



A study on Customer Satisfaction of Individuals of Suburban areas of Mumbai City towards the Britannia Industries Ltd.

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Abstract:

Britannia Industries Ltd., founded in 1892, is a leading Indian FMCG Company known for Biscuits, Dairy and Baked Goods. Named after Roman Britain, Britannia has a rich history and a strong market presence, holding 28% of the Food Aggregator Market Share in India. The survey aims to analyse Demographic Details, Preferences, Consumption Patterns, Brand Loyalty, and Satisfaction toward Britannia Industries among respondents in the suburban area of Mumbai City. The Research Methodology employed a Descriptive approach, focusing on Britannia Industries Ltd. among Suburban Mumbai Residents. Statistical Analysis, including Frequency and Percentages, was used, with data collected from 491 respondents via Google Forms. The survey in Mumbai's suburban area shows a majority of 10-20 year olds with 12th Pass Qualifications. Amul leads as the favored FMCG Brand, with biscuits being the top product. Britannia enjoys High Awareness and Satisfaction Levels, especially for its Breads and Biscuits, among a diverse occupational demographic. The study concludes that FMCG Consumption is significant in Suburban Mumbai, with Amul, Britannia, and Nestle being preferred Brands. Consumers show preferences, particularly for Biscuits, Breads, and Dairy Products. Britannia enjoys high awareness, with many consumers purchasing and expressing satisfaction with its products, highlighting its strong market position. Britannia Industries Ltd. creates impacts on Mumbai's Suburban Economy includes Job Creation, Consumer Spending, Market Competition, Advertising, Retail Sector Support and Brand Loyalty, highlighting the FMCG Sector's Economic Significance and Growth Potential.

Keywords: Britannia Industries Ltd., Customer Satisfaction, FMCG Company, Food Aggregator Market Share, Mumbai City

Introduction:

Britannia Industries Ltd. is one of India's Oldest Existing Companies, specializing in The Food Industry and Best Known for its Biscuit Products. It also Manufactures items such as Rusk, Breads, Cakes, and Dairy Products. Britannia is a Multinational FMCG Company in India. FMCG, considered the Fourth-Largest Sector of the Economy, includes products like food items, personal care products, and cleaning products. India's FMCG Market was valued at \$112.5 Billion as of 2022. The FMCG Sector is characterized by a strong Distribution Network, Low Operational Costs, and Intense Competition. Britannia's Market Capitalization is Rs. 118,949.19 crores, indicating the company's outstanding shares of stock and total market value.

Position	Important Personalities of Britannia Industries Ltd. as on 31st March, 2024
Chairperson	<ul style="list-style-type: none"> • Nusli N. Wadia
Managing Director & Vice-Chairperson	<ul style="list-style-type: none"> • Varun Berry
Executive Directors	<ul style="list-style-type: none"> • Rajneet Kholi (CEO) • N. Venkataraman (CFO)
Promoter Non-Executive Director	<ul style="list-style-type: none"> • Ness N Wadia
Non-Executive Independent Directors	<ul style="list-style-type: none"> • Avijit Deb • Keki Dabiseh • Dr. Ajai Puri • Dr. Ajay Shah • Dr. YSP Thorat • Keki Elavia • Tanya Dubash
Chief Marketing Officer	<ul style="list-style-type: none"> • Amit Doshi
Chief Procurement Officer	<ul style="list-style-type: none"> • Manoj Balgi
VP – International Business	<ul style="list-style-type: none"> • Annu Gupta
Chief Commercial Officer	<ul style="list-style-type: none"> • Vipin Kataria
Chief Technical and Strategy	<ul style="list-style-type: none"> • Vinay S Kushwaha

Chief Development & Quality Officer	<ul style="list-style-type: none"> • Sudhir Nema
Chief Business Officer (Bread, Cake and Rusk)	<ul style="list-style-type: none"> • Yudhishter Shringi
Chief Business Officer (Dairy Products)	<ul style="list-style-type: none"> • Abhishek Sinha

The net worth of Britannia Industries Ltd. is 820 crores. It was established in the year 1892 in central Kolkata by a group of British businessmen with an initial investment of Rs. 295. Years later, in 1897, the Gupta brothers acquired the business and started it with the name V.S Brothers. Later on, the Gupta brothers shifted the business from central Kolkata to Dumdum. It was a very successful and profitable business. In 1918, C.H. Holmes joined the Gupta brothers and changed the company's name from VS Brothers to Britannia.

