed that the interaction between young consumers' food preferences and their nutritional awareness behaviour, within three environments (home, school and social). The results

indicated that the perceived dominance of home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an 'independence' trait, particularly during the adolescent years. The authors suggested that food preferences of young consumers are often of a 'fast food' type and consequently their food habits may fuel the consumption of food with poor nutrition. While young consumers are aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments.

Vincent (2006) elicited¹⁸ that quality is an important factor that draws consumers towards branded products. Branded products are accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing a brand. A child's insistence affects family's buying behaviour. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.

Bed Nath Sharma (2008) studied²³ the branding, packaging and labeling of new consumer products in Nepal. The paper focused on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through questionnaire survey concerned with different types of consumer products (soap, biscuit, noodles and cigarettes). The study further investigated the consumer product packaging and labeling status in manufacturing units. Majority of the manufacturing units (84.3 percent) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Imran Khan et al. (2012) undertook a study to know the impact of brand related attributes (brand knowledge, brand relationship, behavioral intention, brand advertisement and past experience about the brand) on the purchase intention of the consumers. The results identified that brand knowledge and brand advertisement has same impact on both male and female consumers. Behavioral intention, past experience and purchase intention are high in female consumers than male consumers. But male consumers have stronger brand relationship than female consumers. Furthermore, the behavioural intention and purchase intention of upper Punjab employees is high. The impact of advertisement and knowledge about brand increases according to the age of the consumers. All the brand related factors shows positive.

Objectives of the Study

1. To access the quality of Parle and Britannia biscuits available to consumers.
2. To study awareness level and preference for various biscuits segments among retailers and customers.
3. To find out the satisfaction level of retailers towards services provided by Parle & Britannia

4. To compare companies (Parle, Britannia) on the basis of retailer's feedback with respect to services, schemes and practices adopted by them.

Research Methodology

Sources of Data

To accomplish the objectives of the study, the researches have to depend on both primary and secondary data.

Primary Data

Primary data sources were face to face interaction, interview with retailers and customers, filed survey. In a systematic manners covering adequate and relevant questions which cover all the aspects of the study.

Secondary Data

The theoretical background of the present study was collected from various secondary sources, which include magazines, journals and websites and other related research work on it.

Sample Size

Sample size considered for his study was 200 respondents.

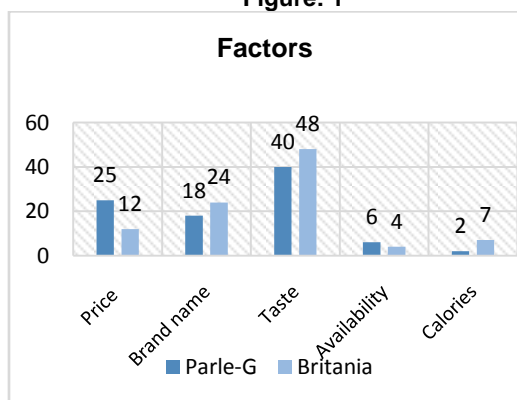
Data Analysis & Interpretations

Table 1

Which Factor is the Most Important when you buy a biscuit?

Factors	Parle-G	Britannia
Price	25	12
Brand name	18	24
Taste	40	48
Availability	6	4
Calories	2	7

Figure: 1



Interpretation

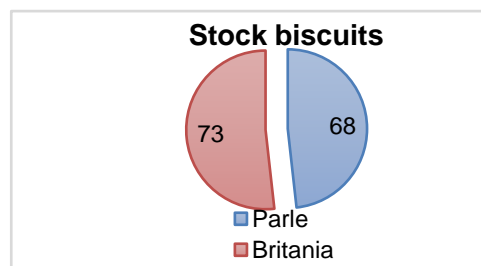
Above figure depicts that price and taste are the two most important factors considered among the five factors considered. Consumers have the tendency to consume biscuits because their prior preference is the taste and if we look at the chart we can see that in terms of taste preference Britannia is preferred most.

Table 2

Do you Stock Biscuit at Home?

