

A study on Customer Satisfaction towards Britannia Biscuits in Guwahati City

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Annexure I

DECLARATION

I, Priyambada Kalita, bearing Roll no 194181007, a student of Economics department under the Royal School of Humanities of Social Sciences, hereby declare that this Final Semester Project Report/Dissertation entitled “A Study on Customer Satisfaction towards Britannia Biscuits” is a bona fide project work undertaken by me, during the period of March 2021 to June, 2021, as partial fulfilment of the requirements of the degree of M.A Economics of The Assam Royal Global University, Guwahati.

Further, I declare that this report has not been submitted by me elsewhere for the award of any degree/diploma/certificate and not linked to any other qualification.

SIGNATURE

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Sample

Annexure II

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CHAPTER 1

Introduction and Literature Review

1.1 Introduction

The time biscuit involves English from the French biscuit (bis-qui), which itself has a Latin root (biscotus) and its meaning two times baked: panisbiscotus refers to bread two times-cooked. The concept of making biscuits is going returned to the Romans. However, biscuits as we realize them had been evolved in the center for a while. The dough of flour, yeast, and water became first dried in an oven and then cooked for the second time. Then the term changed into followed with the aid of the British in the 14th century and started calling bisquite. Though in the early 17th century in the Netherlands it was known as **koekjeor little cake**.

A Biscuit is a floor-based baked product. Biscuits are crafted from some elements. The ground is the most primary and important. Biscuits are scrumptious mouthwatering substances made from the ground and blended with numerous flavours.

The history of the biscuit follows that of sugar and it appears that the first biscuits had been baked in Persia at some point in the 7th Century BCE. It wasn't till the Moorish conquest of Spain and the crusades of the twelfth and thirteenth centuries that Arabic cooking practices slowly came to Europe.

India is the sector's third-largest biscuit production united states of America after the USA and China. The story of the Indian biscuits enterprise is over a century old, however, it was simplest inside the later part of the 20th century that biscuits makers democratized biscuits through mass production and observed a manner to promote it to the nation non-elite families at affordable charges.

1.1.1 Types of Biscuit Brands

Oreo - It is a sandwich biscuit that consists of two crisp, mild, and skinny biscuits, with a creme stuffing launched in 1912, it's far America's pinnacle trading emblem of cookies. They run their

commercial enterprise in almost a hundred countries.

Chips Ahoy - It's far a sandwich biscuit that includes crisp, light, and skinny biscuits, with a crème stuffing. launched in 1912, it is the US's top trading logo of cookies. They run their business in nearly a hundred international locations.

Pepperidge Farm - it's miles a sandwich biscuit that includes two crisp, light, and thin biscuits, with a crème stuffing. launched in 1912, it is the US's pinnacle trading logo of cookies. They run their commercial enterprise in nearly one hundred countries.

Keebler - it's far a sandwich biscuit that includes two crisp, mild, and thin biscuits, with a crème stuffing. launched in 1912, it's miles the USA's top buying and selling logo of cookies. They run their business in almost 100 international locations.

Famous Amos - It is a cookie brand in the United States. Wally Amos established this brand in 1975 in Los Angeles.

Nilla - it's miles a trademark obtained with the aid of Nabisco this is extensively united with its chain of wafer-style and vanilla-flavored cookies. The title is an abbreviation of vanilla, the flavor profile acquainted to all of the shares of the Nilla brand.

Little Debbie - The shares of this logo are particularly cake and cookie-based dessert items. they may be advertised in many sorts, which include Oatmeal Creme Pies, Zebra cakes, Cosmic muffins, Fudge Rounds, Nutty Bars, and the maximum-promoting Swiss Cake Rolls. Their shares are available in maximum deduction, comfort, and grocery stores each in person and bins wrappings.

Nabisco - it is an American manufacturing facility of snacks and cookies that has head offices placed in East Hanover, New Jersey. Nabisco is related to Illinois-based Mondelez worldwide.

Pillsbury - It was founded in Minneapolis. Pillsbury was considered one of the largest grain and different food gadgets manufacturers inside the world till the corporation turned into offered by using well-known turbines.

Mrs. Fields - it is a franchisor within the enterprise of snack food, with TCBY and Mrs. Fields as its middle logos. Mr. Fields is considered one of the largest traders of freshly made tarts and cookies in the USA. The franchise networks of this logo encompass extra than three hundred licensed regions within the US and in 22 different areas.

Fig Newtons - It changed into mounted by using Charles Roser in 1891. The objects are synthetic in an extrusion manner. The unique form of the goods is widespread that has been authorized through warring parties.

Costco - it is an American international organization that runs a line of membership-best storehouse associations. In 2015, it became the sector's second-largest trader after Walmart and in 2016, it was the biggest merchandiser of wine, rotisserie bird, natural ingredients, and high red meat (beef).

Trader Joe's - it's far a line of grocery stores inside the u.s., that has head offices located in Monrovia, California. As of 2015, it has a competition with "fresh format" grocery stores in America. As of 2019, that they had more than 503 stores nationwide in forty-two states.

Quaker - This meals conglomerate of the USA is usually famous as Quaker and based in Chicago. seeing that 2001, Quaker has been received through PepsiCo.

Voortman Cookies - it is a Canadian corporation operating inside the production and retail of cookies. Voortman Cookies was founded in Burlington, Ontario. The cookies of this logo are traded at industrial locations throughout Puerto Rico, America, Canada, and more than 70 other areas within the international.

Walker's - it's far a British manufacturing unit of snack meals commonly manages in Namibia, eire, and the United Kingdom. they're mainly famous for generating non-potato-primarily based snack objects and potato chips. Henry Walker installed this emblem in 1948 in Leicester, England, and was owned by Lay's owner, Frito-Lay in 19.

Archway - it's miles a factory of cookies inside the USA, launched in war Creek, Michigan in 1936. The corporation is particularly famous for its oatmeal cookie sorts.

Russell Stover - Clara and Russell Stover established this logo in 1923. it's far a distributor of confections, chocolate, and candy within the USA. The related head workplaces are located in Kansas town, Missouri.

Girl Scout Cookies - The cookies of this emblem are traded via girl Scouts to increase budgets to help girl Scout administrations and single squads. 112 local woman Scout councils prepare biscuit income. who select one in every of nationwide bakery stores to purchase biscuits from.

Mother's - it's miles a trademark that to start with had a bakery shop founded in Oakland, California. The mom's Cookies emblem becomes received through the Kellogg corporation inside the year 2008 and carried the trademark lower back to West Coast grocery store cabinets in 2009.

Whole Foods Market - It is an American line of the worldwide grocery store that has a head workplace situated in Austin, Texas, which completely trades synthetic color-free and

hydrogenated fat-unfastened merchandise. the line is usually well-known for its organic alternatives. As of 2019, they have got 7 stores in England and 500 in North the united states.

Snackwells - it's miles a meals logo inside America. SnackWells turned into first launched in 1992, the shares of this corporation used to include fats-free biscuits of some specific flavors together with devil's meals cake, shortbread, and creme.

Lance Inc. - it's miles a snack food brand of the united states acquired with the aid of the Snyder's-Lance employer that has a head office placed in Charlotte, North Carolina. In 2018, Campbell's owned this emblem.

Fox's - it is a manufacturer of biscuits in the UK. The Fox own family mounted this emblem in 1853 in West Yorkshire. The headquarters and number one producer are nonetheless founded within the town. The biscuits of this logo are also shipped to Asia, Australia, North the united states, and Europe.

Great Value - It changed into first introduced in 1993. The shares of this logo are usually claimed to be as incredible as national emblem subsidies but are typically traded at a lower rate. The chain of fantastic cost consists of buttermilk biscuits, trash baggage, light bulbs, canned meals, frozen dinners, and lots of more conventional grocery save gadgets.

Safeway - it is a food store and a former comfort store and grocery store chain inside the UK. Safeway commenced as a subordinate of the yank Safeway Inc.

Maryland - it's far a corporation of cookies synthetic through Burton's meals in England. The remedy for his or her biscuits became taken to England from the United states in 1956. It's far one of the top retailing cookies in the United Kingdom. More than 12 billion Cookies of this logo are traded in Europe every 12 months.

Anna's - Swedish business enterprise AB AnnasPepparkakor synthetic this ginger skinny brand in Sweden. The sisters Emma and Anna Karlsson mounted this organization in 1929 and on account that 1963, it has been obtained through the Mattsson household. The products of this organization are handy in supermarkets in Sweden.

Bahlsen - it's far a meals agency in Germany, based in Hanover. Hermann Bahlsen created this cookie emblem in 1889. A variety of cakes and biscuits are produced by using Bahlsen. The most popular product of this brand is the Leibniz-Keks brought up in 1891. Five manufacturing facilities are run by Bahlsen in Europe.