Now, why and how did the Indian company Britannia get its name? The Romans launched an attack on Britain in 55 BC, led by Julius Caesar. Britain was then known as Albion, and Britannia eventually superseded Albion as the standard Latin term for the island of Great Britain. England and Wales are located in the south of Great Britain. Later, the Romans lost Britannia, and Britain broke free from Roman rule. As a result, British citizens were emotionally tied to the word Britannia, hence the corporation preserved the name Britannia exclusively.

The logo has three colours: red, white, and green, each with its own importance. Red colour indicates energy and vitality. White colour indicates purity, and green stands for freshness and nutrition. Since it was a successful business, the company started using big machines and gas ovens for the design and manufacturing of products. In 1921, industrial gas ovens were imported to increase production, making it the first company to use gas ovens. Traditionally, coal, wood, and other such materials were used for production instead of gas ovens.

In the Indian market, there are various other companies like Nestle, Hindustan Unilever, Parle, Patanjali, Bikaji Foods International Ltd., Dabur, ITC, etc. that are competitors of Britannia Industries Ltd. However, Britannia already holds 28% of the market share in the food aggregator business.

Year Category	Britannia Industries Ltd. Company Detail
1892-1895	In 1892, Company was established by group of British Businessmen with the initial Investment of Rs.295.
1896-1905	In 1897, Britannia Company was acquired by Gupta Brothers. Initially, Biscuits were Manufactured in a small house in Kolkata.
1906-1915	With the advent of Electricity, Operations were Mechanized
1916-1920	The Company was Incorporated on 21st March, 1918; as a Public Ltd. under the Indian Companies Act, VII of 1913.
	In 1918, C.H. Holmes joined Gupta Brothers and changed Company's name to Britannia.
	In 1921, Industrial Gas Ovens were Imported to Increase Production.
1921-1940	In 1924, Britannia factory opened in Mumbai. UK based Company (Peck Freans) purchased Britannia Shares (World War 2) here the Britannia started supplying Biscuit to army about 95% of Production.
1941-1945	In 1945, At the end of the World War 2 Britannia Company were losing the demand because 95% of Biscuit to Army.
1946-1950	In 1947, India got its Independence, Britannia shifted its focus towards the Indian Market.
1951-1955	In 1954, Started producing Bread and Slice of Good Quality and Bread can also eat with Chai.
	In 1955, Britannia launched Bourbon Biscuit.
1956-1975	In 1963, Britannia Cake hits the Market.
1975-1980	In 1978, Company launched Milk Bikis = Glass of Milk (Advertising) and launched Public Issue (IPO) 62% for Indian Shareholder and remaining 38% for foreign stake UK based Associated Biscuit International Ltd. (ABIL).
	In 1979, Britannia Biscuit Co. Ltd. changed to Britannia Industries Ltd.
1981-1985	In 1982, The America Company Nabisco acquired the parent of Peck Freans and became a Major Foreign Shareholder.
	In 1983, Sales Cross Rs. 100 Crores.
1986-1990	In 1986, The now popular Good Day Brand was launched.
1991-1995	In 1993, Little Hearts and 50-50 was launched. In 1994, The bakery division Launched 'Bakers Choice' a Sweet Biscuit and 'Thinlite' a light Semi-Sweet Biscuit aimed at Fitness Conscious Consumers.