Stock biscuits	Parle	Britannia
Yes	68	73
No	22	22

Figure: 2



Interpretation

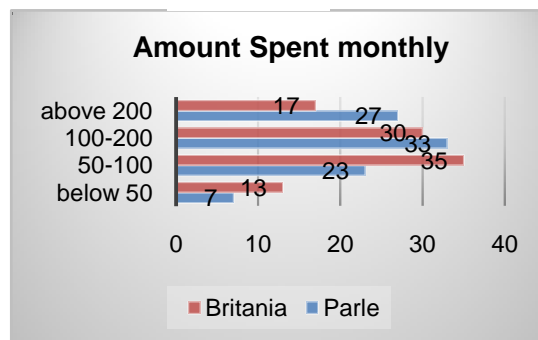
Britannia as a brand is the most preferred biscuits brand consumer's wants to stock compared to Parle as we can see from the pie chart.

Table 3

How much amount do you spend monthly for purchasing biscuits?

Amount Spent monthly	Parle	Britannia
below 50	7	13
50-100	23	35
100-200	33	30
above 200	27	17

Figure:3



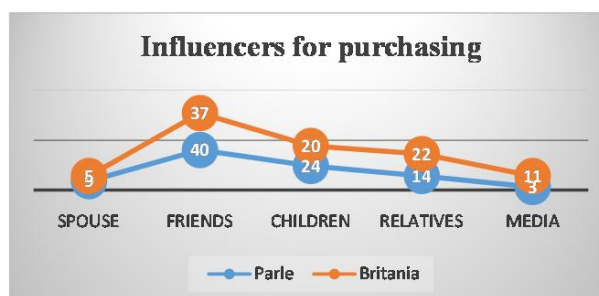
Interpretation

Consumer's wants to spend more on Britannia on an average of Rs 50-100 on monthly but if we consider the slab of Rs 100-200, we can see that parle is more acceptable.

Table 4

Who are your primary influences in purchasing?

Influencers for purchasing	Parle	Britannia
Spouse	9	5
Friends	40	37
Children	24	20
Relatives	14	22
Media	3	11



Interpretation

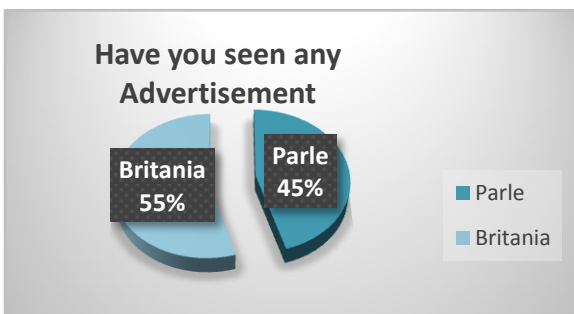
For the consumers friends and children are the two influencers of these two biscuit brands. If we consider the children as an influencer parle is most favorable although Britannia is closer, but if we consider friends Britannia and Parle seems closer.

Table 5

Who are your primary influences in purchasing PARLE-G and BRITANNIA biscuits?

Have you seen any Advertisement	Parle	Britannia
Yes	70	84
No	20	11

Figure 5



Interpretation

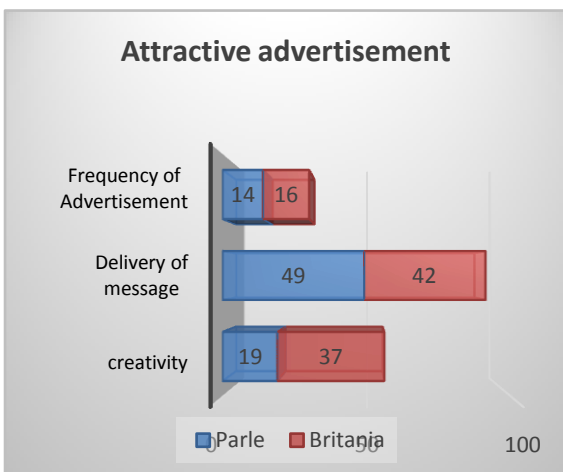
From the survey conducted we can see that people purchasing Britannia biscuits are more than people purchasing Parle. 84 people purchased Britannia by gathering information through advertisement and 70 people purchased Parle by gathering information through advertisement.

Table 6

What attracted you in the advertisement?

