A STUDY ON BRITANNIA’S BRAND PERCEPTION IN THE DAIRY PRODUCT MARKET

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# ABSTRACT

This research analyzes the dairy market's perception of Britannia Industries Ltd., specifically its cheese products. The research work focuses on the influential factors, advertising channels, quality of the product, and brand loyalty programs on the perception created by the product. This data has been collected through 112 samples from supermarkets over 50 locations. Based on this data, it appears that Product Quality is having a strong positive relationship with the Brand Perception; hence it is the major influencing factor. in shaping consumer attitudes. On the other hand, although Advertising Channels and Brand Loyalty Programs were positively related but their impact was not statistically significant. The results of this study reveal that Product Quality is a dominant driver of brand attitude where the variance in consumer attitude can be explained considerably by this variable. At the same time, 49.5% of the variation was left unexplained suggesting further variables such as customer service and pricing. The study advises Britannia to focus more on the product quality and revise its strategies on advertisement and loyalty to increase the perception of brand and competitiveness in the dairy products market.

Keywords: *Brand Perception, Product Quality, Advertising Channels, Brand Loyalty Programs, Dairy Products, Britannia Industries, Consumer Preferences, Marketing Strategy*

# INTRODUCTION

Brand perception plays a very important role in shaping market dynamics in the competitive landscape of consumer goods. This study focuses on Britannia Industries Ltd., a major player in the Indian dairy market, with special emphasis on its cheese products. The objective of this study is to analyze. This examines factors like awareness among the consumers, loyalty toward the

brand, and overall satisfaction. Through these aspects, it aims to give an overview of how consumers perceive Britannia compared to its competitors, the most important influences on the brand perception. Over 50 hypermarkets and supermarkets were also visited to get a first-hand look at the placement, visibility, an customer interactions. The observations and survey data provide valuable insights for Britannia to refine its marketing strategies and enhance its brand positioning in the dairy market. The study finally aims at helping Britannia align its products and promotions with consumer expectations to boost its market presence and brand equity.

# REVIEW OF LITERATURE

* **Consumer Attitudes Towards Traceability (Mohit Malik, 2024):** This research looks into the growing importance of product traceability in the dairy industry, which is being driven by consumer concerns about food safety and quality. With 439 respondents surveyed, the research highlights the demand for transparency in dairy supply chains. Consumers increasingly seek to verify the origins and authenticity of products, which significantly influences their Buying habits. For transparency, transparency in developing trust and building brand loyalty comes with education toward authenticity of product attributes of quality. Investment from the dairy industry into effective traceability systems would therefore align them with changing quality and sustainability expectations from customers as one means of maintaining their brand loyalty.
* **Consumer tastes of Tamil Nadu (Dr M. Mahesh Kumar, 2023):** The focus was on this particular paper about Explores consumption patterns and brand preferences of dairy products such as yoghurt, cheese, and butter in Tamil Nadu. It seeks to identify the factors influencing brand loyalty and switching behavior among consumers. Data were collected from 110 surveys and secondary sources, thereby providing a rich analysis of consumer behavior. The key insights reveal that brand loyalty is influenced by product quality, price, and marketing. Strategies. It provides actionable recommendations for dairy brands to optimize their marketing efforts, thus contributing to the growth of the dairy industry in the region**.**
* **Digital Transformation in Marketing (Kumar, 2023):** This paper concentrates on the shift toward digital marketing as the primary channel of engagement with the brand. As online content is becoming more popular, brands are exploring ways to increase their

visibility across digital media. Results conclude that there is a very high positive correlation between digital engagement strategies and customer loyalty, which implies that to build loyalty, the brands need to evolve along the lines of digital branding. Visibility and establishing relationships with one's audience. Digital strategies open up channels for brands to engage customers and grow in an increasingly digital market.

# OBJECTIVE

* To assess the effectiveness of different advertising channels used by Britannia in promoting its dairy products.
* To evaluate consumer opinions on the quality of Britannia’s dairy products, including taste, freshness, packaging, and health benefits.
* To determine the impact of Britannia’s brand loyalty programs on customer retention and brand perception.
* To provide recommendations for enhancing Britannia’s brand perception based on consumer feedback and preferences.

# METHODOLOGY

This research takes a descriptive approach to investigate the brand perception of Britannia in the dairy product market, especially its cheese products. Conducting a survey of more than 50 hypermarkets and supermarkets, the research aims to gather data on consumer awareness, preferences, and attitudes towards Britannia's dairy products. The analysis looks into brand recognition, product satisfaction, and purchasing behavior, identifying patterns in consumer preferences and loyalty, and to identify areas of improvement in Britannia's market strategy.