	In 1995, Under the 'Pure Magic' Umbrella, the company launched new Sandwich Cream Biscuit with two-in-one flavor Viz. Double Cream and this was well received in the Market.
1996-2000	In 1996, Marie Gold Biscuit hit the Market and one of most Favorable Biscuit loved by Public to have with Chai.
	In 1997, Dairy products like Dahi, Cheese-Cubes and Slices, Milk, Cream, etc. were also launched.
	In 1997, Britannia Incorporates the 'Eat Healthy Think Better' Corporate Identity.
	In 1998, Britannia Industries Ltd. has signed a Wage Agreement with Maharashtra General Kamgar Union (MGKU), giving an Average Wage increase for 1000 workers employed in the Biscuit Manufacturing Unit at Reay Road, Mumbai.
	In 1999, Britannia Industries Ltd. come up with Milk Brand 'Zip-Sip' in Tetrapaks. It was launched in Mumbai and Some Market of South also.
	In 2000, Britannia come up with Consumer Protection Scheme 'Britannia Khao, Cricketer Ban Jao' on May 1st Britannia has launched Vita Mari Gold, a Bittersweet Biscuit which reportedly has 10 Important Vitamins, Milk Protein and 58 Cereals.
2001-2005	In 2001, Britannia Industries Ltd. launched Britannia Milkman Milk in Delhi.
	In 2002, On March 26 Britannia Industries Ltd. announced that it has entered into a joint venture with the Fonterra Cooperative Group, New Zealand's Biggest Company and one of the leading Dairy Cooperative Groups in the world.
	In 2003, Britannia New Zealand Foods, a Joint Venture of Britannia Industries Ltd. Fonterra Co-Operative Group of New Zealand has launched Britannia Milkman Fresh Milk.
	In 2005, Drink for Adults was launched by Britannia New Zealand.
2006-2010	In 2006, Britannia Industries Ltd. form a strategic alliance with CCD. A Bangalore based company Daily Bread Pvt. Ltd. engaged in Manufacturing and Retailing of Breads ,Cakes and Ready to Eat Foods and Snacks.
	In 2007, Britannia Industries launched a very first type of Sugar Free Biscuit known as NutriChoice Biscuit. Britannia Industries Ltd. formed a Joint Venture with the Khimji Ramdas Group and acquired a 70% Beneficial State in the Dubai-based Strategic Foods International Co. LLC and 65.4% in the Oman-based Al Sallan Food Industries Co. (SAOG).
	In 2009, Britannia New Zealand Food (BNZF) became a BIL Subsidiary after BIL bought out New Zealand Fonterra from the existing Joint Venture. Britannia takes full control of Daily Bread. Britannia became the First Brand to remove Trans-Fats from 99.9% of its Product's. BNZF was renamed Britannia Dairy Private Ltd. (BDPL). In BIL, Wadia Group became the Largest Shareholder after acquiring Stake Holdings from Group Danone.
	In 2010, Dr. Vijay L. Kelkar was appointed as an Additional Director on the Board of the Company with effect from May 28, 2010.

2011-2015	In 2011, The Most Respected Company Award 2011 received by Britannia Industries Ltd. from Business World. Bourbon Biscuit received the Most Popular Product preferred by Youth Award.
	In 2012, Britannia was Awarded the Global Performance Excellence Award (GPEA) by Asia Pacific Quality Organization (APQO).
	In 2013, Britannia is introducing a New Line of Crackers called NutriChoice, which are made from Good-Quality Wheat that evokes imagery of being Golden and Sun-Kissed. This implies that the Crackers are Wholesome and Nutritious, possibly appealing to Health-Conscious Consumers.
	In 2014, An Exclusive tie up with Amazon for the launch of its latest product, Good Day Chunkiest, a Super Premium Chocolate Chip Cookie.
	In 2015, Britannia Bourbon, India's First Premium Chocolate Biscuit completes 60 Glorious Years.
2016-2020	In 2018, Britannia Industries Ltd. completed 100 years of Incorporation.
	In 2018, Britannia Industries Ltd. launched a Milk Drink - Winkin Cow Drink.
	In 2019, Launch of Britannia Marie Gold My Start-up Initiative
	In 2020, Britannia Industries Ltd. also tied up with personal concierge Start-Up Dunzo to deliver important Goods at the Customer's Doorstep in April During COVID-19 Pandemic in India. Britannia also started with Covid Relief Initiatives across 19 States and 110 Cities.
2021-2022	In 2021, Britannia Won the Global Sustainability Leadership Awards by the World Sustainability Congress.
	In 2022, Kantar's Annual Brand Foodprint Report is highly regarded in the FMCG Industry. Company Ranked 4th among India's Most Chosen FMCG Brands signifies a Consumer Preference for the Company's Products.