Attractive Advertisement	Parle	Britannia
creativity	19	37
Delivery of message	49	42
Frequency of Advertisement	14	16

Figure 6



Interpretation

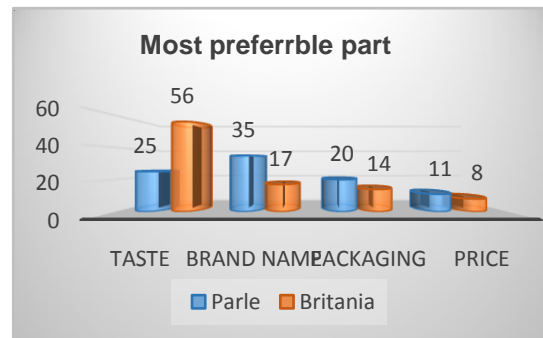
Parle's way of delivering the message has attracted the most of the consumer compared to Britannia, but if we consider the parameter of creativity Britannia stands far better than the Parle.

Table 7

What do you like the most in PARLE- G and BRITANNIA biscuit?

Most preferable Part	Parle	Britannia
Taste	25	56
Brand name	35	17
Packaging	20	14
Price	11	8

Figure 7



Interpretation

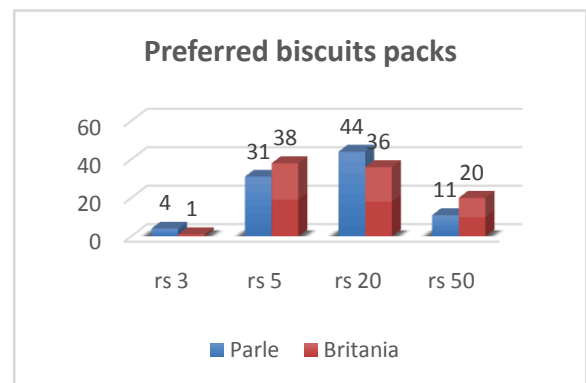
Among the several parameters mentioned above taste and brand name sounds good for both the brands. If we consider taste Britannia as a brand stands far from the Parle although if brand name is considered consumers are much more aware about the brand Parle.

Table 8

Which PARLE-G and BRITANNIA biscuit packs do you preferred to buy most?

Preferred Biscuits Packs	Parle	Britannia
Rs. 3	4	1
Rs. 5	31	38
Rs. 20	44	36
Rs. 50	11	20

Figure 8



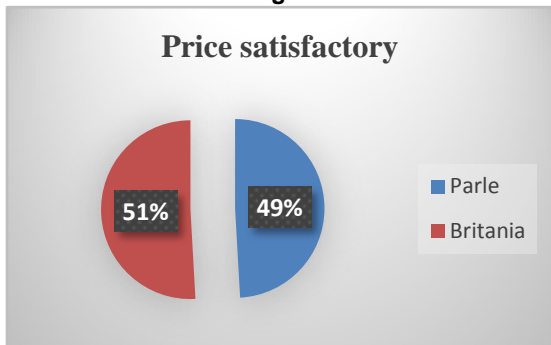
Interpretation

The graph above shows that people buying Parle biscuits prefer Rs. 20 biscuit packets than Rs. 5 biscuit packets. In case of Britannia we can see that people prefer Rs. 5 biscuits packets more than Rs. 20 biscuits packets.

Table 9
Are you satisfied with the price of the product?

Price satisfactory	Parle	Britannia
yes	82	85
no	9	10

Figure 9



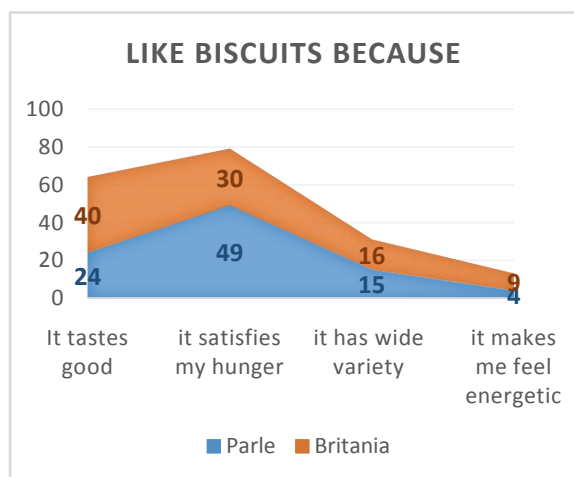
Interpretation

From the data collected we can say that 82 people consuming Parle feels that the price is affordable by them. While 85 people consuming Britannia feels that the price is affordable.

