A STUDY ON CONSUMER PREFERENCES AND ATTITUDE TOWARDS BRITANNIA BISCUITS IN TRICHY REGION

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Abstract

Indian organizations like Parle and Anmol is considered a number of the highest biscuits brands in India. The Indian biscuit business gained prominence within the national store scene throughout the later a part of the twentieth century. This was the time once the urban population was searching for ready-made food at a convenient price. Earlier on, biscuits were considered a part of those that were sick, however at the present is one in all the foremost most well-liked quick foods across varied age teams. Their quality has full-grown as a result of they'll be carried simply and that they supply a good form of tastes and also are not that pricey. The top leading companies in the biscuit industry are Parle, Britannia, Sunfeast, Priyagold, Cremica, Dukes, Anmol etc. This study aims to study which brand of biscuits do the respondents prefer and their attitude towards the particular brand. For the purpose of the study data was collected from the respondent using questionnaire. The data that was collected was analyzed and the analysis reveal that there is association between the age, occupation and the biscuits the respondents prefer, from where they buy biscuits etc. And it was also found that mostly the respondent in trichy region have positive attitude towards Britannia.

Keywords: Biscuits, Consumer preference, Consumer attitude, Britannia, Parle.

INTRODUCTION

Consumer preference is outlined because the subjective tastes of individual shoppers, measured by their satisfaction with those things once they've purchased them. This satisfaction is usually brought up as utility. Shopper worth will be determined by however shopper utility compares between totally different things. Consumer preferences will be measured by their satisfaction with a selected item, compared to the chance value of that item since whenever you get one item, you forfeit the chance to shop for a competitor item. Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some object within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. There are all forms of biscuits on the market nowadays with a range of ingredients additional in to create them luxurious, healthy, appealing to youngsters, ideal for pairing with tea or occasional, or for pop into lunch boxes for college.

REVIEW OF LITERATURE

Stobbelaar, D. J. et al (2007). Adolescents are the shoppers of tomorrow; thus policies aimed toward increasing organic food consumption ought to address the requirements of this cluster. To get their attitudes towards organic food and their information of the topic, a survey among nearly 700 college kids aged 15–16 years was conducted. Four main teams of queries were used: adolescents' information of organic food, attitudes, whether or not they bought organic food and also the perceived influences they exerted on the shopping for patterns of their oldsters. From the survey it is over that adolescents' attitudes towards organic food ar positive, however their information of and their temperament to shop for it ar low. Campaigns aimed toward encouraging the buying of organic food targeted at adolescents ought to notably emphasize those

characteristics of organic foods that they will relate to their interests and moral preferences, as an example, animal welfare and environmental concerns.

Körtzinger, I., Neale, R. J., & Tilston, C. H. (1994). Primary school children′s dish consumption patterns and food preferences were investigated by interview technique in faculties in Deutschland and European country and analysed on the idea of culture, sex and people. there have been important variations within the proportions of kids World Health Organization took chocolate to highschool within the varied social categories in each European country and Deutschland and there have been additionally extremely important variations within the total range of chocolate bars consumed hebdomadally by the various social categories in each countries. Food decisions from a table show containing a spread of snack foods common in each countries showed extremely important variations between German and English youngsters with German youngsters preferring a far higher proportion of healthy food options, e.g. fruit, yogurt, milchschnitte (sponge cake snack), etc. compared with English youngsters World Health Organization selected four chocolate product out of their 5 most most well-liked things. Reasons for such variations can be associated with advertising pressures, nutrition education expertise, parental attitudes, convenience and availableness, financial gain constraints and psychological factors.

Sekar, P., & Thangavel, S. (2016). This analysis is principally restrained the mental attitude of the shoppers shopping for health drinks. This analysis conjointly focuses on the dynamic preference of the purchasers as a result of in today's time, there square measure far more choices in selecting the health drinks in keeping with the shoppers style. so as to extend the customer's satisfaction, marketers have developed numerous promoting programs derived shopper behaviourable changes create "Yesterday's luxuries square measure today's necessaries". this study makes an attempt to grasp the client behavior of health drink users. Seven brands of health drinks square measure out there within the study space. Horlicks, Complan, Bournvita, Boost, Maltova, oral exam and milo maize. This study would bring around lightweight that whole of health drink is usually most well-liked by the shoppers and why they select a selected health drink. Questionnaires were designed and distributed to the shoppers for the gathering of primary knowledge. the entire sample size is two hundred in total. From the first knowledge, the proportion Analysis, Ranking Analysis and Chi-Square take a look at were derived.

