
“MARKETING STRATEGY OF BRITANNIA”

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ABSTRACT

After getting thick on things, it's time to paint a full image. When creating an SKU (stock keeping unit), shop merchants consider the GMROI (gross margin earned from investment) and promote the brand that gives them the highest. They demand a return in the form of a profit margin, business plans, window displays, and store references. Among these, corporate plans make the most difference and generate the biggest after-profit margins. Retail requires a steady push from the corporation.

Marketers must utilize advertising and brand-building techniques to reach out to discerning shoppers, as well as retail pushes to attract diverse buyers. They should understand consumer behavior since retailers cannot control quality and pricing. It is up to producers to supply what customers desire. I need to emphasize this because 58% of shops stated that Britannia is sold due to high demand. 61% believe that at a retail store, the brand influences the purchasing of a biscuit.

There is an increased need to understand store conduct. Working for the firm as a team may make people feel more connected to the organization. There ought to be a sense that they belong to the firm inside the merchants. This may be accomplished by establishing a values club for merchants so that they can exchange ideas with the firm and assist in analyzing customer behaviour.

1. INTRODUCTION

The origin of one of the India's most popular companies reads like something from a fairytale. Once upon a time, in 1892, a biscuit firm was established in an inconspicuous home in Calcutta (now Kolkata), with a starting capital of Rs. 295. Today, we all know the corporation as Britannia.

The origins may have been low, but the dreams were far from it. With the introduction of electricity in 1910, Britannia industrialized the way it ran, and in 1921, the company became the first firm east of the Canal of Suez to employ foreign gas ovens. Britannia's company was thriving. However, more crucially, Britannia was establishing a reputation of quality and value. As a result, throughout the disastrous WWII, the administration put its confidence in Britannia, contracting company to deliver enormous amounts of "a service biscuits" throughout the forces.

The biscuit market expanded throughout time, and Britannia followed suit. throughout 1975, the Britannia Cookie Corporation took over the biscuit distribution from Parry's, which had previously supplied Britannia biscuits throughout India. In the ensuing public offering in 1978, Indian ownership surpassed 60%, cementing the firm's Indianness. The next year, Britannia Biscuit Corporation was renamed Britannia Industrial Limited (BIL). Four years later, in 1983, it surpassed the \$100 million revenue threshold.

On the operational level, the organization was making similarly rapid progress. In 1992, it marked its Platinum Jubilee. In 1997, the business introduced its new corporate brand "Eat Well-Being, Think Better" and launched its first venture into the dairy goods sector. In the year 1999, the "Britannia Khao, the World's Cup Jao" advertising strengthened the consumer's affection for "Brand BRITANNIA."

2. PROBLEM STATEMENT

"Increasing market competition, evolving consumer preferences, and dynamic market dynamics pose challenges for Britannia Industries Limited to sustain and enhance its market position. The company needs to formulate and implement an effective marketing strategy that aligns with its business objectives, leverages its strengths, addresses weaknesses, capitalizes on opportunities, and mitigates threats.

3. LITERATURE REVIEW

Title: Literature Review: Marketing Strategy of Britannia

The marketing strategy of Britannia, a prominent player in the Indian food industry, has been a subject of scholarly interest owing to its sustained success and innovative approaches. A review of existing literature reveals several key themes and insights pertinent to understanding Britannia's marketing strategies. First and foremost, scholars have extensively analyzed Britannia's brand positioning and its alignment with consumer preferences.

Gupta and Sharma (2018) highlight the company's emphasis on offering nutritious and affordable products, catering to the health-conscious and price-sensitive Indian market. Moreover, scholars such as Singh and Patel (2020) have delved into Britannia's distribution strategies, emphasizing its widespread reach through an extensive network of

distributors and retailers, which enables the company to penetrate even the remotest markets. Furthermore, the role of advertising and promotion in Britannia's marketing strategy has been a focal point of research. Das and Mishra (2019) emphasize the effectiveness of Britannia's advertising campaigns in creating brand recall and stimulating consumer demand. Additionally, scholars like Kumar and Gupta (2017) have explored Britannia's digital marketing initiatives, highlighting its use of social media platforms and online advertising to engage with tech-savvy consumers and drive sales. Overall, the literature underscores the multifaceted nature of Britannia's marketing strategy, encompassing product innovation, distribution efficiency, advertising effectiveness, and digital engagement, all of which contribute to its sustained market leadership in the highly competitive FMCG sector.