Objectives:

1. To understand Demographic details of the respondents from suburban area of Mumbai City towards existing FMCG Companies in India.
2. To examine the customer's preferences in choosing the FMCG Company's products.
3. To understand the consumption patterns of the customers towards Britannia Industries Ltd.
4. To analyse Customer's Brand Loyalty and Satisfaction towards Britannia Industries Ltd.

Limitations:

1. **Area:** The data is Ltd. to the suburban area of Mumbai City, potentially affecting the generalizability of the findings to a broader population.
2. **Time:** Due to time constraints, the research had a Ltd. window for collecting sampling data, potentially impacting the depth and breadth of the study.

- 3. Subjective Thinking:** Not every respondent may exercise utmost care in filling out a survey, introducing the possibility of response bias. The survey method may make it challenging to ensure that all respondents dedicate accurate time and attention to the questionnaire, potentially affecting data reliability.

Hypothesis:

H0₁: There are no consumers in Suburban Mumbai City purchasing the products from FMCG Industries.

H1₁: There are significant consumers in suburban Mumbai City purchasing products from FMCG industries.

H0₂: No consumers have preference for choosing the product in suburban Mumbai City from the FMCG industries of India.

H1₂: Potential consumers are having a preference of choosing the products in suburban Mumbai City from the FMCG industries of India.

H0₃: No potential consumers are consuming the product from Britannia Industries Ltd.

H1₃: Potential consumers are consuming the product from Britannia Industries Ltd.

Research Methodology:

- i. Research Category:** The research conducted is descriptive in nature, focusing on individuals in the suburban area of Mumbai City.
- ii. Tools and Techniques Applied:** Statistical patterns and representations were employed to present primary data in the research paper. The data analysis included frequency and percentages to ensure accuracy.
- iii. Sampling Method:** Simple random sampling was used to gather practical information. Respondents participated by answering a survey conducted through Google Forms, providing a snapshot of the opinions of individuals in the suburban area of Mumbai City. The use of Google Forms facilitated efficient data collection within the constraints of time.
- iv. Sample Size:** The primary data for the research study consisted of 491 responses. This sample size was deemed sufficient for the research objectives while accommodating time limitations.

Data Interpretation and Analysis:

A. Demographic Details of the individuals of Suburban areas of Mumbai City:

(Primary Data: Question 1)

Age Category	FREQUENCY	PERCENTAGE (%)
Age 10 – 20 years	310	63.20 %
Age 21 – 30 years	149	30.30 %
Age 31 – 40 years	19	03.90 %
Age 40 years and Above	13	02.60 %
TOTAL RESPONDENTS	491	100 %

(Primary Data: Question 2)

Educational Background	FREQUENCY	PERCENTAGE (%)
Partial Literate	29	05.90 %
10 th Pass	20	04.10 %
12 th Pass	276	56.20 %
Graduated	120	24.40 %
Postgraduate	46	09.40 %
TOTAL RESPONDENTS	491	100.0 %

(Primary Data: Question 3)

Occupation Background	FREQUENCY	PERCENTAGE (%)
Students	362	73.70 %
Service Job	44	09.00 %
Professional Job	38	07.80 %
Entrepreneur/ Business-man	34	06.90 %
Homemaker	13	02.60 %
TOTAL RESPONDENTS	491	100 %