Mukherjee, S.(2018) The study is administrated on comparative study between Parle and Britannia. The objectives of the study ar to access the standard of Parle and Britannia biscuits out there to shoppers, to review awareness level and preference for varied biscuits segments among retailers and customers, to search out out the satisfaction level of shops towards services provided by Parle & Britannia, to check firms (Parle, Britannia) on the idea of retailer's feedback with reference to services, schemes and practices adopted by them. the first information was collected from the two hundred respondents. The survey was conducted for each shoppers and retailers of the metropolis town. therein majority of shoppers consume Parle's aldohexose, cream and tender class biscuits. Britannia has sensible market in Marie, cashew and Butter class biscuits. once major findings of the study ar, most (90%) of the respondents ar willing to suggest Britannia arrivederci biscuits instead of Parle-g to their friends and relatives. From the analysis, it's all over that the demographic variables like cohort, gender and occupation ar having less impact on the factors of client satisfaction. The analysis outcome additionally indicates that, most of the purchasers were happy towards overwhelming Britannia arrivederci biscuits with reference to the chosen factors instead of Parle's Parle-G biscuit

Brown, R., & Ogden, J. (2004). The present study compared the modeling and management theories of parental influence on children's intake attitudes and behavior attentively on snack foods. Matched questionnaires describing reported snack intake, intake motivations and body discontent were completed by 112 parent/child pairs. people completed further things concerning management in terms of makes a trial to manage their child's food intake and pattern food as a tool for dominant behavior. The results showed vital correlations between parent and child for reported snack intake, intake motivations and body discontent, indicating an important role for modeling. People were then divided per their management scores. children whose people indicated larger makes a trial to manage their child's diets reported higher intakes of every healthy and unhealthy snack foods. in addition, those children whose people indicated a bigger use of food as some way to manage their child's behavior reported higher levels of body discontent. The results supply some support for every the modeling and management theories of parental influence. However, whereas

modeling looks to have constant impact, parental management incorporates a differential impact relying upon whether or not or not this management is targeted on the child's diet or on various aspects of their behavior. To conclude, a positive parental leader may even be a much better technique for rising a child's diet than makes a trial at dietary management**.**

OBJECTIVE

1. To analyze the brand attitude of consumers towards various brands of biscuits.
2. To identify the preference of the consumers towards particular brand of biscuits
3. To investigate the purchase intention of consumers towards particular brand.

HYPOTHESIS SETTING

Hypothesis 1
H_0 (Null Hypothesis) ; There is no significance association between age and frequency of buying biscuits.
Hypothesis 2
H_0 (Null Hypothesis) ; There is no significance association between age and preferred brand.
Hypothesis 3
H_0 (Null Hypothesis) ; There is no significance association between age and brand eat more.
Hypothesis 4
H_0 (Null Hypothesis) ; There is no significance association between occupation and preferred brand.

Hypothesis 5
H_0 (Null Hypothesis) ; There is no significance association between occupation and brand eat more.
Hypothesis 6
H_0 (Null Hypothesis) ; There is no significance association between occupation and buy from.

RESEARCH METHODOLOGY

Research Design
Descriptive study
A **Descriptive Design** seeks to describe the current status of a variable or phenomenon. The researcher does not begin with a hypothesis, but typically develops one after the data is collected. Data collection is mostly observational in nature.
Data Collection Source
The study was conducted with primary data which was collected through the structured questionnaire from the respondents in Trichy region.
Methods of Data Collection
The data was collected through a structured questionnaire which was prepared based on the objectives and the variables that affect the study. The structured questionnaire consists of various types of questions like one end questions, closed end questions and Likert scale questions.
Sampling Design
The sampling design used was the non probability sampling (convenient sampling technique). The sample size of 30 was taken to conduct the pilot study and the reliability test was conducted using Cronbach Alpha analysis. Also the validity test was conducted using Factor Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.707	.746	49

Statistical Tools Used

For the purpose of analysis and interpretation, the data collected from the questionnaires was analyzed using chi-square test and the percentage analysis was done.