Pacific Cookie Company - It was a conglomerate of baking corporations that has a head office

situated in Portland, Oregon, USA. Pacific Cookie corporation becomes hooked up in 1899, and the country wide Biscuit employer offered this firm in 1930. The firm changed into the handiest baking firm in the US to brand a swastika.

Roland - The biscuits of this logo are prepared from an easy combination of seven organic gadgets. Rich but discreet with a first rate flavour and texture from real butter.

Berge - The biscuits of this emblem are a sort of biscuit baked and supplied by using DeBaufre Bakeries. They make their cookies with a heavy coating of chocolate fudge that originates from a German technique.

Gamesa - it's miles the most important manufacturing unit of cookies in Mexico. The corporation additionally prepares geared up to devour cereals, flour, and other similar shares. It has its head workplace placed in Nuevo León, Mexico, and has production facilities in a single nation in Colombia and 8 in Mexico. PepsiCo owned the brand in 1990.

1.1.2 Biscuit Brands in India

Britannia Biscuits - Considering the fact that youth, we were munching the ones tasty Marie biscuits which have a tint of British taste. commenced in 1892, Britannia as built its manner to turning into the very best seller and most famous biscuit brands. appropriate day cookies are also from Britannia may be discovered in around 50% of the Indian households because of its flavor and unique smiley designed cookies.

Parle Biscuits - Rated because of the too biscuits inside the kingdom, Parle started its adventure in 1929. famous among all of the age corporations because of its diverse tastes and flavours. Parle Biscuits is likewise a pinnacle trending brand. The first-rate product of this brand is Parle-G, which has been reigning hearts seeing that eternity.

Anmol Biscuits - As the tagline says "The right chew", Anmol biscuits have been living inside the hearts of the clients since 1994. famous for its hand-crafted chocolate flavored, dry nut cookies, and vanilla flavored biscuits.

Sunfeast Biscuits - Sunfeast biscuits can be observed in each Indian family. famous and dearly loved by all Indians due to its numerous tastes and kinds. Sunfeast has oatmeal biscuits, digestive biscuits, cookies, and so forth. You call them, and Sunfeast has them. Sunfeast Biscuits is the background brand in India.

Unibic Biscuits - Unibic is an Australian employer with an Indian Counterpart reigning the hearts. It makes scrumptious chocolate flavoured ,choco-chips, dry nuts ,and vanilla flavoured biscuits with

unique flavour and scent. The biscuits are crispy and healthful. Additionally, they produce handmade cookies.

Cremica Biscuits - After manufacturing for almost 3 many years, Cremica has won the hearts of all age companies via its healthful biscuits. So, someone who would like to stay healthy and the match will simply choose Cremica biscuits. The crunchy and tasty biscuits will carry freshness to at least one's life.

PriyaGlod Biscuits - Priya Gold biscuits have a ramification of biscuits keeping in thoughts the numerous flavour buds of the Indian target market. They have got candy, salty and cream biscuits which are loved by way of all of the age businesses from children to old human beings. you can clutch a packet of Priya Gold biscuits and experience your bus or educate adventure.

McVities Biscuits - McVities biscuits are formed with the aid of the collaboration of harmony and an Indian counterpart. They make whole wheat biscuits for human beings dealing with weight problems. Their unique taste makes human beings grasp for more and are preferred amongst many.

Patanjali Biscuits - "PrakritikaAashirwaad" which means Boon to Nature is an apt tagline for Patanjali biscuits. Patanjali biscuits have come to the market, now not lengthy before however have redesigned the Indian heart with its merchandise and taste. Patanjali biscuits are referred to with the aid of nutritionists and medical doctors because of their trans-fat content.

Dukes Biscuits - Famous for the reigning hearts of the younger ones, due to the fact the biscuits are creamy and scrumptious. They produce in numerous flavours like sweets and vanilla. Dukes biscuits are of international best and might effortlessly compete with any global biscuit logo.

1.1.3 Biscuit Brands in Assam

- Parle G Biscuits
- Bakery Biscuits
- Glucose Biscuits
- Salted Biscuits
- Cookies Biscuits
- Monaco Biscuits
- Cashew Biscuits

1.1.4 First Company of Biscuits:

Since age old we people have practiced the art of making Bakery Biscuits which available in the form of unbranded Bakery items. But with the change in time, many companies were involved and they took up the task of branding Biscuits. So **Britannia** is one of the oldest players who started making Biscuits. **Britannia Industries Limited** is

an Indian food and beverage company. Founded in 1892 and headquartered in Kolkata, it is one of India's oldest existing companies. Britannia Industries Limited is among the most trusted food brands in India. Britannia Industries Limited is a food company, which is engaged in the manufacture of Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk, and Yoghurt. The Company operates through the Foods segment, which comprises bakery and dairy products.

The Company's product brands under the biscuits category include Good Day, Crackers, NutriChoice, Marie Gold, Tiger, Milk Bikis, Jim Jam + Treat, Bourbon, Little Hearts, Pure Magic and Nice Time. Its products under bread include Whole Wheat Breads, White Sandwich Breads and Bread Assortment. Its products under diary category include Cheese, Fresh Dairy and Accompaniments. Its products under the cakes category include Bar Cakes, Veg Cakes, Chunk Cake, Nut & Raisin Romance, and Mufills. Its product under the rusk category includes Premium Bake.

The products of the Company are exported across the world, which includes Gulf Cooperation Council Countries (GCC), African Countries, and American Countries. Its subsidiaries include Manna Foods Private Limited and International Bakery Products Limited.

1.2 A glimpse of 5 top Companies

Indian businesses like Parle and Anmol may have seemed like a number of the top biscuits manufacturers in India. The Indian biscuit industry gained prominence within the national bakery scene at some point in the latter part of the twentieth century. This changed into the time whilst the city population changed into looking for ready-made food at a handy price. Earlier on, biscuits had appeared as part of folks that have been ill, however at present is one of the maximum desired fast meals across numerous age corporations. Their reputation has grown because they may be carried without problems and that they provide an extensive style of tastes and are also now not that costly. The list of 5 top companies of Biscuits in India are given below:

Britannia Industries Ltd

Based totally in Bangalore Britannia Industries Ltd is reputed as being one of the pinnacle biscuit manufacturers in India. The business enterprise turned into hooked up way lower back in 1892 and until these days has managed to maintain a distinctive role inside the Indian biscuit industry especially with its maximum

famous emblem referred to as Tiger. Britannia is currently one of the most important manufacturers in India and additionally the leading food associated logo. It's far well known for its groundbreaking technique toward product production and advertising. Forbes international has rated it as one of the pinnacle 200 Small businesses of the sector and it is also the second most dependent on the logo in India. Following are its various brands in the biscuits segment:

- a) Pure Magic
- b) Treat
- c) Britannia Cookies
- d) Milk Bikis
- e) Tiger
- f) Nutri Choice
- g) Good Day
- h) Time Pass
- i) Bourbon
- j) Little Hearts
- k) 50-50
- l) Nice Time
- m) Marie Gold
- n) Rusks

Parle Products Pvt. Ltd

Based in 1929, Parle products Pvt. Ltd ranks most of the pinnacle biscuit brands in India. The organization has 7 manufacturing units of its own and fifty-one manufacturing gadgets on an agreement. Accounting for about 30-35% of marketplace percentage within the biscuit industry this organization is famous for manufacturers like Parle – G, Krackjack, hide & seek Milano, disguise and are looking for, Magix and Monaco. Parle has been one of the leading biscuit brands in India for the last eight many years. Parle-G is reputed to enjoy the maximum income amongst all biscuit manufacturers within the world. Its biscuits offer an exquisite mixture of best, taste, and vitamins. Parle biscuits are available even in far-off villages. Following are the various brands of biscuits offered by Parle,

- a) Parle G
- b) Nimkin
- c) Krackjack
- d) 20-20 Cookies
- e) Monaco-Salted Craker
- f) Golden Arcs
- g) Kreams
- h) Festo
- i) Hide & Seek Choco Chips
- j) Top
- k) Hide & Seek Milano
- l) Happy Happy
- m) Hide & Seek Bourbon

- n) Hide & Seek Fab
- o) ParleActifit Digestive Marie
- p) Magix
- q) Parle Marie
- r) Coconut Cookies
- s) Milk Shakti

Horlicks

Horlicks Biscuits were introduced at some stage in 1992 and when you consider that then the logo has witnessed a growing reputation. those are appreciated by each youngster and dad and mom. Each % presents 100 percentage calcium and the biscuits are available in elaichi and standard flavors.