Table 10
I like PARLE-G and BRITANNIA biscuits because (tick any one)

Like biscuits because	Parle	Britannia
It tastes good	24	40
it satisfies my hunger	49	30
it has wide variety	15	16
it makes me feel energetic	4	9

Figure 10



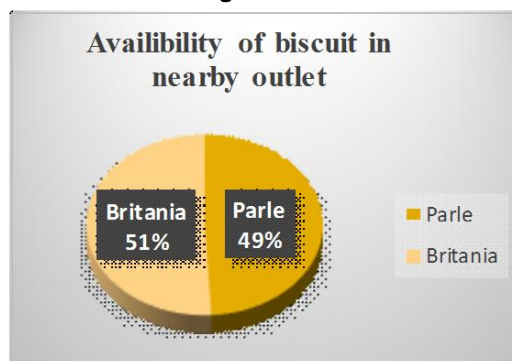
Interpretation

From the data collected we can see that from the total number of people consuming Parle- 49 people like the biscuit as it satisfies their hunger. And from the total number of people consuming Britannia- 40 people like the biscuit as it tastes good.

Table 11
Do you get the biscuit pack in your nearby retail outlet?

Availability of biscuit in nearby outlet	Parle	Britannia
Yes	82	85
No	9	10

Figure 11



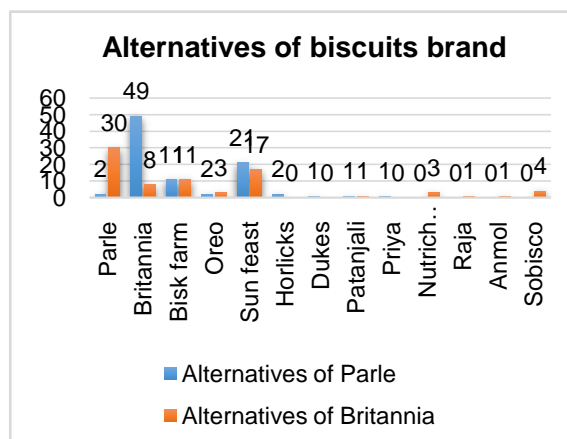
Interpretation

As we can see that 82 people consuming Parle get it at their nearby outlet while 85 people consuming Britannia get it at their nearby outlet.

Table 12
If PARLE-G and BFITANNIA is not available in the shop, which brand will you prefer?

Items	Alternatives of Parle	Alternatives of Britannia
Parle (others product of same brand)	2	30
Britannia (others product of same brand)	49	8
Bisk farm	11	11
Oreo	2	3
Sun feast	21	17
Horlicks	2	—
Dukes	1	—
Patanjali	1	1
Priya	1	—
Nutrigochoice	—	3
Raja	—	1
Anmol	—	1
Sobisco	—	4

Figure 12



Interpretation

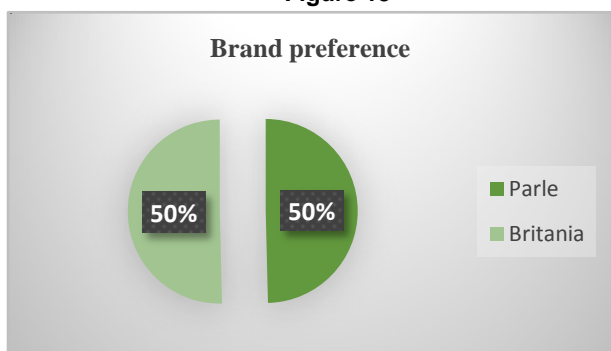
The above given data says that if Parle is not available in the shop 30 people will prefer Britannia as its substitute, while if Britannia is not available in the shop then 49 people will prefer Parle as its substitute. And 21 people will choose Sunfeast as an alternative of Parle and 17 people will choose Sunfeast as an alternative of Britannia.

Table 13

If the retailer gives you another brand of biscuit instead of PARLE-G and BRITANNIA will you buy?

Brand preference	Parle	Britannia
Yes	63	64
NO	29	31

Figure 13



Interpretation

From the data collected we find that 63 people consuming Parle will buy another brand of biscuit given by the retailer. 64 people consuming Britannia will buy another brand of biscuit given by the retailer.

