



A study on customer satisfaction towards Britannia Good Day biscuits in Thuraiyur, Trichy (DT)

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Abstract

A study on customer satisfaction with Good Day Biscuits in the Trichy District is the subject of this essay. The study's goals are to determine the conclusions and recommendations about good day biscuits, as well as consumer satisfaction with the britannia good day biscuits. With a sample size of 120 participants, this study uses both primary and secondary data. In this study, a percentage analysis is set up, and it is examined using statistical methods. Consumer satisfaction with good day biscuits was investigated.

Keywords: Customer satisfaction, good day, britannia, biscuits, consumer

Introduction

The satisfaction of customers is a crucial factor in the success of any business. In the fast-moving consumer goods (FMCG) industry, where competition is intense, it is especially important to ensure that customers are satisfied with the products being offered. One such product is Good Day biscuits from the Britannia Good Day biscuits are popular snacks enjoyed by millions of people in India and around the world. These biscuits are available in various flavors, and are known for their delicious taste, crispy texture, and attractive packaging. Britannia, as a leading FMCG company in India, has a reputation for producing high-quality products that meet the needs of customers. Measuring customer satisfaction towards Good Day biscuits in the Britannia brand is important to ensure that the company is meeting the expectations of its customers. This can be done through various methods, such as surveys, feedback forms, focus groups, and customer reviews. By analyzing the feedback received from customers, Britannia can identify areas for improvement and make changes to their products and services accordingly.

Company Profile

Britannia Good Day biscuits are a flagship product of Britannia Industries, a leading Indian food company founded in 1892. Here's a brief company profile:

Parent Company: Media Group

Industry: Food Processing

Headquarters: Kolkata, West Bengal, India

Revenue: ₹16,769.3 crores (as of 2025)

Product Portfolio: Biscuits (Good Day, Marie Gold, Tiger, NutriChoice), Bread, Cakes, Rusks, Dairy products (Cheese, Milk, Beverages, Yoghurt)

Global Presence: Over 60 countries worldwide Britannia has a strong brand presence in India, with an estimated market share of 33% in the organized biscuits market. The company has a manufacturing capacity of 433,000 tonnes and a robust distribution network. Good Day biscuits are one of Britannia's most popular brands, known for their taste and quality.

Recent Developments

In 2022, Britannia expanded its product portfolio by entering the western snacking market with the launch of Treat Croissant.

The company has also entered into joint ventures, such as with Bel SA of France, to develop and sell chees By Britannia Industries - Britannia Industries, Public Domain.

Britannia Good Day biscuits come in various flavors, including

Good Day Cashew Cookies: Crunchy cookies made with cashews, perfect for tea-time or midmeal snacking. These biscuits are vegetarian and come in a 905g pack, priced at ₹274, with a 14% discount available.

Good Day Butter Biscuits: Crunchy, round-shaped biscuits with a sweet and buttery taste, available in packet form for ₹10. They have a shelf life of 4 months and are suitable for snacking or pairing with tea/coffee.

Good Day Biscuit: A popular variant priced at ₹45-₹28, depending on the supplier and location.

Features of Britannia Good Day biscuits include

Taste: Sweet, buttery, and nutty flavors

Texture: Crunchy and semi-hard

Ingredients: Wheat flour, sugar, and cashews (depending on the variant)

Packaging: Pouches, packets, or boxes

Review of Literature

Sheth and Park (2020) suggested that Brand Loyalty is multidimensional and comprise three dimensions namely, the emotive tendency towards the brand; the evaluative tendency towards the brand and third the behavioural tendency towards the brand. They theorised that all three dimensions are present in every situation where brand loyalty prevails.

Venkateshwaralu et.al, (2021) conducted a study to analyse the buyer behavior 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.

K. M. Mubarak Ali (2022) in his study endeavoured —to determine the purchasing pattern brand preference, brand loyalty and recommend and appropriate measures to improve the brand loyalty. The study was all over that a carefully chosen promotion strategy is to be used to increase the brand loyalty of the product. The purchases of consumer durables are prompted via personal ideas.

Dr. R Geetha (2023) All Human beings need food, shelter and clothes. The most important need among these three items is food. People take nutritious food for maintain their health. They consume products manufactured by rice or wheat items. In India, the total cultivation of wheat is more comparing with the cultivation of rice. Majority of the people take the products manufactured by wheat. Biscuits are the products which are produced in large quantities by using wheat as a main ingredient. The researcher makes this study to understand the preference and behavioral patterns of the customers of biscuits.

Rajendra Nath Datta, Priyanka Banik (2024) Britannia Industries Ltd. Is one of the largest brand in the food processing sector of India. It is listed on the BSE ad NSE. It flies its wings in more than 60 countries across the globe. This study is basically focused upon the profitability and liquidity position of Britannia Industries Ltd.

Research Methodology

Research is a process of systematic inquiry that entails collection of data; documentation of critical information; and analysis and interpretation of that data/information, in accordance with suitable methodologies set by specific professional fields and academic disciplines. Research is conducted to evaluate the validity of a hypothesis or an interpretive framework; to assemble a body of substantive knowledge and findings for sharing them in appropriate manners; and to generate questions for further inquiries.