Cre mica

CREMICA is one of the maximum outstanding biscuit brands in northern India. Its products are in most cases to be had in 4 categories – crackers, cookies, cream biscuits, and glucose biscuits. The corporation is putting in place a brand new plant in Himachal Pradesh, that is predicted to have a capability of 5 thousand lots on a monthly foundation. this may be a fully automatic plant and is supposed to be one of the very excellent in its type inside the USA. In a current survey achieved by way of insight, a famous consumer mag, as consistent with parameters stated by using the BIS, the glucose biscuits of CREMICA got here first within the category for sweet biscuits. It is also a part of the Indian authorities' software to create fortified biscuits for human beings in Afghanistan. The complete program is being achieved beneath the steering of the sector meals organization. It has also been entrusted with the responsibility of exporting biscuits to Iraq as a part of the sector meals program.

Biskfarm

Biskfarm becomes set up at some stage in 2000. It is advertised and held through SAJ food merchandise (P) Ltd, which's a sister concern of Aparnainstitution of corporations. It is miles usually to be had in North japand eastern a part of the US. As well as numerous elements in Southern, Northern, and imperative India. It ismiles a few of the pinnacle 3 bakery brands in all of the markets in which it enjoys a widespread presence. Biskfarm biscuits can be categorized into the following products-

- a) Sweet
- b) Countlines
- c) Semi Sweet
- d) Creams
- e) Crackers

f) Rusk

1.3 Ingredients for Biscuit:

The main components for biscuit making are flours, sugars, and fat. To those ingredients, various small components can be brought for leavening, flavour and texture. The precept aspect of biscuits is wheat flour. Wheat flour carries proteins which include gliadin and glutenin. In the presence of water, those proteins combine to form gluten. The formation of the gluten, its energy and elasticity are in large part decided by using the flour specification, recipe and combining and forming tactics. Starch is the principle element of wheat flour. It represents almost all of the carbohydrate content and around 80% of the total electricity content of wheat flour. Sugar offers sweetness, however, it's also vital in growing the texture of the biscuit. Fats are a vitally essential element in accomplishing the texture, mouth sense and bite of the biscuit. The fats are made from top-exceptional crude oils by using a manner of refining, bleaching and deodorising. They are produced normally from vegetable oils however may include hydrogenated fish oils. Ammonium bicarbonate is a volatile salt, that is an effective leavening agent. When heated, it liberates carbon

dioxide, ammonia gasoline and water. Sodium bicarbonate is the most critical aerating agent. When heated, it reacts with acidic substances in the dough to release carbon dioxide and water.

Wheat flour - One of the precept ingredients for biscuits is wheat flour. The grain consists of bran (12%), which is the outer husk, endosperm, which is the white center (85.5%) and the tiny germ (2.5%). Typical biscuit flour is milled to a yield or extraction of 70-seventy five%. Wholemeal flour is of one hundred% extraction and wheat meal flours in among these extraction charges, commonly round 84% extraction. The flour may also comprise moisture of between thirteen – 15%. The wheat flour consists of carbohydrates (as starch), protein and fats, together with a few fibers, ash and trace minerals and nutrients. The protein is particularly gluten, composed of gliadin and glutenin. The percentage of a protein determines the flour energy. A dough crafted from robust flour with a high protein content material is extensible and may be machined right into a non-stop sheet for crackers and tough biscuits. A susceptible flour with a low protein content produces a quick dough that can be molded or tender, the high-fat dough which may also be deposited at the baking band and whilst baked gives smooth cookie.

Table: Flour in biscuits

Contents	Weak/ medium Flour	Strong Flour
Starch	74.5	71.5
Moisture	14.0	13.5
Proteins(Gluten Forming)	7.0	10.0
Proteins(Soluble)	1.0	1.0
Sugar	2.0	2.5
Fat	1.0	1.0
Total	100.0	100.0

Source: Secondary data

Wheat gluten - The formation of the gluten, its strength and elasticity are largely determined with the aid of the flour specification, recipe and mixing and forming approaches. Wheat flour consists of proteins along with gliadin and glutenin. In the presence of water, those proteins combine to form gluten. As the dough is mixed the protein molecules shape long strands of gluten, that have energy and elasticity. The gluten bureaucracy an elastic internet, which offers the dough electricity and allows it to be machined into a skinny sheet for crackers and tough candy biscuits. These biscuits are made with “sturdy” flour, which has a high protein content, usually 10-12%. The gluten net is also crucial in trapping air and fuel bubbles shaped through yeast fermentation or via leavening

marketers including sodium bicarbonate (“soda”) or ammonium carbonate (“vol”). This leavening process, combined with the laminating of the dough, offers the feature open, flaky texture of crackers during baking. Soft or brief biscuits are normally made with low protein flour (7-9%). A low-protein flour makes a dough with a much weaker gluten net. In addition, these doughs have better fat contents. The fat coats the flour debris and this inhibits the hydration of the proteins and the formation of the gluten internet. Shorter mixing instances additionally result in less improvement of the gluten strands and subsequently, the biscuits have a quick texture.

Starch - Starch is the primary factor of wheat flour. It represents nearly all the carbohydrate content and around eighty percentage of the whole energy content of wheat flour. Starch is a polysaccharide (many sugars) made of glucose units linked collectively to form lengthy chains. The precept starch molecules in wheat flour are amylose, which normally comprises 28% of the entire quantity of starch. Amylose molecules make contributions to gel formation. Their linear chains of molecules line up collectively and can bond to make a viscous gel. Starch is insoluble in water, however, the starch granules do absorb a confined quantity of water in the dough and swell. Above temperatures of 60o-70o C, the swelling is irreversible and gelatinization begins. The gelatinization may additionally preserve until the starch granules are fully swollen, but it's far regular in baked products that best partial gelatinisation takes place. The gelatinisation of the starch contributes to the pressure and texture of the biscuit. As the starch gel is heated further, dextrinization takes place. This contributes to the coloring of the biscuit. In soft dough merchandise, the excessive sugar and fat content material of the dough inhibit starch gelatinisation. The presence of sugars delays the gelatinisation of the starch, which can be because of the opposition to water. The fat, composed of triglycerides and surfactants, also tends to inhibit gelatinization. With excessive sugar and fat recipes, the dough has a low gel viscosity and strength and produces short and tender biscuits and cookies.

Corn flour - Corn flour is a white free flowing powder produced with the aid of wet milling of maize, accompanied through washing, concentrating, centrifuging, drying, milling and sifting to present a natural maize starch. It has a short gel texture, tremendously high viscosity and is without problems dispersed in cold water. The protein in corn flour does now not shape gluten, and it may be used as an ingredient to produce a more tender biscuit with reduced gluten improvement.

Sucrose - Common sugar (sucrose) is a carbohydrate derived from sugar cane or sugar beet. It is a disaccharide composed of two monosaccharides, a molecule of glucose joined to a molecule of fructose. Sugar is used in biscuit formulations in a granulated or powder form. Sugar gives sweetness, but the functional properties of sugar are also important in developing the texture of the biscuit. Dissolved sugar tends to inhibit starch gelatinisation and gluten formation and creates a biscuit with a more tender texture.

Undissolved sugar crystals give a crunchy, crisp texture. Sugar crystals, which melt during baking, cool to a non-crystalline glass-like state which gives a crispy, crunchy texture, particularly on sugar topped biscuits. Dry sucrose melts at 160oC – 186oC. Biscuits with sugar toppings that are melted to a smooth, shiny surface require high intensity flash heat at the end of the oven to fully melt the sugar. Invert sugar syrup is a mixture of glucose and fructose. The sucrose is split into its component monosaccharides by hydrolysis. The sucrose in the solution is heated with a small quantity of acid such as citric acid. After inversion, the solution is neutralised by the addition of soda. The invert syrup is sweeter than sugar and it contributes to a moist, tender texture in the biscuit. Other reducing sugars are included in biscuit formulations in syrup form, for example, glucose syrup, malt extracts, honey. The reducing sugars in the presence of amino acids produce the Maillard reaction which contributes to the color of the biscuit.

Glucose syrup - Glucose syrup (C₆H₁₂O₆) is an answer (as much as eighty%) of glucose (dextrose), maltose and maltodextrins in water. It is normally received via enzymatic hydrolysis of starch. Starch from wheat, corn, potato, cassava or every other plant can be used for this cause. Standard glucose syrup has a DE value (dextrose equal) of 42. The relative sweetness of 42DE glucose to sucrose is 40-45%.

Cane syrup 80% - Syrups with 80% solids derived from the refining of cane sugar. Used for their incredible flavour.

