

## **CONSUMER RESPONSE TOWARDS PRODUCT QUALITY MEASUREMENT WITH HIGH VALIDITY AND RELIABILITY**

**Dr. A.Nithya**

### **ABSTRACT**

To bring an innovativeness and creativity in the minds of marketing educators on various selling and marketing activities. This study also creates awareness of packaging design, sales promotion tools, catchy logos and slogans to the educators. This paper expresses about how innovativeness can be used in the selling and marketing activities in this highly competitive world. It also indicates how a consumer response can be created towards product quality measurements with high validity and reliability. Research designs indicate the method and procedures for collecting mandatory information. The exploratory research as well as descriptive research was used for this study. The researcher also made use of a focus group methodology to understand consumer response towards quality measurement of any product.

After completion of reading this paper, the reader will enhance their innovativeness and creativity skill that are used to develop marketing strategy. Readers will have vast knowledge and skills on selling and marketing strategy. They will be able to produce creativity in packaging design, sales promotional tools, attractive logo and slogan. Through this innovativeness they can make a consumer to respond towards the product. All this will end up in high sales and high profit. Creating consumer response towards quality measurements with high validity and reliability is very important and unavoidable for any industry in order to make survival in the market. Marketing Educators will also understand that more than manufacturing a product, marketing a product is very important. This study will help to explore new ideas on how to sell and market the product with comfort and compact packaging design, various suitable sales promotional tools according to the various consumers and memorable logos, slogans. Hence this paper will help them to concentrate more on selling and marketing strategies to get maximum profit.

**KEY WORDS:** Consumer response, Marketing, Advertising, Product quality Measurements, Britannia.

## **INTRODUCTION**

This study deals with consumer response towards Britannia products and its opinion on innovation. Nowadays consumers are much conscious about the health. They want all those needs to be filled by reputed company in the healthier manner. They take number of suggestions for making one decision. They collect data through many modes and finally decide to purchase or not. The organization who satisfy the consumer expectation is said to king of the world. This could happen if they take all steps and ways to fulfill the consumer needs.

This study reveals about the new launch of products, packaging, sales promotion techniques, advertisements, slogan & selling strategy. It will help the Britannia Company to know about the consumer taste and preference towards Britannia.

The study is categorized into the followings:

1. Consumer response towards Britannia
2. Research methodology
3. History
4. New products
5. Packaging
6. SPT
7. AD
8. Slogan
9. Selling strategy
10. Conclusion

## **CONSUMER RESPONSE TOWARDS BRITANNIA**

According to consumer perception towards Britannia is reputed company with popular brand name. Every one right from small kid to old people longing for Britannia branded biscuits, cakes and breads.

The consumer opinion about Britannia

- ❖ BRI - Brilliant company always provides
- ❖ TAN - Tangible quality products and services with
- ❖ NIA - Nice, Innovative and Aesthetic appearance

## **RESEARCH METHODOLOGY**

Research designs indicate the method and procedures for collecting mandatory information. The exploratory research as well as descriptive research was used for this study. The researcher also made use of a focus group methodology to understand consumer response towards quality measurement of any product.

When we enquired about Britannia innovation, nearly 200 respondents gave suggestions about the products, packaging, sales promotion techniques, ad, logo & slogan etc.

### HISTORY OF BRITANNIA

Britannia industries limited are a \$1 billion food company. The company has been a steady growth of 16% CAGR in sales in the last 10 years. Britannia employs around 1300 permanent employs and 2000 contact employs. It was established in 1882 as a biscuits manufacturing and selling company. The company was incorporated as a public limited company in 1918 under the Indian companies act, 1913. It is listed in the Bombay stock exchange (BSE: 500825).

Over the years Britannia has forayed its manufacturing & selling footprint into other food areas like cakes, Rusk, breads and dairy products. Today Britannia is among the biggest Indian food brands. It has been rated as ‘Most Trusted Food Brand’ by consumers across India and achieved the no 1 position in the survey done by AC Neilson and Economic Times of India. Brand Britannia also entered the “Hall of Fame” for being in the top 10 trusted brands across all product categories for the last decade. Additionally it has won IMC Ramakrishna Bajaj Award for performance excellence for 4 of its factories in Delhi, Gwalior, khopoli and Bangalore and CII National Food Safety award for its Factory in Delhi.

The registered office of BIL is in Kolkata and the corporate office is in Bangalore. It has its manufacturing presence in over 70 locations in India with over 3400 distribution channel partners. Britannia has a manufacturing presence in Middle east, and its products are sold in various geographies like Middle east, north America, Africa, central Asia & Australia.

### BRITANNIA-PRODUCTS



**Fig. No. 1 Britannia Products**

## BRITANNIA-PACKAGING

Already Britannia packaging is compact and attractive but still improvement can be made as suggested by the respondents. The following are the few packaging suggested by respondents:

- Plastic trays- with attractive colors like silver, Golden, green, blue, orange, pink,



Fig. No.2



Fig No. 3



Fig. No. 4

- Bags/pouch for biscuits, even chips.
- Boxes for cakes, chocolates, bread, Rusk.
- Cans/plastic bottle for juice, jam, sauce, energy drink, coffee or tea powder, pickles.
- Cartoon with tray for chocolate which will attract kids.



Fig. no. 5



Fig. No. 6

Aesthetic wrappers for FMCG



Fig. No. 7



Fig. No. 8

### BRITANNIA-SALES PROMOTION TECHNIQUE

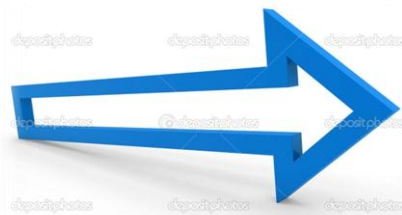
Kid's



toys



Tattoos



Female's

offers

Females attracts much towards for extra offers or discounts



Male adult's May like tour and season ticket for IPL, Football matches.

**Fig. No. 9 – SPT**

**Who to act in BRITANNIA-AD**

- ✓ Mostly kids and family members especially mother will suit for the advertisements like beverages
- ✓ For FMCG Ad, sports star or doctor advise is preferred.
- ✓ Or else the animation is best in the field of advertising.

**Attractive slogan for Britannia**

- ✓ For energy drink's:

*drink healthy, think better*

- ✓ For FMCG:

*use healthy, live hygiene*

**BRITANNIA SELLING STRATEGY**

The major task in any industry is not production but effective and efficient productive selling. Here this study reveals what are the tactics to sell the products produced:

- Door to door delivery
- Online marketing
- Creative ad
- Creative sales promotion techniques
- Creative packaging

Online marketing has fast approach in minds of youth and educated people. Half of the population are young in India and almost all are educated and being educating. Hence we can prefer online marketing to make hot and peak sales.

### **CONCLUSION**

Everyone in today's world are very busy, to relax them or make healthier eatable items will do. For which consumer are seeking the company like Britannia. If Britannia will come out with many new launches with innovative sales promotion techniques and attractive & informative ad, it can achieve the best in the world. Our project brings all about innovation of Britannia right from new launch, packaging, SPT, ad & slogan etc.

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