Table 14

How long are you using the current brand?

consumption of current brand	Parle	Britannia
less 1 years	22	13
1-2 years	28	34
2-3 years	25	18
above 3 years	16	30

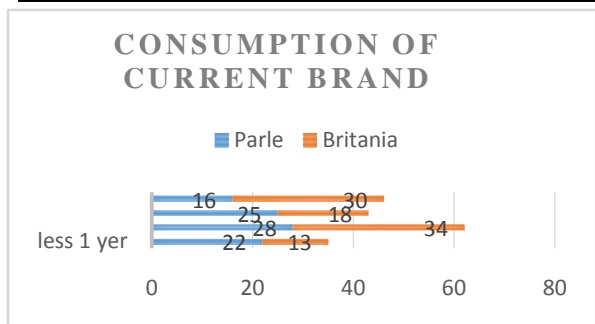


Figure 14

Interpretation

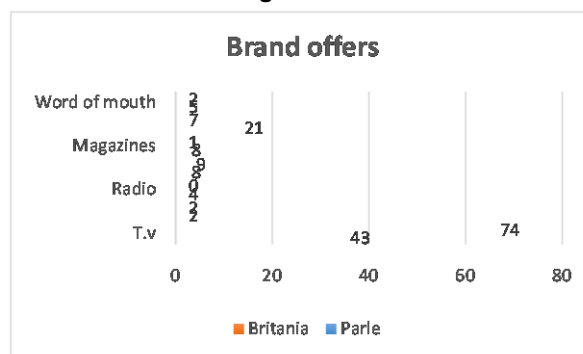
From the survey we find that 28 people have been consuming Parle for 1-2 years now and 34 people have been consuming Britannia for 1-2 years now. And in case of Parle 25 people are consuming the product for more than 2 years while 30 people are consuming Britannia for more than 3 years.

Table 15
How do you come to know about new offers and brands?

Brand offers	Parle	Britannia
T.V	43	74
Movies	2	2
Radio	4	0
Internet	8	9
Magazines	8	1
Window shopping	21	7
Word of mouth	5	2

brands?

Figure 15



Interpretation

From the data collected 43 people buying Parle and 74 people buying Britannia have come to know about the product from Television sources.

Findings

1. We can see that price and taste are the two most important factors considered among the five factors considered. Consumers have the tendency to consume biscuits because their prior preference is the taste and if we look at the chart we can see that in terms of taste preference Britannia is preferred most. (Fig: 1)
2. Britannia as a brand is the most preferred biscuits brand consumer's wants to stock compared to Parle as we can see from the pie chart. (Fig:2)
3. Consumer's wants to spend more on Britannia on an average of Rs 50-100 on monthly but if we consider the slab of Rs 100-200, we can see that Parle is more acceptable. (Fig:3)
4. For the consumers friends and children are the two influencers of these two biscuit brands. If we consider the children as an influencer Parle is most favorable although Britannia is closer, but if we consider friends Britannia and Parle seems closer. (Fig:4)
5. From the survey conducted we can see that a people purchasing Britannia biscuit is more than people purchasing Parle. 84 people purchased Britannia by gathering information throw advertisement and 70 people purchased Parle by gathering information throw advertisement. (Fig:5)
6. Parle's way of delivering the message has attracted the most of the consumer compared to Britannia, but if we consider the parameter of

- creativity Britannia stands far better than the Parle. (Fig:6)
7. Among the several parameters mentioned above taste and brand name sounds good for both the brands. If we consider taste Britannia as a brand stands far from the Parle although if brand name is considered consumers are much more aware about the brand Parle. (Fig:7)
 8. The graph above shows that people buying Parle biscuits prefer Rs. 20 biscuit packets than Rs. 5 biscuit packets. In case of Britannia we can see that people prefer Rs. 5 biscuits packets more than Rs. 20 biscuits packets. (Fig:8)
 9. From the data collected we can say that 82 people consuming Parle feels that the price is affordable by them. While 85 people consuming Britannia feels that the price is affordable. (Fig:9)
 10. From the data collected we can see that from the total number of people consuming Parle- 49 people like the biscuit as it satisfies their hunger. And from the total number of people consuming Britannia-40 people like the biscuit as it tastes good. (Fig:10)
 11. As we can see that 82 people consuming Parle get it at their nearby outlet while 85 people consuming Britannia get it at their nearby outlet. (Fig:11)
 12. The above given data says that if Parle is not available in the shop 30 people will prefer Britannia as its substitute, while if Britannia is not available in the shop then 49 people will prefer Parle as its substitute. And 21 people will choose Sunfeast as an alternative of Parle and 17 people will choose Sunfeast as an alternative of Britannia. (Fig:12)
 13. From the data collected we find that 63 people consuming Parle will buy another brand of biscuit given by the retailer. 64 people consuming Britannia will buy another brand of biscuit given by the retailer. (Fig:13)
 14. From the survey we find that 28 people have been consuming Parle for 1-2 years now and 34 people have been consuming Britannia for 1-2 years now. And in case of Parle 25 people are consuming the product for more than 2 years while 30 people are consuming Britannia for more than 3 years. (Fig:14)
 15. From the data collected 43 people buying Parle and 74 people buying Britannia have come to know about the product from Television sources. (Fig:15)