The results of the chi-square test are as follows:

RESULT AND DISCUSSION

Hypothesis 1

H_0 (Null Hypothesis); There is no significance association between age and frequency of buying biscuit

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.560[a]	6	.144
Likelihood Ratio	11.538	6	.073
Linear-by-Linear Association	.442	1	.506
N of Valid Cases	105		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .69.

Calculated Value = 9.560, Asymptotic Significance value = 0.144

The Asymptotic Significance value is greater than 0.05. Hence H_0 is accepted and H_1 is rejected.

Therefore there is no significance association between age and frequency of buying biscuits.

Hypothesis 2

H_0 (Null Hypothesis) ; There is no significance association between age and preferred brand.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.214[a]	6	.116
Likelihood Ratio	13.890	6	.031
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	105		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .69.

Calculated Value = 10.214, Asymptotic Significance value = 0.116

The Asymptotic Significance value is greater than 0.05. Hence H_0 is accepted and H_1 is rejected.

Therefore there is no significance association between age and preferred brand.

Hypothesis 3

H_0 (Null Hypothesis); There is no significance association between age and brand eat more.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.515[a]	8	.025
Likelihood Ratio	21.889	8	.005
Linear-by-Linear Association	.002	1	.963
N of Valid Cases	105		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .34.

Calculated Value = 17.515, Asymptotic Significance value = 0.025

The Asymptotic Significance value is less than 0.05. Hence H_0 is rejected and H_1 is accepted.

Therefore there is significance association between age and brand eat more.

Hypothesis 4

H_0 (Null Hypothesis); There is no significance association between occupation and preferred brand.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.023[a]	9	.000
Likelihood Ratio	39.099	9	.000
Linear-by-Linear Association	.823	1	.364
N of Valid Cases	105		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .51.

Calculated Value = 38.023, Asymptotic Significance value = 0.000

The Asymptotic Significance value is less than 0.05. Hence H_0 is rejected and H_1 is accepted.

Therefore there is significance association between occupation and preferred brand.

Hypothesis 5

H_0 (Null Hypothesis): There is no significance association between occupation and brand eat more.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.747[a]	12	.001
Likelihood Ratio	42.599	12	.000
Linear-by-Linear Association	5.841	1	.016
N of Valid Cases	105		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .26.

Calculated Value = 32.747, Asymptotic Significance value = 0.001

The Asymptotic Significance value is less than 0.05. Hence H_0 is rejected and H_1 is accepted.

Therefore there is significance association between occupation and brand eat more.

Hypothesis 6

H_0 (Null Hypothesis): There is no significance association between occupation and buy from.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.455[a]	12	.007
Likelihood Ratio	29.969	12	.003
Linear-by-Linear Association	2.601	1	.107
N of Valid Cases	105		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .51.

Calculated Value = 27.455, Asymptotic Significance value = 0.007

The Asymptotic Significance value is less than 0.05. Hence H_0 is rejected and H_1 is accepted.

Therefore there is significance association between occupation and buy from.

Findings

HYPOTHSIS	ASYMPTOTIC SIGNIFICANCE VALUE	RESULT	INFERENCE
1.	0.144	H_0 is accepted and H_1 is rejected.	Therefore there is no significance association between age and frequency of buying biscuits.
2.	0.116	H_0 is accepted and H_1 is rejected.	Therefore there is no significance association between age and preferred brand.
3.	0.025	H_0 is rejected and H_1 is accepted. .	Therefore there is significance association between age and brand eat more.
4.	0.000	H_0 is rejected and H_1 is accepted.	Therefore there is significance association between occupation and preferred brand.
5.	0.001	H_0 is rejected and H_1 is accepted.	Therefore there is significance association between occupation and brand eat more.
6.	0.007	H_0 is rejected and H_1 is accepted.	Therefore there is significance association between occupation and buy from.

CONCLUSION

From the study it is concluded that age influences the biscuits that is bought more and tastes preferred by the respondents. Also the occupation influences the brand preferred and the place from they buy biscuits. It is found that there is no relation between the age and the preferred brand for biscuits and frequency of buying biscuits. Biscuits are consumed by all age group of people but mostly are consumed by children. From the study it is identified that in Trichy region where the study was conducted the consumption of biscuits of Britannia are liked by the respondents.

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