Invert syrup 70% - Syrup of 70% solids made via acid hydrolysis of sucrose. The result is a 50:50 aggregate of dextrose and fructose which can be each decreasing sugars and make a contribution to the Maillard response in baking.

Fructose syrup 80% - Commercially, fructose is commonly derived from sugar cane, sugar beets and corn. Crystalline fructose is a monosaccharide, dried and floor, and of high purity. High-fructose corn syrup (HFCS) is an aggregate of glucose and fructose. High fructose syrup is a unique sort of glucose, formulated with an excessive fructose content material. It is lots sweeter than glucose.

Malt extract 80% - A thick glutinous syrup of eighty% solids commonly non-diastatic and obtained by water extraction of malted wheat or barley. The warmth treatment used to pay attention to the answer destroys any enzymes. Used as one of the vital flavour ingredients for biscuits. Rich in maltose, which is a reducing sugar.

Dough fats and oils -Fats for biscuits are a vitally critical ingredient in reaching the texture, mouth sense, and the bite of the biscuit. The fats are produced from the right high-quality crude oils by way of a method of refining, bleaching, and deodorizing. They are produced commonly from vegetable oils but may comprise hydrogenated fish oils. Typically blended vegetable dough fat is stable at ambient temperature and melts over a huge temperature variety. Most fats used in biscuit making are melted underneath blood temperature (36.9oC), and this avoids a waxy mouth experience. Fats are exact with a Solid Fat Index (SFI), which shows the proportion of strong fats gift inside the overall fat. A vegetable shortening commonly has an SFI of around 21% at 25oC and 17% at 30oC.

Butter - Butter is used for its shortening and flavour. The flavour of the butter is complemented by sugar and vanilla at some point in baking and gives a distinctive flavour and aroma.

Coconut oil - Coconut oil is typically used for oil spraying. The oil is hydrogenated, neutralised, deodorised and bleached. Melting point: 32 – 34oC.

Whole egg powder - The Whole egg powder is spray dried. Egg yolk is rich in fat and lecithin and it's far these ingredients that decorate the flavour and ingesting high-quality of the cookie.

Lecithin - Lecithin is an emulsifier constituted of soya beans and to be had in liquid or powder shape. It may be added to the fat or without delay into the dough blend.

Yeast (fresh) - A microscopic, unicellular organism. It breaks down sucrose and maltose into monosaccharides and glucose and fructose into alcohol and carbon dioxide. During fermentation, the fuel production reasons the dough to boom in volume and develops the flavour. Fresh yeast is available as a compressed block. Active dried yeast and immediately active dried yeast are other forms.

Ammonium bicarbonate (“Vol”) (NH₄HCO₃) - A volatile salt, that's an effective leavening agent. When heated it liberates carbon dioxide, ammonia fuel and water.

Sodium bicarbonate (“Soda”) NaHCO₃ - The maximum important aerating agent. When heated, it reacts with acidic materials within the dough to release carbon dioxide and water.

ACP – Acid calcium phosphate - Acid calcium phosphate is likewise known as monocalcium phosphate. It is used as a leavening agent together with sodium bicarbonate and ammonium carbonate.

SAPP – Sodium Acid Pyrophosphate - Sodium acid pyrophosphate is usually used in the baking

enterprise as a leavening agent. It combines with sodium bicarbonate to release carbon dioxide.

Salt (NaCl) - Sodium chloride, used as a flavour enhancer and also to govern the fee and extent of fermentation.

SMS – Sodium metabisulphite Na₂S₂O₅ - A decreasing agent for the change of the power of the gluten in doughs. It causes the gluten to grow to be greater extensible and less elastic and so reduces shrinkage of the dough portions at some point of baking.

Proteolytic enzyme - Proteinases damage down and alter the gluten in doughs, giving a softer, much less elastic dough.

1.4 Benefits of Biscuits

A healthful weight-reduction plan is one of the fundamental requirements of every person. From the early cup of tea and snacks to the dinner, a healthy food routine is what maintains one healthful. Biscuits are eaten up and appreciated by using humans of all age organizations. Those baked meal products are available in diverse shapes, sizes, and flavours. The satisfactory component of approximate biscuits is that you will eat up them anywhere anytime. furthermore, they're additionally without problems to be had and can be carried around. Biscuits are based on consumers because they're clean to digest and provide enough quantity of nutrition to the frame. It has been researched that consumption of one biscuit an afternoon can maintain one healthful via retaining the immunity robust. One could locate an extensive variety of biscuits made of fine flour, wheat ground biscuits, chocolate biscuits, cream biscuits, and many extras. Biscuits also are prepared for the usage of fruits, nuts or gems, and so on. Biscuits also are properly for small youngsters. It facilitates inside the boom and improvement of the child's frame in addition to the thoughts. There are a wide variety of biscuits for kids that are available in brilliant and attractive flavours and shapes. Kids are very particular about the flavour. Meals manufacturing companies apprehend these facts. Therefore, they've delivered a wide array of biscuits supposed for kid's taste. Biscuits that interest kids are Brown Marrie Biscuits, Chocolate, Glucose Cocoa Biscuits, TeadyBear formed Biscuits, Choco bites, and Fruit Flavoured Biscuits.

Biscuits are quite not unusual in our lives and the crucial for people's breakfast and journey. To prepare meals many humans decide on cookies as a snack. Biscuits are a fast source of carbohydrates, intending to eliminate hunger. Here some points discussed below:

- a) **High in fiber:** Digestive biscuits are an amazing source of fiber in case you want to avoid consumption of sugar and fructose corn syrups. While they're with no trouble to be had in shops, you can buy the substances and make them rather. You would require brown sugar, butter, milk, rolled oats, baking powder, white flower and entire wheat flour.
- b) **Reduces nausea:** Research display that those ginger biscuits may additionally assist in treating nausea and motion sickness. In other research, intake of ginger was tested to help in treating cold sweating, and vomiting.
- c) **High in antioxidants:** Ginger is likewise excessive in antioxidants, which can be determined in sure meals like garlic, crimson wine, coffee, and green tea. These foods help in disposing of free radicals liable for cell harm and expanded threat of sickness. Therefore, everyday intake of ginger biscuits can save you the occurrence of heart ailment and cancer.
- d) **Anti-inflammatory effects:** Ginger biscuits also have anti-inflammatory consequences, thereby are crucial for problems like rheumatoid arthritis, bursitis, ulcerative colitis and bursitis. Although there are not any acknowledged side consequences of taking ginger biscuits, it is beneficial to slight you intake if you are on remedy.
- e) **Treats diabetes:** Studies show that consumption of ginger biscuits might also help modify glucose degrees and for this reason is suggested for diabetes. However, it's far recommended to consult your doctor to avoid capacity health headaches.

1.5 Demerits Biscuits consumption of Biscuits

Eating an excessive amount of biscuits can be dangerous to the health. The danger will increase to forty percentage. Scientists trust that traditional food is more secure than readymade food or speedy food. Excessive sugar content ends in insufficient consumption of nutrients and reduced immune function. Long-term consumption of foods with a high sugar content will significantly shorten a person's life span. The World Health Organisation has investigated the causes of death in 23 countries and the results show that eating more sugar is more harmful than smoking. The biscuit contains a lot of sugar. Nutritions recommend that sugar intake not exceed 100 grams per day. However, for some children and young women who like to eat biscuits, snacks and drinks, it is common to consume more than 100 grams of sugar per day. Therefore, the consequence of frequent

consumption of polysaccharide biscuits is that they consume a lot of energy and produce feeling satiety. At the same time, the sugar metabolism in cookies needs to consume a variety of vitamins and minerals, which will affect the human body's intake of proteins, vitamins, minerals and foods with dietary fiber cause nutritional problems such as vitamin deficiency, calcium deficiency and potassium deficiency. If things continue this way, it will lead to nutritional deficiencies, development disorders, obesity and other diseases.

Gluten hypersensitivity is one of the important side outcomes of biscuits. Since most biscuits include refined flour, they can motive constipation in some people. People who're stricken by celiac disease may not be able to eat conventional biscuits. Cookies and donuts incorporate excessive amounts of sugar, refined flour and excess fat. They may be extraordinarily excessive in energy. Eating five biscuits and cakes can harm your memory - no matter what your age. Fats located in some biscuits, desserts and processed meals can have a detrimental impact on memory. Most biscuits are consumed with a cup of tea or coffee. But the problem is that biscuits provide extra than crunchiness. These contain large quantities of kilojoules, bad fats and highly processed carbohydrates. They are normally low in fiber and entire grains which may be bad for health.

1.6 A brief overview of the literature

Sheth and Park (1974) 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, (1987) 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 (1993) 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.

Well, a brand sales force may be used to persuade prospective customers.

