

## A comparative study on brand loyalty of biscuits (with special preference to Britannia and Parle) in Coimbatore city

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### Abstract

Biscuits were very much a luxury food in India, when Parle began production in 1939. Apart from glucose and Monaco biscuits, Parle did after a wide variety of brands. However during the Second World War, all domestic biscuit production was diverted to assist the Indian soldiers in India and the Far East. Apart from this the shortage of wheat in those days, made Parle decide to concentrate on the more popular brand. So that people could enjoy the price benefits. The consumer has his own choice depending upon the various factors that has affected the selection of a particular brand. Hence the study is made on the brand loyalty of the Britannia and Parle.

**Keywords:** brand loyalty, comparative study, britannia and parle

### Introduction

There are number of brands available in the market. One has to decide which brand to choose. There are many factors which determine the brand to be namely quality of the product, price advertisement packing and free gifts after of the product. The main purpose of the study is to be measure the brand loyalty of the sample respondents to the Britannia and Parle brand biscuits and known the main factors that influence their brand loyalty.

### Scope of the Study

A Substantial proportion of the all marketing research involves the direct study of the people. The kinds of people studied are extremely varied including such individuals as house wife, children, executives and managers of small business.

Attitudes are among the most complex least understood, but most used social, psychological concept in marketing. The researchers have made an attempt to study the consumer, loyalty to the brands and how far the consumers are loyal to old brand. Business consists in dealing of goods and services.

### Objective of the Study

- To understand the preference of Britannia and Parle biscuits by consumers.
- To access the quality of Britannia and Parle biscuits available to consumers.
- To evaluate the influence of media.
- To evaluate the price satisfaction of the consumers.
- To evaluate the taste differences in both the products.

### Methodology

#### Sources of data

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

#### Primary data

Questionnaire is a main tool for collecting the primary data, Questionnaire designed. 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 technique

The research was carried out in Coimbatore district. Convenient sampling method was used to select the sample.

#### Sample size

Sample size considered for his study was 200 respondents.

#### Tools used for analysis

The following tools are used for the study,

- ✓ Percentage Analysis
- ✓ ANOVA(F-Test)
- ✓ T-Test

#### Limitations of the Study

- Sample Size has been restricted to 200 samples due to time constraints and to provide an indepth analysis
- As this study is confined to the respondents at Coimbatore District only
- The details furnished by the respondents are considered as true and the study results are based on this assumption.

#### Review of Literature

Debono, Kenneth G. and Packer Michelle (1991) - examined the relationship between self-monitoring and reaction to image oriented versus quality oriented advertisements, represents in the study are classified as either high or low self-monitors on the self-monitoring scale. High self-monitors evaluated image oriented advertisements to be of higher quality. The more image based on the advertisements tented to be the more self-relevant high self-monitors. Considered them to be and the

more quality - oriented they were, the more, self-relevant low self-monitors thought they were.

Alfred E. Kuehaiv (1962) - in his study "consumer brand choice as a learning process" used frozen orange juice purchase from Chicago tribune panel of 650 house-holds. He found that brand loyalty was higher for heavy purchase than for light purchase and probability of repurchases at a constant rate with the passing of time.

**Analysis of Britannia**

**Hypothesis**

There is no significant difference among the age groups in the average satisfaction score.

**Table 1:** Satisfaction score on Britannia

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.287	3	6.096	1.137	Ns
Within Groups	905.852	169	5.360		
Total	924.139	172			

\*Ns-Not Significant

One way ANOVA was applied to find whether there is significant difference among the age groups in the average satisfaction scores. the ANOVA results shows that the calculated F-Ratio values is 1.137 which is less than the table value of 2.658 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant difference among the age groups in the average satisfaction scores. Hence the hypothesis is accepted.

**Table 2:** Overall Satisfaction score on Britannia

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	37.016	2	18.508	3.547	*
Within Groups	887.123	170	5.218		
Total	924.139	172			

One way ANOVA was applied to find whether there is significant difference among the locality in the average satisfaction scores. The ANOVA results shows that the calculated F-Ratio values is 3.547 which is less than the table value of 3.049 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that there is no significant difference among the locality in the average satisfaction scores. Hence the hypothesis is rejected.

**Hypothesis**

There is no significant difference among the occupation groups in the average satisfaction score.