Data Collection

The study uses primary data. For purpose of collection of data, questionnaire has been prepared and data was collected from the customer who have purchased Good day biscuits. Adequate care has been exercised to collect unbiased data from respondents.

Primary Data

The Primary data has been collected from Good day biscuits user in Coimbatore district, Tamil nadu in the form of Questionnaire.

Secondary Data

Secondary data has been collected from published materials like articles, journals, books and websites.

Tools for Analysis

For the study of customer satisfaction towards good day biscuits in Britannia brand, the tools used for analysis are:

- Percentage analysis

Objective of the Study

- To identify the factors that influence customer satisfaction towards Good Day biscuits in the Britannia brand.

- To identify areas for improvement in the quality, taste, packaging, pricing, availability, and customer service of Good day biscuits.
- To evaluate the effectiveness of any changes made by Britannia based on the feedback received from customers in Coimbatore city.

Scope of the Study

The study on factors influencing purchasing decision of good day biscuits. The area of study is in a confined geographical region. The study is mainly concerned with the decision of consumer purchasing the good day biscuit and the level of consumer awareness and perception. The study also points out various suggestions for the improvement of sales in the region.

Statement of the Problem

"Despite being a popular biscuit brand in India, Britannia Good Day faces challenges in maintaining its market share and consumer loyalty due to increasing competition, changing consumer preferences, and evolving market trends. The brand needs to identify areas for improvement and opportunities for growth to stay ahead in the market."

Data Analysis and Interpretation

Table 1: Distribution of Respondents Based On Gender.

Gender	No.of respondents	Percentage (%)
Male	5	20
Female	20	80
Total	25	100

Interpretation

From the above table it is interpreted that the number of male respondents is 20% and female respondent is 80%. Majority (80%) of the respondents are Female.

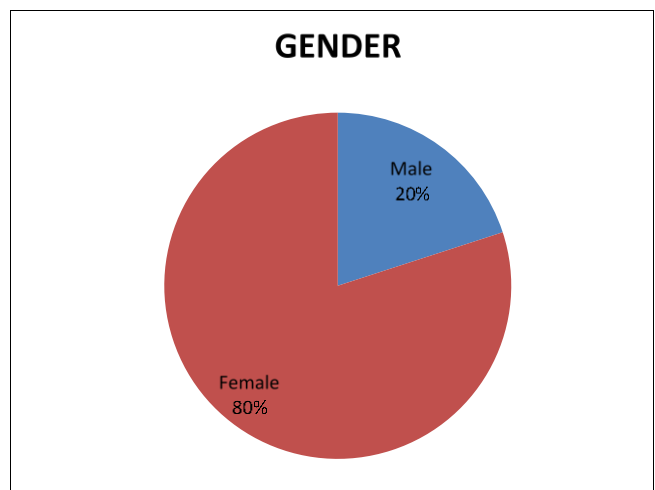


Chart 1: Distribution of Respondents Based On Gender

Findings, Suggestions, and Conclusion

Findings

- Majority (80%) of the respondents are Female.
- Majority are 40% of the respondents below 20 age
- Majority 44%of the respondents are others.
- Majority 56%of the respondent are below 5000.
- Majority 70% of the respondents are married.

- Majority 20% of the respondents are 2 to 6. □ Majority 45% of the respondents are weekly □ Majority 40% of the respondents are sweet.
- Majority 40% of the respondents are wholesale store.
- Majority 40% of the respondents are very satisfied.

Suggestions

The company has to improve their taste as in the beginning of the stage for the customer satisfaction. Most of the customer are happy about the price, package, quantity of the good day biscuits and they consumer it. Some respondents are wants a combo pack in the good day

Biscuits as a gift pack. If a company introduces a new sub brand in good day a biscuit means and they can use a sample or free methods as a technique. The respondents want that ingredients used in good day

Conclusion

The main purpose of this study is to collect information about the good day biscuits user's followed among the different groups of members in Villupuram district. The research has under taken this study customer satisfaction of good day biscuits user's with framing of the objectives and for the study about customer satisfaction key factor is quality, taste and brand preference, and etc. the customer satisfaction is necessary for the company's growth.

References

1. Britannia industries limited is one of india's oldest and biggest food companies, originally founded in 1892 as a small bakery in kolkata and incorporated as the britannia biscuit company in 1918. It was later renamed britannia industries ltd in 1979. (wikipedia)
2. The company is headquartered in kolkata (registered office) with a corporate headquarters in Bangalore and is part of the wadia group. (wikipedia)
3. Britannia's business includes biscuits, bread, rusk, cakes and dairy products, with about
4. 80% of its revenues coming from biscuits. (fortune india)
5. Marie gold – light, mildly sweet tea-time classic
6. Good day – butter cookies with rich flavor
7. Bourbon – chocolate creme sandwich biscuits