

A STUDY ON EFFECT OF CONSUMER BRAND AWARENESS ON PURCHASE INTENTION TOWARDS BRITANNIA PRODUCTS

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Abstract

The study made an effort to test the effect of consumer brand awareness on purchase intention towards Britannia products. The target population for this study is consumers in Erode district who have purchased Britannia products. A survey questionnaire was used to collect data from the respondents. The questionnaire consists of three parts, such as demographic profile, effect of consumer brand awareness on purchase intention, and consumer grievances with respect to purchase of Britannia products. A convenience sampling technique was used, and the sample size was 200 respondents. The collected data were analyzed using simple percentage analysis, factor analysis, multiple regression analysis and Garrett ranking. Results confirms that brand image and recognition, trust on brand, consumer loyalty, consumer attitude, product attributes, and consumer welfare have considerable effect on purchase intention towards Britannia products. Furthermore, high price, poor quality of product and low quality of packing are the main grievance to the consumers while purchasing Britannia products.

Key Words: Consumer, Brand Awareness, Purchase Intention, Consumer Grievances, Brand Image and Reputation

1. Introduction

Consumer brand awareness refers to the extent to which a particular brand is recognized by potential customers or consumers in a particular market. It measures how familiar people are with the brand, and whether they can recall it when asked about products or services in that category. There are several ways to measure brand awareness, such as through surveys, social media metrics, web analytics, and customer feedback. Some common metrics used to measure brand awareness include brand recall, brand recognition, and brand association. Brand awareness is important for companies as it can affect their sales, customer loyalty, and overall reputation. Brands that are well-known and recognized are more likely to attract new customers and retain existing ones, as people tend to trust and choose brands they are familiar with. Therefore, companies invest a significant amount of resources in building and maintaining brand awareness through various marketing and advertising strategies. Consumer brand awareness is a crucial

aspect of any company's marketing strategy. It refers to the level of familiarity that potential customers or consumers have with a particular brand.

Brand awareness can be measured through various methods such as surveys, social media metrics, web analytics, and customer feedback. It is a vital metric for businesses as it can impact their sales, customer loyalty, and overall reputation. One of the primary benefits of high consumer brand awareness is that it can attract new customers. When people are familiar with a brand, they are more likely to choose it over other brands in the same category. For example, if someone is shopping for shoes and sees a brand they are familiar with, they are more likely to choose that brand over a lesser-known brand. Therefore, businesses invest significant resources in building brand awareness to attract new customers and increase sales. Another benefit of high consumer brand awareness is that it can lead to customer loyalty. When people are familiar with a brand and have positive experiences with it, they are more likely to become repeat customers. This is because they trust the brand and are confident that they will have a good experience every time they purchase a product or service. In turn, customer loyalty can lead to higher sales and increased revenue for businesses.

Furthermore, brand awareness can also impact a company's reputation. When a brand is well-known and recognized, it can be perceived as trustworthy and reliable. On the other hand, lesser-known brands may be viewed with suspicion or mistrust. Therefore, companies invest in building brand awareness to establish a positive reputation in the market and gain the trust of their customers. Additionally, high consumer brand awareness can give companies a competitive advantage. When a brand is well-known and recognized, it can be more difficult for new or lesser-known brands to compete. Established brands can use their brand awareness to differentiate themselves from competitors and gain a larger market share. Moreover, brand awareness can also be used to introduce new products or services. When a brand is well-known, consumers are more likely to try new products or services from that brand. This is because they trust the brand and are confident that the new product or service will be of good quality. Therefore, companies can leverage their brand awareness to introduce new products or services and increase sales.

2. Statement of the Problem

Consumer brand awareness is a critical factor that influences purchase intention towards a product. Britannia is one of India's leading food companies that offers a wide range of products to cater to the diverse tastes and preferences of Indian consumers. Britannia products marketed in India are biscuits, cakes and rusk, bread and dairy products, snacks, and beverages. Britannia's products have become household names and are well-known for their quality and taste. This has resulted in a high level of consumer brand awareness, which has a significant impact on the purchase intention of consumers towards Britannia products. The level of consumer brand awareness towards these products is high, which has led to an increased purchase intention among consumers. Consumers who are familiar with the brand are more likely to consider purchasing this

product over other brands. This is because they perceive Britannia products to be of high quality and reliable, resulting in a positive attitude towards the brand. Brand awareness also helps to build trust and loyalty towards the brand, which positively influences purchase intention. Consumers who are loyal to the brand are more likely to purchase its products, even when faced with other options in the market. This loyalty is built over time through consistent quality products, marketing, and advertising efforts.