According to Bloemer and Kasper (1995), the connection between customer pride and loyalty became moderated by respondents on the assessment of the brand choice.

According to Moye & Kincaid (1999) Consumers express a preference or lack of preference for stores, brands, advertisements, and other marketing stimuli by reflecting a favourable or unfavourable attitude. In this sense, clients with a good mindset closer to a shop will maximum possibly choose the shop and buy its products, however, consumers with damaging attitudes will now not choose the store and no longer purchase the products.

According to Mittal and Kamakura (2001), their research paper addressed the link between satisfaction and repurchase behavior. Their major findings indicate that despite identical ratings on satisfaction, due to respondent characteristics such as age, education, marital status, sex, and area of residence, a significant difference was observed in repurchase behavior. Over the past decade, retailers use manufacturer brands to generate patron hobby, patronage, and loyalty in a shop.

G. Prakash (2004), A Study on Consumer Buying Behaviour on Britannia Marie Gold Biscuits has made some notable observations regarding consumer buying behavior. Every organization envisioned at maximizing the productivity and the profit never fails to show immense interest on knowing their customer requirements.

Renuka and Hirekanchanagoudar (2008) in their study on "study on consumer buying behaviour of ready-to-eat food products". To determine the market penetration of Britannia Marie biscuits by retailers. The data were collected from 150 respondents. The tools are used in a simple percentage and correlation co-efficient. It is concluded that the main elements influencing brand choice for biscuits, chips, fruit juice, and ice lotions had been pleasant, taste, and affordable rate. Thus, they have a look at found out that the younger generation preferred greater ready-to-eat meals products than the other age groups. Consumer behaviour also varies from product to product.

F. Mohamed Sabura and Dr. T. Vijayakumar (2009) made a "study on retailer attitude towards Britannia biscuits with special reference to rural areas of Coimbatore city". To analyze the customer satisfaction about Britannia biscuits. The total sample of respondents was fixed at a judgment random basis. The records became

gathered from 250 respondents in Coimbatore city. Different statistical tools are used for the analysis of the collected data, such as tabulation, percentage analysis, bar diagram, ANOVA, and Karl Pearson's coefficient of correlation. The conclusion draws from the retailer's point and that, the distribution system of Britannia biscuits needs improvement through the direct selling method to fulfill the customer.

Suresh Garg (2010) carried out a study entitled "A study on consumer preference towards Britannia Good day biscuit". Detailed that Day by day the intensifying global competition is throwing challenges in the form of uncertainty and fluctuation in demand, the necessity to provide a wide variety to attract and hold the ever-demanding customer. To live on and succeed beneath such a competitive environment, companies are pressured to discover and adopt green and effective methods for his or her operations. Organizations are looking for methods to boom the fee in their merchandise and services with the aid of putting off unnecessary techniques and practices from all structures. Lean manufacturing is a systematic team-based approach for finding and eliminating waste. The implementation of a Lean production machine allows organizations to reduce lead-time and inventory, enhance high-quality, and achieve higher on-time deliveries and utilization of sources leading in the direction of elevated income and profit through customer satisfaction. The Indian biscuit industry is the third-largest manufacturer of biscuits in the world producing around 60% of the total production in the organized sector and the balance 40% by the unorganized bakeries.

Mr. S.D. Nidhyanth, and Mr. B. Vigneshwaran (2011) made a "study on customer satisfaction towards Britannia biscuits in Coimbatore city". To find out the factors those influence the purchase of Britannia biscuits. The information is accumulated at once from the pattern by interviewing or mailing questionnaires at a unique period. In this study, the sample size was 100 respondents. Tools used in this study are percentage analysis, chi-square test. It is concluded that consumer's satisfaction with preferable taste, awareness about various brands, about choice, and their frequency of preference satisfaction of Britannia biscuits.

Dr. M. Arutselvi, (2012), "A Study on Consumers' Preference Towards Various Types Of Britannia Biscuits In Kanchipuram Towns. The topic deals with the look at consumer behaviour towards Britannia Biscuits. The purchaser behaviour varies from brand to brand on the premise of excellent, amount, fee, flavour,

advertisement, etc. It is concluded that the market has a look at on biscuits at Kanchipuram metropolis as helped to recognize the repute of biscuits. It has found out the requirements of the taste of the client of biscuits. Britannia Biscuits are having an excellent market share in Kanchipuram city.

Dr.V.Kannan's (2017) study examined that biscuit as a portion of delicious food in the morning and also evening as refreshment. Hence the Britannia and Parle G products are moving fast in the market and people consume a variety of biscuits, bread, rusk, cakes, and dairy products. The retailers are only the intermediaries who frequently meet the ultimate end-user of the Britannia product. They now show the client Perception, choice, and mindset in the direction of products. They never lose the present purchaser, Hence it is inevitable to have a thorough look at on client's notion, desire, and mindset toward Britannia biscuits.

HemantJ.Katole (2018) in his study customer brand loyalty and buying behaviour of consumers for fast-moving consumer goods, especially biscuits. Two parameters have been studying gender and age are considered to verify the brand and health consciousness of consumers while buying the biscuits. By using the observation method and questionnaire method researchers have collected the data of actual timing taken by the consumer for buying biscuits. The study was found that the customers behave health-conscious irrespective of gender while buying the product especially biscuits.

1.7 Objectives of the Study

- a) To study the factors forming consumption behaviour pattern in choice of Britannia Biscuits.
- b) To measure the level of customer satisfaction associated with Britannia Biscuits.
- c) To identify the factors contributing in the purchase Decision Making Process of Britannia Biscuits.

1.8 Research Questions

- a) What are the different factors forming consumption behaviour patter in the choice of Britannia Biscuits?
- b) What is level of satisfaction of the consumers consuming Britannia Biscuits?
- c) What are the various factor contributing in the purchase decision making process of Britannia Biscuits?

1.9: Limitations of the Study

- The sample has been taken only from 100 respondents

- As this study is confined only to the respondents of Guwahati city, the findings and suggestions are applicable only to Guwahati city.
- The details furnished by the respondents are true and the result is based on this assumption.

CHAPTER 2

Research Methodology

2.1 Research Design:

The present study is both descriptive and analytical in nature mainly based on the survey method. It employs both primary and secondary data. By following a systematic methodology, the problem taken for the research is analyzed and the results are presented.

2.1.1 Collection of Data

The present study uses primary data and secondary data for empirical analysis. Primary data required for the study were collected by using a well-structured interview schedule, structured questionnaire in Google forms. The primary data are those data collected a fresh and for the first time and thus happen to be original in character. Since primary data are to be originally collected, while in case of secondary data in the nature of data collection work is merely that of compilation. So, primary data has been gathered for the purpose of the study employing all the above methods.

Secondary data were collected from websites, magazines, journals, and other newspapers. The secondary data on the other hand, are those, which have already being collected by someone else and which have already been passed through the statistical process. Secondary data has been gathered from various published sources, the same has been given in detail in Bibliography.

2.1.2 Sample Design:

Research is designed for two sampling plans. It consists of three divisions. i.e., sampling unit, sampling size and sampling techniques. This particular survey was directed at only those who are selling biscuits in Guwahati city. The selection criteria were based on the data availability, convenience, and level of participation. Hence, it chooses convenience sampling for this study among various sampling methods. For collecting the surveys the Social media network have been used and the questions were selected through Google forms. The primary data were collected using a structured questionnaire in Google forms. The study has adopted a convenience sampling method based on the collected information from 100 respondents in Guwahati City. From 60 respondents were taken for study to know about the satisfaction level of the consumer

regarding these Britannia products in Guwahati City.

2.1.3 Analytical tools

The analysis for the study is done based on of data collected through observation, questionnaires, and discussions with officials. The data collected were qualitative. For extracting meaningful information from the data collected, the following tools were used

- Simple percentage method.
- Tables, Charts, Bar Diagrams, Pie Diagrams.

2.1.4 Time frame of the Study:

The study was conducted for a period of 4 months. Fieldwork for this study was carried out. It was conducted during the month of March-June 2021. The interview schedules for the collection of data from customers (interview schedule). Completed schedule were thoroughly checked and duly edited. The omission and commission were rectified by revisits.

2.2 Questionnaire of the study

The present study uses a structured Questionnaire to collect primary data. The questionnaire is enclosed in this section.