**Table 3:** Satisfaction score on Britannia

Particulars	Sum of squares	Df	Mean square	F	Sig.
Between groups	5.735	3	1.912	.352	Ns
Within Groups	918.403	169	5.434		
Total	924.139	172			

One way ANOVA was applied to find whether there is significant difference among the occupation groups in the average satisfaction scores. The ANOVA results shows that the calculated F-ratio value is .352 which is less than the table value of 2.658 at 5% level of significance. Since the calculated value is less than the value it among the occupation groups in

the average satisfaction scores. Hence in the Hypothesis is accepted.

**Hypothesis**

There is no significant difference among the monthly income in the average satisfaction score.

**Table 4:** Satisfaction score on Britannia

Particulars	Sum of squares	Df	Mean square	F	Sig.
Between groups	87.640	3	29.213	5.902	**
Within Groups	836.499	169	4.950		
Total	924.139	172			

One way ANOVA was applied to find whether there is significant difference among the monthly income in the average satisfaction scores. The ANOVA results shows that the calculated F-ratio value is 5.902 which is greater than the table value of 3.90 at 1% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant difference among the monthly income groups in the average satisfaction scores. Hence in the Hypothesis is rejected.

**Hypothesis**

There is no significant difference among the number of children in the average satisfaction score.

**Table 5:** Satisfaction score on Britannia

Particulars	Sum of squares	Df	Mean square	F	Sig.
Between groups	37.211	3	12.404	2.363	Ns
Within Groups	886.927	169	5.248		
Total	924.139	172			

One way ANOVA was applied to find whether there is significant difference among the number of children in the average satisfaction scores. The ANOVA results shows that the calculated F-ratio value is 1.145 which is less than the value of 2.702 at 5% level of significance. Since the calculated value is less than the value it among the number of children in the average satisfaction scores. Hence in the Hypothesis is accepted.

**Analysis of Parle**

**Hypothesis**

There is no significant difference among the age groups in the average satisfaction score.

**Table 6:** Satisfaction score on Parle

Particulars	Sum of squares	Df	Mean square	F	Sig.
Between groups	30.854	3	10.285	1.145	Ns
Within Groups	835.661	93	8.986		
Total	866.515	96			

\*Ns-Not significant

One way ANOVA was applied to find whether there is significant difference among the age groups in the average satisfaction scores. The ANOVA results shows that the calculated F-ratio value is 1.145 which is less than the table value of 2.702 at 5% level of significance. Since the calculated value is less than the value it is inferred that there is no significant difference among the age groups in the average

satisfaction scores. Hence in the Hypothesis is accepted.

**Hypothesis**

There is no significant difference among the locality in the average satisfaction score.

**Table 7:** Satisfaction score on Parle

Particulars	Sum of squares	Df	Mean square	F	Sig.
Between groups	16.938	2	8.469	.937	Ns
Within Groups	849.578	94	9.038		
Total	866.515	96			

One way ANOVA was applied to find whether there is significant difference among the locality in the average satisfaction scores. The ANOVA results shows that the calculated F-ratio value is .937 which is less than the table value of 3.093 at 5% level of significance. Since the calculated value it is inferred that there is no significant difference among the locality in the average satisfaction scores. Hence in the Hypothesis is accepted.

**Findings**

The paired sample t-test was applied to find whether there is significant difference between price of Britannia and price of Parle in the average satisfaction scores. The calculated t-test value is 1.111 which is less than the table value of 1.995 at 5% level of significance. Since the calculated value is less than the table value it is inferred that there is no significant difference between price of Britannia and price of Parle in the average satisfaction scores. Hence the Hypothesis is accepted.

The paired sample t-test was applied to find whether there is significant difference between quality of Britannia and quality of Parle in the average satisfaction scores. The calculated t-test value is 3.539 which is higher than the table value is 2.649 at 5% level of significance. Since the calculated value is higher than the table value it is inferred that there is no significant difference between the quality of Britannia and quality of Parle in the average satisfaction scores. Hence the Hypothesis is rejected.

The paired sample t-test was applied to find whether there is significant difference between availability of Britannia and availability of Parle in the average satisfaction scores. The calculated t-test value is 3.243 which is higher than the table value of 2.649 at 5% level of significance. Since the calculated value is higher than the table value it is inferred that there is no significant difference between of availability Britannia and availability of Parle in the average satisfaction scores. Hence the Hypothesis is rejected.

**Suggestions**

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. 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.

**Conclusion**

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 informations are collected from the consumer.

The design of the study reveals that consumers 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.

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