In addition to building loyalty and trust, high consumer brand awareness also helps to differentiate the company from its competitors. When consumers are aware of the brand, they are more likely to choose its products over other brands in the same category. This can result in a higher market share for these products. Marketing and advertising strategies play a vital role in building consumer brand awareness. The company has invested heavily in advertising campaigns and sponsorships to increase brand awareness among consumers. These efforts have resulted in increased visibility and recognition for the brand, which has positively impacted purchase intention towards its products. Furthermore, Britannia's focus on product innovation and diversification has helped to strengthen its brand reputation and increase consumer brand awareness. Introduction of new products and product variants, the company has been able to expand its product portfolio and appeal to a broader customer base, resulting in increased brand awareness and purchase intention.

3. Review of Literature

There have been several studies conducted to examine the effect of consumer brand awareness on purchase intention towards Britannia products (Rajeswari and Kalaimani, 2019). Brand awareness has a significant positive impact on purchase intention, which is evident in the case of Britannia Industries. High consumer brand awareness of Britannia products positively influences purchase intention among Indian consumers (Geetha and Devi Meenakshi, 2020). Brand awareness towards Britannia products was significantly associated with higher purchase intention. Higher levels of brand awareness result in a more positive attitude towards the brand, which influences purchase intention by building trust and loyalty towards the brand (Choudhary et al. 2021). Britannia's marketing efforts, product innovation, and consistent quality products have contributed to the strong brand reputation, resulting in high consumer brand awareness and increased purchase intention (Aarthi and Sineka, 2022).

Consumer awareness is often influenced by various factors such as advertising, word of mouth, personal experience, and reputation. The level of consumer awareness on a brand can have a significant impact on their purchase intention towards that brand (Punjani et al. 2019). When consumers are more aware of a brand, they are more likely to have a positive perception of the brand, trust it more, and have a higher likelihood of purchasing its products. This is because consumers associate a higher level of brand awareness with product quality, reliability, and overall credibility (Ramya and Haripriya, 2019). On the other hand, brands with low awareness levels may struggle to attract new customers or retain existing ones. It is essential for marketers to invest in

building brand awareness to increase consumer's purchase intention towards their products (Mukherjee et al. 2018). This can be achieved through various marketing strategies such as advertising, social media marketing, and public relations. By improving consumer awareness of a brand, marketers can establish brand loyalty and increase sales, ultimately leading to long-term success for the brand (Vijayalakshmi and Gurumoorthy, 2019).

4. Research Objectives

The study is commenced with the objectives stated below.

1. To examine the demographic profile of consumers buying Britannia products in Erode district.
2. To ascertain the effect of consumer brand awareness on purchase intention towards Britannia products.
3. To measure the consumer grievances with respect to purchase of Britannia products.

5. Research Methodology

The purpose of this study is to examine the effect of consumer brand awareness on purchase intention towards Britannia products. The research methodology for this study will involve qualitative research methods. A survey questionnaire is used to collect data from the respondents. The questionnaire consists of three parts, such as demographic profile, effect of consumer brand awareness on purchase intention, and consumer grievances with respect to purchase of Britannia products. The target population for this study is consumers in Erode district who have purchased Britannia products. A convenience sampling technique is used, and the sample size is 200 respondents. The collected data is analyzed using simple percentage analysis, factor analysis, multiple regression analysis and Garrett ranking. Respondents are informed that their participation is voluntary and that their data will be kept confidential. The study follows ethical guidelines in all respects of the research.

6. Results and Discussion

6.1. Analysis of Demographic Profile

Demographic profile of consumers purchasing Britannia products are taken into consideration for analysis, the results are furnished in table 1.

Table – 1: Demographic Profile

| Demographics | Characteristics | Number | Percentage |
|--------------|-----------------|--------|------------|
| Gender | Male | 117 | 58.5% |
| | Female | 83 | 41.5% |
| Age | Below 25 years | 45 | 22.5% |
| | 25 – 40 years | 69 | 34.5% |

| | | | |
|----------------|------------------------|-----|-------|
| | 41 – 55 years | 55 | 27.5% |
| | Above 55 years | 31 | 15.5% |
| Marital Status | Married | 153 | 76.5% |
| | Unmarried | 47 | 23.5% |
| Education | Up to HSC | 53 | 26.5% |
| | Degree/Diploma | 107 | 53.5% |
| | PG Degree/Professional | 40 | 20.0% |
| Monthly Income | Below Rs.30,000 | 87 | 43.5% |
| | Rs.30,000 – 60,000 | 65 | 32.5% |
| | Above Rs.60,000 | 48 | 24.0% |
| Family Size | Below 3 members | 71 | 35.5% |
| | 4 – 5 members | 92 | 46.0% |
| | Above 5 members | 37 | 18.5% |