Questionnaire

1. Age of the respondents: in Years

2. Sex:

- Male
- Female

3. Educational Qualification:

- Illiterate
- School Level
- College Level
- Professional

4. Present Status:

- Student
- Agriculturist
- Government Employee
- Private Employee
- Businessman
- Housewife

5. Monthly Income of the family:

- Below Rs. 5,000
- Rs.5,000-10,000
- Rs.10,000-15,000
- Rs.15,000-20,000
- Above Rs. 20,000

6. Marital Status:

- Married
- Unmarried

7. Size of your Family:

- 1-3 Members

b) 4-5 Members

c) 5-8 Members

8. Which Brand of Biscuits you are mostly using?

- Britannia
- Parle
- Both

9. What type of Biscuits you are using?

- Cream Biscuits
- Without Cream Biscuits
- Cookies
- Sweet Biscuits
- Chocolate Biscuits
- Organic Biscuits

10. Please Tick(✓) Britannia Biscuits you prefer more?

- Good Day
- Nutrchoice
- Tiger
4. 50-50
- Treat
- VitaMarieGold
- Bourbon
- Little Hearts
- Pure Magic
- Nice Time
- Snack Biscuits
- Milk Bikis
- Rusk
- Time Pass

11. How long you using the Biscuits?

- Below 5 years
- 6-7 years
- 11- 15 years
- Above 15 years

12. Where do you purchase the Biscuits?

- Grocery Shop
- Departmental Store
- Super Market
- Petty Shop
- Madical Store

13. How much quantity of Biscuits you have been purchased?

- Small Size
- Medium Size
- Big Size

14. When do you purchase the Biscuits?

- Frequently
- Regularly
- Occasionally
- Rarely

15. How did you come to know about the Biscuits?

- Advertisement
- Friends & Relations
- Shop Keeper
- Free Gift/Offer

- e) Others
16. If Advertisement, please mention which Media:
- a) Television
 - b) Radio
 - c) News Paper
 - d) Poster/Banner
17. Why do you like Britannia Biscuits than any other biscuits?
- a) Taste
 - b) brand
 - c) affordable price
 - d) market availability
18. Are you satisfied by using Britannia Biscuits? If yes, then how much?
- a) Low
 - b) Medium
 - c) High
19. Will you buy more quantity when any free offer is offered along with regular ones?
- a) Yes
 - b) No
20. Do you check the manufacture and expire date?
- a) Yes
 - b) No
21. Whom/What influenced to purchase the Biscuits?
- a) Parents
 - b) Spouse
 - c) Friends
 - d) Children
 - e) Advertisement
22. For what purpose you are purchase the Biscuits?
- a) Self Use
 - b) Gift Use
 - c) Both(Self/Gift use)
 - d) Others

23. Please give your opinion about the following attributes. Please tick (✓) in the Appropriate places.

Factors	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
Brand Image					
Taste					
Price					
Package					
Availability					
Quality					
Quantity					
Free Offer					

CHAPTER 3

Results and discussion

3.1 Profile of the respondents

The process of evaluating data using analytical and logical reasoning to examine each component of the data provided. This form of

analysis is just one of the many steps that must be completed when conducting a research experiment. Data from various sources is gathered, reviewed, and then analyzed to form some sort of finding or conclusion.

Table 3.1.1: Profile of the respondent

		Number of Respondents	%
Age	Young (Below 25)	40	40.0
	Middle (25- 40)	35	32.0
	Old (Above 40)	25	25.0
Gender	Male	60	60.0

	Female	40	40.0
Marital Status	Married	55	55.0
	Unmarried	45	45.0
Educational Qualification	Illiterate	11	11.0
	School Level	28	28.0
	College Level	38	38.0
	Professional	23	23.0
Occupational Status	Student	25	25.0
	Agriculturist	11	11.0
	Government Employee	9	9.0
	Private Employee	23	23.0
	Businessman	14	14.0
	Housewife	18	18.0

Source: Compiled by author

Age is an important factor in decision making. For the purpose of this study age has been studied under three heads viz., young (below 25 years), Middle (25-40 years) and old (above 40 years). The sample consist of 40 young aged respondents, 36 middle aged respondents and 25 old aged respondents. This distribution of sample respondents -according to age is shown in the above table.

Gender is identified from the table No.3.1.1 it is clear that 60% of the male respondents and 40% of the female respondents. Thus the table gives the result that the majority of the respondents i.e. 60% of the male respondents.

Marital Status is identified from the table No. 3.1.1 is clear that 55% of married respondents and 45% of unmarried respondents Education is acquiring or imparting skills, values and knowledge. Education also means preparing people to develop new ideas and to adjust to a changing environment. Normally in India, education level is low. Hence educational qualification is an important factor for the purpose of analysis. An attempt is made to analyze the educational level of the respondents. For this, the respondents have been classified into four categories such as illiterates, educated up to school level, college level, and professional. The following table reflects the educational qualification of the respondents. The Table No.3.1.1 shows that the illiterate respondents status of the biscuit is 11%. The status of the respondents with school level education is

28%. The status of the respondents with college level is 38% and the status of the respondents with the professional 23%. Thus it is clear that the college level respondents have satisfaction to biscuits to the maximum level than other respondents.

Now-a-days people are employed either in private or public sectors or they are self employed. Present status of the respondents has been classified into six categories such as student, agriculturist, private employee, Government employee, Business man and House wife. The following table gives an idea of satisfaction based on present status of the respondents. Thus the table gives the result that a majority of the respondents i.e. 25 (25.0%) are student. The remaining (23%) of the respondents is private employee, and (18%) of the respondents were House wife, and satisfaction of the respondent were agriculturist (11%) and satisfaction of the respondent were businessman (14%) and remaining (9%) of the respondent is Government Employee.

3.2 Income of the respondents

Income means any money earned for having done any kind of work or for rendering any kind of service. When the income level increases it has a strong influence on the behavioral pattern of the family. An attempt is made to analyse the monthly income of the respondents. The following table gives an idea of satisfaction based on monthly income of the respondents.

Table 3.2.1 Monthly Income of the respondents

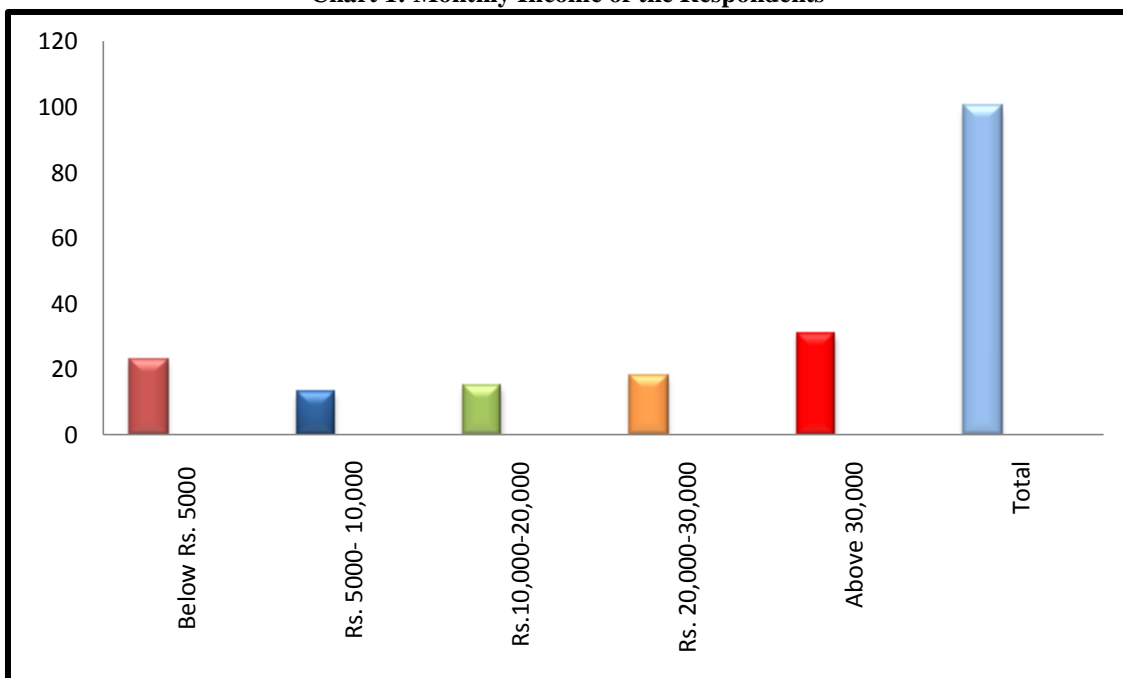
SL No.	Family Income	No. of Respondents	%
1	Below Rs.5000	13	13
2	Rs. 5000 — Rs.10,000	31	31
3	Rs. 10,000 — Rs.20,000	15	15
4	Rs. 20,000 – Rs. 30,000	18	18
5	Above 30,000	23	23
Total		100	100%

Source: Compiled by author

The Table No.3.2.1 shows that the below Rs.5000 income of the respondents status is 13%. The income of the respondents with Rs.5000-Rs.10,000 is 31%. The income of the respondents with Rs.10,000-Rs.20,000 is 15% ,Rs. 20,000- Rs.