Primary data were collected through structured questionnaires targeting individual consumers who purchase Britannia's dairy products. The sample size of 112 respondents gives a reliable dataset for the analysis of customer perceptions. Simple random sampling was used to minimize selection bias and ensure that the sample represents Britannia's customer base fairly. Reliability analysis. Using Cronbach's Alpha produced a result of 0.838, showing that the items in the questionnaire are strong internally consistent and reliable

Descriptive statistics are used to summarize consumer feedback, while correlation analysis. The study examines relationships between advertising channels and product quality, brand loyalty, and brand. perception. Regression analysis measures the strength of effects of such independent variables on brand Percept, offering actionable insights for Britannia to improvise its brand positioning and fine-tune. Its marketing strategies in the dairy sector.

# ANALYSIS AND INTERPRETATION

## Demographic Profile of Respondents

|  |  |  |  |
| --- | --- | --- | --- |
| Demographic factors | categories | frequency | percentage (%) |
| gender | male | 45 | 40.2 |
|  | female | 67 | 59.8 |
| AGE | Under 18 | 3 | 2.7 |
|  | 18-25 | 28 | 25.0 |
|  | 26-35 | 38 | 33.9 |
|  | 36-45 | 27 | 24.1 |
|  | 45 above | 16 | 14.3 |
| EDUCATION | SSC | 14 | 12.5 |
|  | HSC | 23 | 20.5 |
|  | UG | 25 | 22.3 |
|  | PG | 36 | 32.1 |
|  | others | 14 | 12.5 |
| occupation | Govt job | 3 | 2.7 |
|  | Private job | 68 | 60.7 |
|  | Own business | 10 | 8.9 |
|  | student | 13 | 11.6 |
|  | unemployed | 18 | 16.1 |
| Monthly income | Mean income level | - | 2.99 (scale: 1-5) |
| location | urban | 59 | 52.7 |
|  | suburban | 21 | 18.8 |
|  | rural | 32 | 28.6 |

|  |  |  |  |
| --- | --- | --- | --- |
| Marital status | married | 80 | 71.4 |
|  | unmarried | 32 | 28.6 |

**Interpretation:**

Demographic Analysis The population comprises mainly women respondents, that is 59.8%. More representation is from the 26-35 age group (33.9%). Therefore, the sample can be referred to as youthful. In terms of educational level, a considerable percentage (32.1%) hold a postgraduate degree. Private sector jobs have represented most respondents (60.7%), while the mean income level implies moderation. financial situation. More than half of the respondents, which is 52.7%, are urbanites while a significant 71.4% are married. These traits signify a versatile sample, yet with key skewness towards urbanization, education, and a job, that might determine the general outcome of the investigation.

# MULTIPLE REGRESSION

**HO:** Advertising Channels Factor, Product Quality Factor, and Brand Loyalty Programs Do Not Affect Brand Perception.

**H1:** The factors Advertising Channels, Product Quality, Brand Loyalty Programs will affect Brand Perception.

Y= Brand Perception

X1= Advertising Channels X2= Product Quality

X3= Brand Loyalty Programs

## MODEL SUMMARY

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|  | .703a | .495 | .481 | .663 |

**R:** The coefficient of correlation (0.703) reveals a high positive correlation between the predictors (Advertising Channels, Product Quality, and Brand Loyalty Programs) and the dependent variable, Brand Perception.

Hence, the regression equation is:

Brand Perception=1.172+(0.111×Advertising Channels) +(0.533×Product Quality)

+(0.081×Brand Loyalty Programs)

* **Null Hypothesis (H₀):** Advertising Channels, Product Quality, and Brand Loyalty Programs altogether do not affect Brand Perception significantly, that means the coefficients for all predictors = 0.
* **Alternative Hypothesis (H₁):** Advertising Channels, Product Quality, and Brand Loyalty All together Programs strongly influence Brand Perception that is, at least for one of the predictors the corresponding coefficient ≠ 0).

# CONCLUSION

According to regression results, Product Quality has a highest influence on Brand Perception as the association is strong and statistically valid. This indicates the fact that even product attributes such as taste or packaging play a great deal in determining consumer satisfaction and brand loyalty. Advertising Channels along with Brand Loyalty Programs portray a positive relationship with Brand Perception, but their association could not be strong to emerge statistically valid. This implies that current strategies in these domains require fine-tuning for further impact. With an R² value of 0.495, the model partially explains the variance in Brand Perception. However, 50.5% of the unexplained percentage leaves a room for other factors such as customer care, reputation, or perceptions on prices which might impact significantly. Therefore, to enhance Brand Perception, Britannia should focus more on quality improvement and review other areas as well. advertising efforts and loyalty programs. More pertinent predictors and refinement of currently used strategies will be able to capture a larger portion of the variance, thereby marketing decisions will improve and build brand equities better.

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