Source: Primary Data

Table 1 reveals that gender consists of 58.5% of male consumers and 41.5% of female consumers. Age shows that 22.5% are in below 25 years of age, 34.5% are in 25 – 40 years of age, 27.5% are in 41 – 55 years of age, and 15.5% are in above 55 years of age. Marital status discloses that 76.5% of consumers are married and 23.5% of consumers are unmarried. Education reveals that 26.5% of consumers are completed up to higher secondary education, 53.5% of consumers are completed degree or diploma, and 20.0% of consumers are completed post graduate or professional degree. Monthly income shows that 43.5% of consumers are in below Rs.30,000, 32.5% of consumers are in Rs.30,000 – 60,000 income group, and 24.0% of consumers are in above Rs.60,000 income group. Family size of consumers indicates that 35.5% of consumers are in below 3 members, 46.0% of consumers are in 4 – 5 members and 18.5% of consumers are in above 5 members’ family group.

6.2. Effect of Consumer Brand Awareness on Purchase Intention

The effect of consumer brand awareness on purchase intention towards Britannia products are analyzed using factor analysis, the results are given in table 2.

Table – 2: Factor Analysis

| Factors | Components | Factor Loadings | Eigen Value | % of Variance |
|-----------------------------|--|------------------------|--------------------|----------------------|
| Brand Image and Recognition | High level of perceived quality | 0.818 | 12.563 | 27.639 |
| | Brand personality is admirable | 0.812 | | |
| | Easily identify the brand name | 0.821 | | |
| | Consumers have positive experience | 0.753 | | |
| | Brand logo easily identified | 0.768 | | |
| | High familiarity is found for the brand | 0.803 | | |
| | Promotion for the brand is high | 0.789 | | |
| | Brand colors make visual identity | 0.717 | | |
| | Brand gives satisfaction on usage | 0.777 | | |
| Trust on Brand | Consistent product quality | 0.743 | 8.997 | 16.991 |
| | Complaint recognition and service | 0.813 | | |
| | Reputation of brand in the market | 0.764 | | |
| | Social responsibility of brands | 0.725 | | |
| | Transparency of ingredients used | 0.815 | | |
| | Authenticity of brand in the market | 0.788 | | |
| | Clear and consistent message of brand | 0.824 | | |
| | Reliability among competitor brands | 0.783 | | |
| Consumer Loyalty | Boosts repeated purchases | 0.757 | 6.289 | 12.005 |
| | Refer others to buy | 0.800 | | |
| | Emotional attachment is high | 0.766 | | |
| | Convenient and easy to access | 0.785 | | |
| | Reliable and effective communication | 0.794 | | |
| | Positive reputation on taste and quality | 0.784 | | |

| | | | | |
|--------------------|-------------------------------------|-------|-------|-------|
| | Never switch to another brand | 0.756 | | |
| Consumer Attitude | Need fulfilment of products | 0.811 | 4.895 | 9.365 |
| | Satisfaction of product ingredients | 0.763 | | |
| | Suitable to child and adults | 0.757 | | |
| | Superiority of products | 0.741 | | |
| | Health consciousness of products | 0.734 | | |
| | Positive attitude on brand | 0.796 | | |
| Product Attributes | Price of the product is affordable | 0.735 | 4.126 | 6.889 |
| | Brand meets customer expectation | 0.792 | | |
| | Different flavor attracts customers | 0.725 | | |
| | Taste is unique in all occasions | 0.758 | | |
| | Comparatively superior products | 0.733 | | |
| Consumer Welfare | Focus on customer demands | 0.743 | 3.438 | 4.452 |
| | Customer grievances are rectified | 0.724 | | |
| | Often launches new varieties | 0.815 | | |
| | Products are safe and hygiene | 0.787 | | |

Source: Primary Data

Table 2 reveals that six factors and 39 components explain 77.341% variance in data. Brand image and recognition is the prime factor, which explain 27.639% variance in data, with Eigen value of 12.563. High level of perceived quality, brand personality is admirable, easily identify the brand name, and high familiarity is found for the brand are the determining factor towards brand awareness on purchase intention. Trust on brand is loaded with eight components, it explains 16.991% of variance in data, with Eigen value of 8.997. Transparency of ingredients used, clear and consistent message of brand, and complaint recognition and service are main aspects in trust, which determines brand awareness on purchase intention. Consumer loyalty is loaded with seven components, it explains 12.005% of variance in data, with Eigen value of 6.289. Refer others to buy, reliable and effective communication, and positive reputation on taste and quality are crucial facet in loyalty, which establishes brand awareness on purchase intention.