30,000 is 18% and is remaining 31% of the respondents is above Rs.30,000. Thus the table gives the result that a majority of the respondents i.e. 23 (31.0%) are Rs. above 30,000.

Chart 1: Monthly Income of the Respondents



Source: Compiled by authors

3.3 Years of using the Britannia Biscuits

Table 3.3.1: Years of using the Britannia biscuits

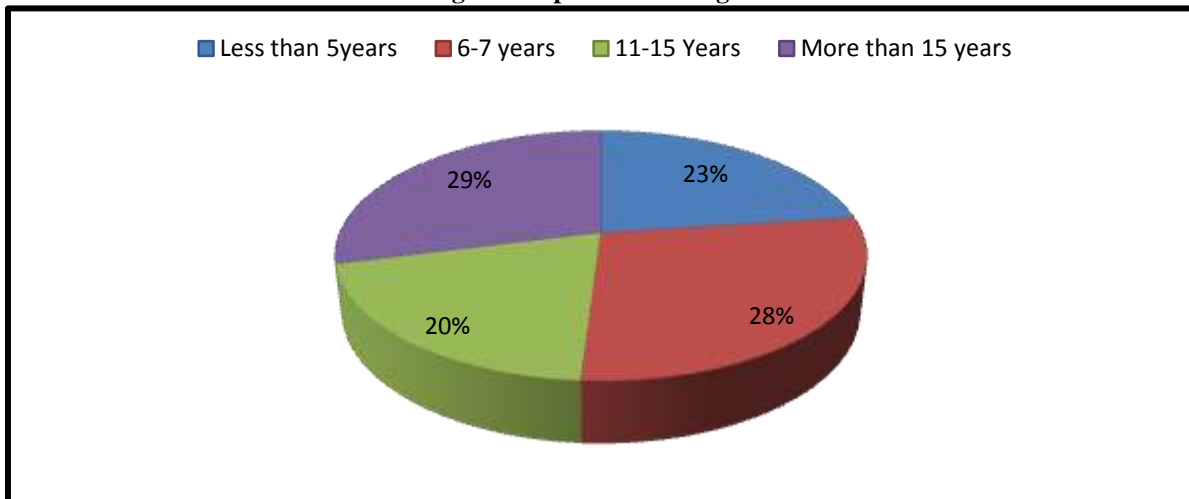
Years of using Britannia Biscuits	No. of Respondents	%
Less than 5 years	23	23.0
6-7 years	28	28.0
11-15 years	20	20.0
More than 15 years	29	29.0
Total	100	100%

Source: Compiled by author

The table 3.3.1 shows that the 23.0% of respondents are using Britannia Biscuits less than 5years. 28.0% of respondents are using Britannia biscuits under the category of 6-7 years,20.0% of the respondents under the category of 11-15 years

and 29.0% of the respondents are using above 15 years. Hence, the majority of the respondents of 29.0% comes under the category of more than 15 years of using the Britannia Biscuits.

Chart 2:Percentage of Respondents Using Britannia Biscuits



Source: Compiled by author

3.4 Determinants of consumption behavior of Britannia Biscuits.

Table 3.4.1 Determinants of consumption behavior of Britannia biscuits

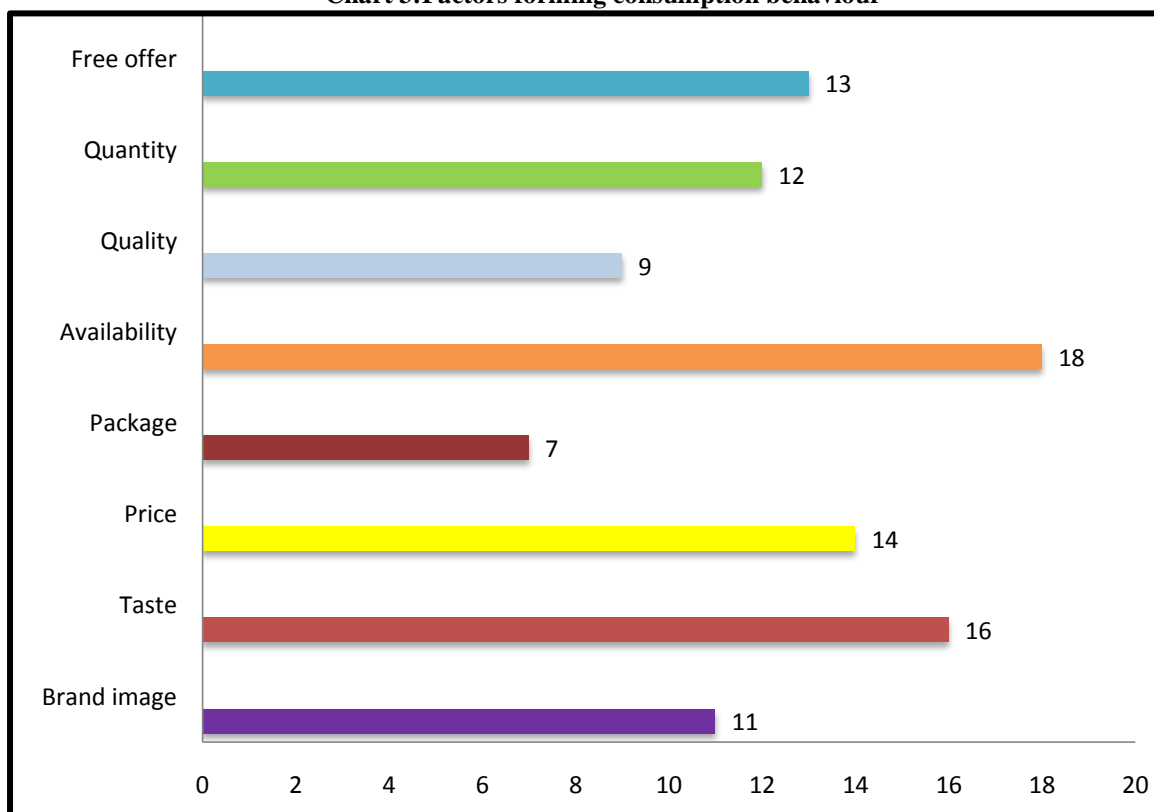
Items	No. of Respondents	Respondents (in %)
1 Brand Image	11	11%
2 Taste	16	16%
3 Price	14	14%
4 Package	7	7%
5 Availability	18	18%
6 Quality	9	9%
7 Quantity	12	12%
8 Free Offer	13	13%
Total	100	100%

Source: Compiled by author

In the table 3.4.1 shows that 11% of respondents are preferred brand image, 16% of the respondents are liked the taste, 14% of the respondents are satisfied price, 7% of the respondents are preferred for packaging, 18% of

the respondents are satisfied for the availability, 9% of the respondents are satisfied quality of the product, 12% of the respondents are preferred quantity of the items and 13% of the respondents are liked the free offer.

Chart 3: Factors forming consumption behaviour



Source: Compiled by author

3.5 To measure the level of customer satisfaction associated with Britannia Biscuits.

The consumer satisfaction has been classified into three categories such as more than

expected, happy with it and needs improvements. For the respondents the total percentage value of each respondents has been calculated from 100 respondents.