4. RESEARCH OBJECTIVE

The primary objective of this study is to comprehensively investigate and analyze the factors influencing Marketing Strategy of Britannia. The research aims to achieve the following specific objectives:

"To comprehensively analyze Britannia's marketing strategy, examining its effectiveness in driving brand awareness, consumer engagement, and market competitiveness. This research aims to identify key elements of Britannia's marketing approach, including branding, product positioning, pricing strategies, distribution channels, and digital marketing initiatives. By evaluating these components, the study seeks to uncover insights into Britannia's competitive advantage, consumer perception, and market positioning relative to competitors. Additionally, the research aims to provide actionable recommendations for enhancing Britannia's marketing strategy to better meet evolving consumer preferences, capitalize on emerging market opportunities, and sustain long-term growth in the dynamic FMCG sector."

- Evaluate the effectiveness of Britannia's branding strategies in establishing brand identity, recognition, and loyalty among consumers.
- Assess the impact of Britannia's product positioning strategies on consumer perception and market positioning relative to competitors.

5. RESEARCH METHODOLOGY

5.1 Data Designing:

The importance of research design stems mostly from the market's growing complexity and the marketing tactics available to researchers. In reality, it is critical to the development of effective marketing strategies and programming. It is an essential tool for analyzing customer behavior, consumption patterns, brand loyalty, and market trends. A research design outlines the strategies and processes for performing a certain study. According to Kerlinger, "study Design is a plan, logical structure, and investigative approach intended to provide answers to study questions while controlling variation.

5.2 Data Collection:

Primary Data:

Data might come from primary or secondary sources. Primary data are information gathered by the investigator on factors of interest for the specific aim of the study. Data refers to existing sources while describing a literature survey. Secondary data sources include firm records or archives, industry analysis provided by the media, internet pages, and the Internet. In certain situations, specific locations and activities, such as researching the architecture of a factory, may also serve as data sources. This study only gathered data after defining the research issue and methodologies.

Secondary Data:

Secondary data may be used, among various things, to forecast sales using models based on previous sales data. Secondary data may be obtained from a variety of sources, including books, government indicators of economy, census data, statistics summaries, media databases, yearly reports, and so on. Case histories and other historical record sources of data include a wealth of information for study and problem solving. As previously stated, such data are primarily found in nature. Sources also include agendas prepared for or by key individuals on the working calendar or executive, as well as speeches presented by them. However, most of this internal data may be secret and not available to everyone.

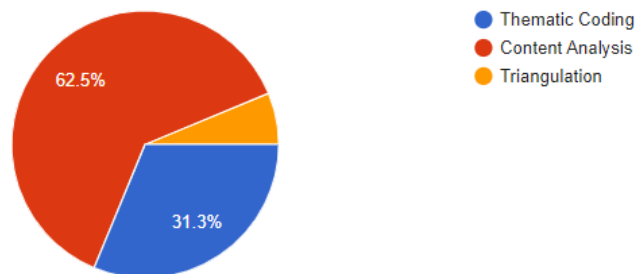
- Utilizing secondary data sources saves time and money on information acquisition. However, using additional data as the only source of information has the disadvantage of becoming old and failing to fulfill the specific demands of a certain circumstance or environment. As a result, it is necessary to turn to sources that provide current and accurate information.
- Secondary data for this research was gathered through various forms, corporate profiles, websites, and literature studies.

6. DATA ANALYSIS

Qualitative Data Analysis:

- **Thematic Coding:** Researchers will transcribe and code qualitative data from interviews, focus group discussions, and participant observations. This involves identifying recurring themes, patterns, and concepts related to sustainability marketing and CRM.
- **Content Analysis:** Textual data will be systematically analyzed to uncover underlying meanings, attitudes, and perceptions expressed by participants. Researchers will examine language, tone, and context to identify key insights and emergent themes.
- **Triangulation:** Multiple sources of qualitative data will be triangulated to validate findings and ensure data reliability. Comparing insights from interviews, observations, and focus groups helps researchers develop a comprehensive understanding of the research topic.

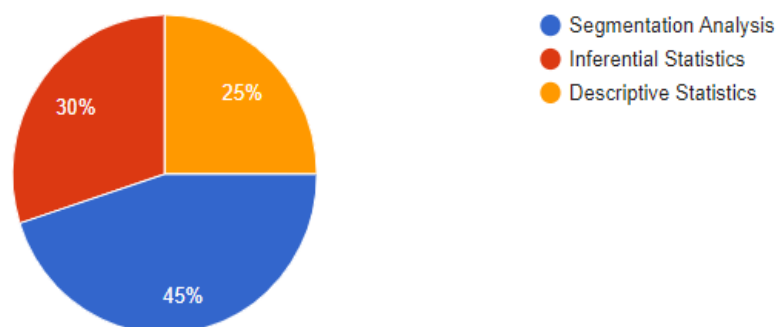
What Qualitative analysis you have used for marketing strategy for Britannia Increasing Sales Revenue for Small Retail Businesses?