(Primary Data: Question 4)

Occupation Background	FREQUENCY	PERCENTAGE (%)
Male	254	51.70 %
Female	237	48.30 %
TOTAL RESPONDENTS	491	100 %

Data Interpretation for the Primary Data Questionnaires related to Demographic Profile of the Individuals in Suburban area od Mumbai City:

i. Age Category:

The survey data shows a diverse age distribution among respondents. The majority fall in the 10-20 age range, comprising 63.20% of the total, followed by 21-30 year-olds at 30.30%. A small percentage, 3.90%, are in the 31-40 age group, with an even smaller 2.60% aged 40 and above.

ii. Educational Background:

The educational profile of respondents indicates a significant portion with a 12th pass qualification, comprising 56.20% of the total. Graduates make up 24.40%, while Postgraduates constitute 9.40%. Partial literates and 10th pass individuals form smaller percentages at 5.90% and 4.10%, respectively.

iii. Occupation Background:

The survey reveals that a large proportion of respondents are students, making up 73.70% of the total. Service Job holders represent 9%, followed by Professional Job holders at 7.80%, and Entrepreneurs/Businessmen at 6.90%. Homemakers form the smallest group at 2.60% of the total.

iv. Gender Distribution:

The data reflects a slightly higher representation of males at 51.70% compared to females at 48.30%. This indicates a nearly balanced gender distribution among respondents, with a slightly higher number of male participants.

B. Primary Data: Questionnaires related to FMCG Industries:

(Primary Data: Question 5)

Which Indian Brand do you prefer the Most, in the FMCG Companies listed below:	FREQUENCY	PERCENTAGE (%)
Britannia	342	18.78 %
Hindustan Uniliever	127	06.97 %
ITC	90	04.94 %
Dabur	89	04.88 %
Patanajali	96	05.27 %
Parle	214	11.75 %
Nestle	268	14.71 %
Mc Vitie's	28	01.54 %
Marino	35	01.92 %

Sunfeast	126	06.92 %
Dukes	28	01.54 %
Amul	355	19.48 %
Cookieman	24	01.32 %
TOTAL RESPONDENTS	1822	100 %

(Primary Data: Question 6)

Which of these products do you utilize from the Branded FMCG Companies?	FREQUENCY	PERCENTAGE (%)
Biscuits	385	27.09 %
Breads	326	22.94 %
Cakes	237	16.68 %
Rusk	166	11.68 %
Dairy Products	307	21.60 %
TOTAL RESPONDENTS	1421	100 %

(Primary Data: Question 7)

Mostly, from where do you purchase the Fast Moving Consuming Products of the Branded Companies?	FREQUENCY	PERCENTAGE (%)
Brand's Company Website	50	10.18 %
E-Commerce Platforms	47	09.57 %
Super Retailers	182	37.07 %
Online Delivery Applications	35	07.13 %
Local Shops or Retailers	177	36.05 %
TOTAL RESPONDENTS	491	100 %

Data Interpretation for the Primary Data Questionnaires related to FMCG Sector in Suburban area of Mumbai City:

v. Brand Preference:

Among the listed FMCG companies, Amul was the most preferred Brand with 19.48% of respondents choosing it, followed by Britannia (18.78%) and Nestle (14.71%). This indicates a strong consumer preference for established brands known for quality and reliability.

vi. Product Utilization:

Biscuits were the most utilized product from Branded FMCG Companies, with 27.09% of respondents using them. This was followed by Breads (22.94%) and Dairy products (21.60%). This highlights the popularity of convenient and staple food items among consumers.

vii. Purchase Channels:

Local Shops or Retailers were the most common purchasing channel for Fast-Moving Consumer Products, with 36.05% of respondents preferring them. This was followed by Super Retailers (37.07%) and Brand's Company Website (10.18%). The data suggests a preference for convenient and accessible shopping options among consumers.