Table 3.5.1: Level of Customer Satisfaction towards Britannia Biscuits

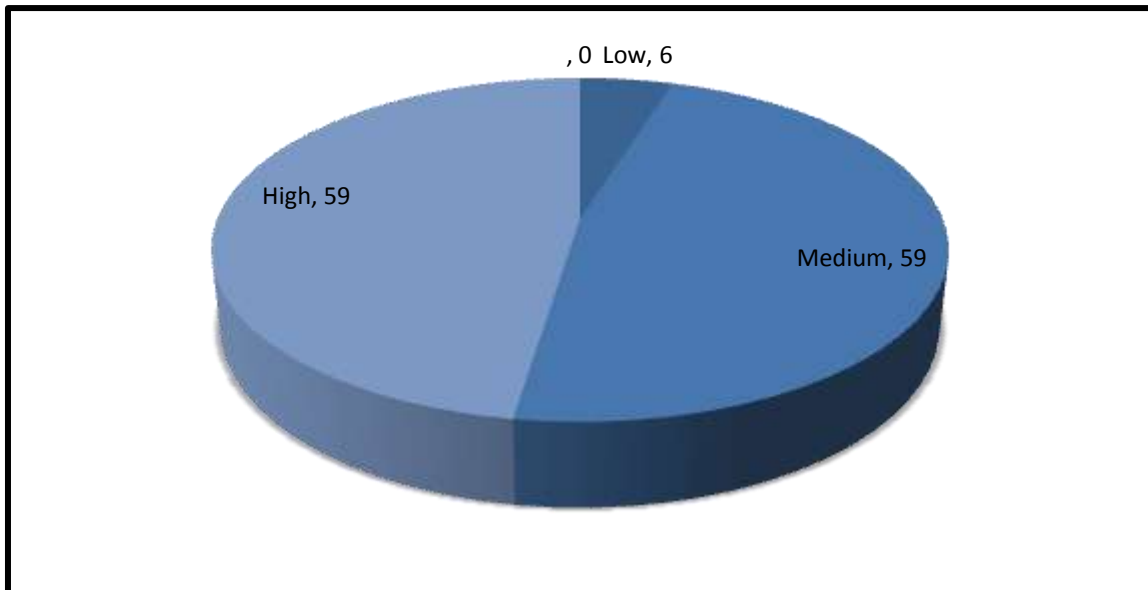
SL No.	Level of Satisfaction	Frequency	Percentage
1	Low	6	6.0
2	Medium	35	35.0
3	High	59	59.0
Total		100	100%

Source: Compiled by author

The above table 3.5.1 shows that 6% of the respondents said that their satisfaction level in Britannia is low. 35% of the respondents said that their level of satisfaction is medium. 59% of the

respondents said the level of satisfaction is high. Hence majority of the respondents says that they are happy with this product.

Chart 4: Customer satisfaction towards Britannia Biscuit



Source: Compiled by author

3.6 Factors influencing level of customer satisfaction:

In this study presents the various demographic factors of the sample respondents like age, gender, religion, education, occupation, income and no of family members. The researcher

has examined the relationship between the factors and consumer satisfaction for this purpose. With a view o find the degree of association between age and level of satisfaction in biscuits, two-way table is prepared and illustrated as below.

Table 3.6.1:Age and Level of Satisfaction of the Sample Respondents

SL no.	Age Year	Level of customer satisfaction			Total
		Low	Medium	High	
1	Young (Below 25)	1 (0.06)	18 (6.3)	21 (12.39)	40
2	Middle (25-40)	2 (0.12)	14 (4.9)	19 (11.21)	35
3	Old (Above 40)	3 (0.18)	3 (1.05)	19 (11.21)	25
Total		6	35	59	100

Source: Compiled by author

It is found from the Table No.3.6.1 shows that the percentage of high level of age and satisfaction is the highest (11.21) among the old aged respondents and the lowest (0.12) among the middle aged respondents. The percentage of medium level of age and satisfaction is the highest (6.3) among the young aged respondents and the lowest (4.9) among the middle aged respondents. On the other hand, the percentage of low level of age and satisfaction is the highest (0.06 & 0.12)

among the middle and young aged respondents and the lowest (0.18) among the old aged respondents.

3.7 Sex of the respondents with level of satisfaction:

With a view to find the degree of association between the sex of the respondents and level of satisfaction two-way table is prepared and shown in the following table.

Table 3.7.1: Sex wise classification of respondents

SL No.	Sex	Level of customer satisfaction			Total
		Low	Medium	High	
1	Male	4(0.24)	18(6.3)	38(22.42)	60
2	Female	2(0.12)	17(5.95)	21(12.39)	40
Total		6	35	59	100

Source: Compiled by author

It is found from the Table No.3.7.1 that the percentage of high level of sex wise classification of the respondents in biscuits is the highest (22.42) among the male respondents and the lowest (12.39) among the female respondents. The percentage of medium level of sex wise of the respondents in biscuits is the highest (6.3) among the male respondents and the lowest (5.95) among the female respondents. On the other hand, the

percentage of low level of satisfaction in biscuits is the highest (0.24) among the male respondents and the lowest (0.12) among the female respondents.

3.8 Educational qualification of the respondents:

With a view to find the degree of association between educational qualification and level of satisfaction in biscuits, two-way table is prepared and illustrated as below.

Table 3.8.1: Distribution of respondents based on education

SL no.	Educational Qualification	Level of satisfaction			Total
		Low	Medium	High	
1	Illiterate	2 (0.12)	4 (1.40)	5 (2.95)	11
2	School level	1 (0.06)	11 (3.85)	16 (9.44)	28
3	College level	2 (0.12)	17 (5.95)	19 (11.21)	38
4	Professional	1 (0.06)	3 (1.05)	19 (11.21)	23
Total		6	35	59	100

Source: Compiled by author

It is seen from the Table No.3.8.1 that the percentage of educational qualification and level of satisfaction is the highest (9.44) among the school level respondents and the lowest (0.12) among the illiterate respondents. The percentage of medium level of education qualification and level of satisfaction is the highest (5.95) among the college level respondents and the lowest (1.05) among the professional respondents. On the other hand, the percentage of low level of educational qualification and level of satisfaction in the highest

(0.12 & 0.06) among the college level and school level respondents and the lowest (0.06 & 0.12) among the professional and illiterate respondents respectively.

3.9 Present status of the respondents:

With a view to find the degree of association between the present status of the respondents and level of satisfaction two-way table is prepared and shown in the following table.

Table 3.9.1: Classification of respondents based on present status

SL no.	Occupational Status	Level of satisfaction			Total
		Low	Medium	High	
1	Student	1 (0.06)	11 (3.85)	13 (7.67)	25
2	Agriculturist	1 (0.06)	4 (1.4)	6 (3.54)	11

3	Government employee	1 (0.06)	4 (1.4)	4 (2.36)	9
4	Private employee	1 (0.06)	8 (2.8)	14 (8.26)	23
5	Businessmen	1 (0.06)	6 (2.1)	7 (4.13)	14
6	Housewife	1 (0.06)	2 (0.7)	15 (8.85)	18
Total		6	35	59	100

Source: Compiled by author

It is seen from the table No. 3.9.1 that the percentage of present status and level of satisfaction is the highest (7.67) among the student of the respondents and lowest (2.36) among the government employee respondents. The percentage of medium level of present status and level of satisfaction is the highest (2.8 & 3.85) among the student and private employee respondents and the lowest (1.4) among the Government employee respondents. On the other hand, the percentage of low level of present status and level of satisfaction is the highest (0.06) among the student respondents and the lowest (0.06) among the business man and house wife respondents respectively.

CHAPTER 4:

Concluding remark

This chapter presents the results of the findings of the empirical study encountered in Chapters 2 and 3. The application of statistical tools on the primary data related to the study yielded the following results that are summarized and presented as findings.

4.1 SUMMARY OF FINDINGS

1. This study shows that the many of the respondents of 40% comes under the category of below 25 years of age.
2. Britannia shows 60% is as male respondents and 40% is as female respondents out of 100 respondents.
3. This study shows that the majority of the respondents of 38% comes under the category of college level.
4. This study shows that the majority of the respondents of 25% comes under the category of student.
5. This study shows that the majority of the respondents of 31% comes under the category of monthly income Rs. 5000-10,000.
6. This study shows that the majority of the respondents of 29% comes under the category of more than 15 years of using the Britannia biscuits.

7. This study shows that the majority of the respondents of 18% comes under the category of convenient about availability of Britannia Biscuits.
8. This study shows that the majority of the respondents of 59% comes under the category of satisfied.

4.2 SUGGESTIONS

1. 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 Britannia biscuits and they consumer it.
2. Some respondents are wants a combo pack in the Britannia biscuits as a gift pack. If a company introduces a new sub brand in Britannia biscuit means and they can use a sample or free methods as a technique.
3. The respondents want that ingredients used in Britannia biscuits should be more hygiene for the health of kids.
4. The frequency of advertisement in the mass media like radio, newspapers is not up to satisfaction. Many people in the rural areas are unaware of various biscuits of Britannia brand. The company has to introduction new brand to increase its share in the market.
5. Usage margin among the customer is very high. So the company has to increase the quantity and quantity of the biscuit.
6. The supply of the biscuit should be frequent.

4.3 CONCLUSION

Marketing plays a pivotal role in the growth and development of country. The development of marketing has always kept pace with the economic growth of the country. Now the modern making face the high competition in their activities. Competition is the order of the day. Businessmen have started realizing it. Earning profit is possible only through consumer's satisfaction. To satisfy a customer, his needs have be known. This is possible only when information

are collected from the consumer. That's why our modern marketing is a consumer oriented marketing. It begins with consumer and ends with customer.

The main purpose of this study is to collect information about the Britannia biscuits user's followed among the different groups of members in Guwahati City. The research has under taken this study customer satisfaction of Britannia 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.

CHAPTER: 5

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