Recommendation

1. Children play the part of the major influence in purchases decision of biscuits. For attracting them, the advertisements should be focused on the wants, needs and pleasure of children.
2. Introduction of combo packs with discounts may help the various brands in equal manner. Offering gifts like pen, pencil, rubber, geometry box etc., for children regularly may keep the sales constant. Introduction of hygienic and attractive packaging without increasing the price may attract more consumers.

3. Marketing plays a pivotal role in the growth and development of country. The development of marketing has always kept pace with the economic growth of the country. Now the modern marketing faces the high competition in their activities. Competition is to the order of the day. Business men have started realized it. Earning profit is possible only through customer satisfaction. This is possible only when information are collected from the consumer.
4. The design of the study reveals that consumer's preference on brand loyalty, Britannia has a high image among the consumer than the Parle in respect of quality, quantity and taste. Therefore the image surrounding a company's brand is the principle source of its competitive advantages and valuable strategic asset. In order to retain the brand loyalty, the manufacturer must know the consumer habits, help them to acquire a new habits and reinforce those habits by remaining consumers of the value of their purchase and encourage them to continue purchasing those products in future.
5. Company should start a program for the loyal retailers and wholesalers to reduce their complaints by providing timely supply replacement. This will help in increasing their sales.
6. Company should adopt innovative packaging techniques, as they have their own packaging unit as consumers are highly attracted towards new packaging.
7. The company must promote its new launched products properly.
8. The company should take proper measures that the schemes and offers are not gulped by the middleman, and that it benefits the retailers and customers.

Reference

1. Bed Nath Sharma (2008), 'New consumer products branding, packaging and labeling in Nepal', *The Journal of Nepalese Business Studies*, Vol. 5, No. 1, 16-24.
2. Brown, K., McIlveen, H., and Strugnell, C, (2000) 'Nutritional awareness and food preferences of young consumers in Northern Ireland', *Nutrition and food Science*, Issue 4, 230-235
3. Imran Khan., Tauqir Ahmad Ghauri, Salman Majeed (2012), 'Impact of brand related attributes on purchase intention of customers – A study about the customers of Punjab, Pakistan', *Interdisciplinary Journal of Contemporary Research in Business*, 194-200.
4. K. M. Mubarak Ali (1993). *To Find out the Purchasing Pattern Brand Preference, Brand Loyalty*, *Journal Economic Psychology*, 16 , 311-329.
5. Moye, Letecia N. And Doris H. Kincade (1999). *Shopping Orientation Segments: Exploring Differences in Store Patronage and Attitudes toward Retail Store Environments among Female Apparel Consumers*, *International Journal of Consumer Studies*, 27, 1, .58-71.

6. S. D. Nidhyanath, and Mr. B. Vigneshwaran (2011). In their study on customer Satisfaction towards Britannia Biscuits, *Journal of Marketing Research*, 38 (1), 131-142.
7. Rees, A. M, (1992), 'Factors influencing consumer choice', *Journal of the Society of Dairy Technology*, Issue 4, 112-116.
8. Renuka Hirekenchanagoudar (2009). Analyze The Buying behaviour of Ready to eat Food Products. *Journal of Food Science and Technology*, 38(5), 502-503
9. Venkateshwaralu, Kishore Kumar.M, Rajanath.K, (1987) 'A Behavioural analysis on consumer decision making', *Indian Journal of Marketing*, Issue 4, 3-9.
10. Vincent, N., (2006), 'A study on brand consciousness among children and its effect on family buying behavior in Bangalore City', *Indian Journal of Marketing*, Issue 1, 12-18.

Websites

1. www.india.britindia.com
2. www.indiainfoline.com
3. <http://www.parleproducts.com/>
4. <http://www.parleproducts.com/brands/parleg/>
5. http://www.parleproducts.com/careers/working_parle.php