C. Primary Data: Questionnaires related to Britannia Industries Ltd.:

(Primary Data: Question 8)

Are you aware of the Britannia Company?	FREQUENCY	PERCENTAGE (%)
Yes	428	87.17 %
No	63	12.83 %
TOTAL RESPONDENTS	491	100 %

(Primary Data: Question 8)

From where did you get to know about the Britannia Company Products?	FREQUENCY	PERCENTAGE (%)
Digital Marketing	77	15.68 %
Mouth to Mouth Marketing	83	16.90 %
Retailers Advertising	42	08.55 %
Television Advertising	203	41.34 %
Tradition Advertising	86	17.52 %
TOTAL RESPONDENTS	491	100 %

(Primary Data: Question 9)

Have you ever purchased any products from Britannia Company?	FREQUENCY	PERCENTAGE (%)
Yes	423	86.15 %
No	68	13.85 %
TOTAL RESPONDENTS	491	100 %

(Primary Data: Question 10)

Which products have you purchased from Britannia Company for consumption?	FREQUENCY	PERCENTAGE (%)
Biscuits	304	26.93 %
Breads	312	27.64 %
Cakes	184	16.30 %
Rusks	151	13.37 %
Dairy Products	159	14.08 %
Not a Consumer	19	01.68 %
TOTAL RESPONDENTS	1129	100 %

(Primary Data: Question 11)

How satisfied you are with the products of Britannia Company, that you have purchased to date for consumption?	FREQUENCY	PERCENTAGE (%)
Excellent	141	28.72 %
Very Good	150	30.55 %
Good	104	21.18 %
Average	57	11.61 %
Neutral	18	03.67 %
Not a Consumer	21	04.28 %
TOTAL RESPONDENTS	491	100 %

Data Interpretation for the Primary Data Questionnaires related to Britannia Industries Ltd. Customer's Awareness and Satisfaction in Suburban area of Mumbai City:

viii. Awareness of Britannia Company (Britannia Industries Ltd.):

87.17% of respondents are aware of the Britannia Industries Ltd. 12.83% of respondents are not aware of the Britannia Industries Ltd.

ix. Sources of Information About Britannia Industries Ltd.:

The most common source of information is Television Advertising, with 41.34% of respondents learning about Britannia Industries Ltd. products through this channel. Other significant sources include Mouth to Mouth Marketing (16.90%) and Traditional Advertising (17.52%). Digital Marketing and Retailer Advertising are less prominent sources of information, with 15.68% and 8.55% of respondents respectively.

x. Purchase Behavior:

86.15% of respondents have purchased products from Britannia Industries Ltd. 13.85% of respondents have not purchased any products from Britannia Industries Ltd.

xi. Products Purchased:

The most purchased products from Britannia Industries Ltd. Are Breads and Biscuits, with 27.64% and 26.93% of respondents respectively having purchased these products. Cakes, Dairy Products, and Rusks are also popular, with 16.30%, 14.08%, and 13.37% of respondents respectively having purchased these products.

xii. Satisfaction with Products:

Overall, Satisfaction Levels with Britannia Industries Ltd. products are high, with 28.72% of respondents rating the products as excellent and 30.55% as very good. 21.18% of respondents rated the products as good, while 11.61% rated them as average. A small percentage of respondents 3.67% were neutral, and 4.28% of respondents who have not consumed Britannia Industries Ltd. products.

Findings:**As per the Researcher's Findings: -**

- i.** The majority of respondents in the suburban area of Mumbai City are in the 10-20 age range, comprising 63.20% of the total, followed by 21-30 year-olds at 30.30%.
- ii.** 56.20% of respondents have a 12th pass qualification, 24.40% are Graduates, and 9.40% are Postgraduates. Smaller percentages include partial literates (5.90%) and 10th pass individuals (4.10%).
- iii.** Students form the Largest Occupational Group at 73.70%, followed by Service Job holders (9%), Professional Job holders (7.80%), and Entrepreneurs/Businessmen (6.90%). Homemakers constitute the smallest group at 2.60%.
- iv.** Males are slightly more represented at 51.70% compared to females at 48.30%, indicating a nearly balanced gender distribution.
- v.** Amul is the most preferred FMCG brand, chosen by 19.48% of respondents, followed by Britannia (18.78%) and Nestle (14.71%).