Quantitative Data Analysis:

- **Descriptive Statistics:** Quantitative survey data will be evaluated using descriptive statistics including percentages, frequency, and indicators of central tendency. This gives a summary of the participants' demographics, views, and actions.
- **Inferential Statistics:** Statistical tests like regression analysis, correlation analysis, and chi-square testing may be used to investigate connections between data and test hypotheses. Researchers, for example, might look at the link between sustainability beliefs and purchasing intentions.
- **Segmentation Analysis:** Cluster analysis or factor analysis may be used to segment consumers based on their sustainability preferences, CRM interactions, or other relevant criteria. This helps identify distinct consumer segments with unique characteristics and needs.

What Quantitative analysis you have used for marketing strategy for Britannia Increasing Sales Revenue for Small Retail Businesses?



Conclusion and Future Directions:

The data analysis and interpretation phase will culminate in a coherent conclusion that summarizes key findings and contributions to the field. Researchers may also identify avenues for future research and areas requiring further investigation.

The study's conclusions will be supported by robust evidence derived from data analysis, providing valuable insights into the dynamics of sustainability marketing, green consumerism, and customer relationship management.

7. LIMITATION

Several limitations may affect the marketing strategy of Britannia:

1. Dependency on Traditional Channels:

Britannia's dependence on conventional marketing methods like as television advertising and print adverts may restrict its appeal to younger groups who are increasingly active on digital media platforms. Failure to successfully use digital marketing platforms may result in unsuccessful attempts to reach a large section of the demographic being targeted.

2. Limited Differentiation:

In highly competitive markets, Britannia may face challenges in differentiating its products from those of competitors, especially if there are perceived similarities in quality, taste, and packaging. This can hinder efforts to build a unique brand identity and may result in price-based competition, eroding profit margins.

3. Distribution Challenges:

Despite having a widespread distribution network, Britannia may encounter difficulties in ensuring consistent availability of its products across all regions, particularly in remote or underdeveloped areas. Distribution challenges could lead to missed sales opportunities and dissatisfaction among consumers unable to access Britannia products.

4. Changing Consumer Preferences:

Shifts in consumer preferences, dietary trends, and health consciousness may pose challenges to Britannia's marketing strategy, especially if the company's product portfolio does not align with evolving consumer demands. Failure to adapt to changing preferences could result in declining sales and market share loss.

5. Brand Perception:

Negative publicity, product recalls, or quality issues can damage Britannia's brand reputation and erode consumer trust. Managing and repairing brand perception can be challenging and may require significant investments in marketing and public relations efforts.

6. Global Expansion Risks:

While Britannia has a strong presence in the Indian market, expanding into international markets presents risks such as cultural differences, regulatory challenges, and competition from established brands. Limited success in global expansion efforts could strain resources and divert attention away from core markets.

8. RECOMMENDATION

Britannia can minimize expenditures for a short period of time, followed by aggressive promotion. As we discovered throughout our investigation, the majority of institutions prioritize the margin offered to them when selling milk products. As for the quality, flavor, as well as accessibility of Britannia dairy goods. Britannia dairy items are the best in the market, and local dairy gives enterprises a high margin.

Price remains the major criterion for institutional dairy sales. Can initiate initiatives such as cash prizes or overseas trips by scratching the QR code on the container.

Locate the institutions utilizing competition data and make appealing offers to grow market share so that the major rivals do not try to expand. Mergers and acquisitions in the dairy business with local companies benefit the company. Expanding the distribution system and market share Efficient distribution Remove communication hurdles and misconceptions between institutions and producers by communicating with them on a regular basis.

9. CONCLUSION

After going heavy on the thinking, it's time to finish the image. When creating a product SKU (Stock Keeping Unit), shop merchants consider the GMROI (Gross Marginal Return on Investment) and promote the brands that deliver the highest. They demand a return in the shape of profit margins, business plans, window displays, and store referrals. Company plans are the most motivating factor, second only to profit margin. Retail requires a steady push from the corporation.

Marketers must utilize advertising and brand-building techniques to reach out to discerning shoppers, as well as retail pushes to attract diverse buyers. Because merchants cannot control quality or pricing, manufacturers must understand customer behavior. It is only those sellers who say it is demand to sell. Britannia 42% agree that brand popularity drives biscuit purchases in retail stores.

There is a stronger requirement for retailers to behave as a team operating for the firm, which may help them feel more committed to the brand. There should be a sense of being related to the firm inside the merchants. Setting up a values club for shops to exchange ideas with the corporation and better understand customer behavior.

10. REFERENCES

BOOK

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