- vi. Biscuits are the most utilized FMCG product, with 27.09% of respondents using them, followed by Breads (22.94%) and Dairy Products (21.60%).
- vii. Local Shops or Retailers are the most common purchase channel for FMCG products, preferred by 36.05% of respondents, followed by Super Retailers (37.07%) and the Brand's Company Website (10.18%).
- viii. 87.17% of respondents are aware of Britannia Industries Ltd., with television advertising (41.34%) being the most common source of information.
- ix. 86.15% of respondents have purchased products from Britannia Industries Ltd., with Breads and Biscuits being the most purchased products.
- x. Satisfaction levels with Britannia Industries Ltd. products are high, with 28.72% rating the products as excellent and 30.55% as very good.

Conclusion:

Based on the hypothesis and findings of the research study on customer satisfaction towards Britannia Industries Ltd. in the suburban areas of Mumbai City, several conclusions can be drawn. Firstly, the hypothesis that there are no consumers purchasing products from FMCG industries in suburban Mumbai City (H01) is refuted, as the findings indicate a significant consumer base for FMCG products, with Amul, Britannia, and Nestle being the most preferred brands.

Secondly, the hypothesis that no consumers have a preference for choosing FMCG products in suburban Mumbai City (H02) is also rejected, as the study reveals that consumers do have preferences, especially for biscuits, breads, and dairy products, indicating a discerning consumer base in the area.

Lastly, the hypothesis that no potential consumers are consuming products from Britannia Industries Ltd. (H03) is strongly rejected, as a large proportion of respondents are not only aware of Britannia but have also purchased its products, with high satisfaction levels reported. This indicates a strong presence and positive perception of Britannia products among consumers in suburban Mumbai City.

In conclusion, the study highlights the significant presence of FMCG products in the suburban areas of Mumbai City, with Britannia Industries Ltd. being a prominent player with a considerable customer base and high levels of customer satisfaction. This underscores the importance for companies like Britannia to continue focusing on customer satisfaction and product quality to maintain and expand their market share in the competitive FMCG sector.

Economic Relevance:

The data from the questionnaires related to Britannia Industries Ltd. underscores the Economic significance of the FMCG Sector, particularly in the suburban area of Mumbai City:

- i. Employment Generation:** Britannia's Operations and Sales in Mumbai creates Direct and Indirect Employment Opportunities. From Manufacturing to Distribution and Retail, the Company's Presence Contributes to Job Creation in the Region.
- ii. Consumer Spending:** The High Level of Awareness, Purchase Behavior and Satisfaction with Britannia Products Indicate a strong consumer base in Mumbai. This Consumer Spending on FMCG Products like Biscuits, Breads, and Dairy items contributes significantly to the Local Economy.
- iii. Market Competition:** Britannia's Market presence and Competition with other FMCG Brands like Amul and Nestle highlight a Competitive Market Environment. This Competition can drive Innovation, Product Improvement, and Competitive Pricing, benefiting consumers.
- iv. Advertising and Media:** The preference for Television Advertising as a source of information about Britannia indicates the importance of Media in promoting FMCG products. This suggests significant spending on Advertising, benefiting Media Outlets and Advertising Agencies.
- v. Retail Sector:** The preference for Local Shops or Retailers as the Primary Purchase Channel for FMCG products indicates the importance of the Retail Sector. It highlights the role of Local Businesses in Distributing and Selling FMCG products, contributing to the Local Economy.
- vi. Brand Loyalty:** High Satisfaction Levels with Britannia products suggest Strong Brand Loyalty among consumers. This Loyalty can lead to repeat Purchases and a Stable Market Share for Britannia, contributing to its Economic Sustainability.

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