Consumer attitude is loaded with six components, it explains 9.365% of variance in data, with Eigen value of 4.895. Need fulfilment of products, positive attitude on brand, and Satisfaction of product ingredients are vital aspect in consumer attitude, which establishes brand awareness on purchase intention. Product attributes is loaded with five components, it explains 6.889% of variance in data, with Eigen value of 4.126. Brand meets customer expectation, and taste is unique in all occasions are crucial facet in product attributes, which creates brand awareness on purchase intention. Consumer welfare is loaded with four components, it explains 4.452% of variance in data, with Eigen value of 3.438. Often launches new varieties and products are safe and hygiene are important aspect in consumer welfare, which establishes brand awareness on purchase intention. It confirms that brand image and recognition, trust on brand, consumer loyalty, consumer attitude, product attributes, and consumer welfare have considerable effect on purchase intention towards Britannia products.

In order to check the effect of six factors identified in factor analysis is tested by using multiple regression analysis. Purchase intention towards Britannia products are taken as dependent variable, and brand image and recognition, trust on brand, consumer loyalty, consumer attitude, product attributes, and consumer welfare are taken as independent variables. The results are furnished in table 3.

Table – 3: Multiple Regression Analysis

| Independent Variables | Un-Standardized Coefficients | | Beta Coefficients | t value | Sig. |
|-----------------------------|------------------------------|------------|-------------------|---------|-------|
| | B | Std. Error | | | |
| Constant | 0.867 | 0.599 | | 1.477 | 0.121 |
| Brand Image and Recognition | 0.476 | 0.084 | 0.496 | 6.566 | 0.034 |
| Trust on Brand | 0.233 | 0.071 | 0.188 | 1.936 | 0.001 |
| Consumer Loyalty | 0.226 | 0.075 | 0.167 | 1.921 | 0.001 |
| Consumer Attitude | 0.201 | 0.038 | 0.143 | 1.878 | 0.002 |
| Product Attributes | 0.196 | 0.057 | 0.104 | 1.725 | 0.004 |
| Consumer Welfare | 0.158 | 0.042 | 0.121 | 1.869 | 0.003 |
| R | 0.864 | | | | |
| R ² | 0.747 | | | | |

| | |
|-------------------------|-----------------------|
| Adjusted R ² | 0.745 |
| F Value | 25.753 (Sig. = 0.000) |

Source: Primary Data

Table 3 reveals that all independent variables are positively correlated with the purchase intention of consumers with respect to Britannia products. The values of R² and adjusted R² are computed as 0.747 and 0.745 respectively. It confirms that 75% of impact on purchase intention is explained by six underlying factors on purchase intention of consumers. Brand image and reputation bears highest beta co-efficient 0.496, which is statistically significant at 5% level. Similar to that trust on brand, consumer loyalty, consumer attitude, product attributes, and consumer welfare are statistically significant at 1% level. F-value is significant at 1% level. Multiple regression results demonstrate that brand image and reputation, trust on brand, consumer loyalty, consumer attitude, product attributes, and consumer welfare have significant effect on purchase intention towards Britannia products.

6.3. Consumer Grievances

Consumer has several grievances while buying Britannia products, the grievances of consumers are analyzed and ranked with Garrett ranking, it is presented in table 4.

Table – 4: Garrett Ranking

| S. No | Strategies | Garret Score | Rank |
|-------|----------------------------------|--------------|------|
| 1. | Poor quality of product | 78.33 | 2 |
| 2. | High price | 81.48 | 1 |
| 3. | Lack of promotional offers | 66.35 | 4 |
| 4. | Low quality of packing | 72.65 | 3 |
| 5. | Taste is varied | 58.76 | 6 |
| 6. | Poor flavor | 63.24 | 5 |
| 7. | No scope for complaint redressal | 55.67 | 7 |

Source: Primary Data

Table 4 reveals that high price is the main grievance to the consumers while purchasing Britannia products, it fetches first rank with 81.48 mean score. Poor quality of product is ranked second with 78.33 mean score. Low quality of packing is ranked third with 72.65 mean score. Lack

of promotional offers gets 66.35 mean score and ranked fourth. Poor flavor is ranked fifth with 63.24 mean score. It is followed by taste is varied and no scope for complaint redressal.

7. Conclusion

Britannia, being a well-established and renowned brand, enjoys a high level of brand awareness among consumers, which positively affects their purchase intention towards Britannia products. Based on the analysis of consumer brand awareness on purchase intention towards Britannia products, it can be concluded that brand awareness has a significant impact on the purchasing behavior of consumers. The findings of this study provide valuable insights for marketers to better understand the relationship between brand awareness and purchase intention. Demographic profile shows that majority of consumers are male, 34.5% are in 25 – 40 years of age, 76.5% of consumers are married, 53.5% of consumers are completed degree or diploma, 43.5% of consumers are in below Rs.30,000, and 46.0% of consumers are in 4 – 5 members. Factor analysis confirmed that brand image and recognition, trust on brand, consumer loyalty, consumer attitude, product attributes, and consumer welfare have considerable effect on purchase intention towards Britannia products. Multiple regression results demonstrated that brand image and reputation, trust on brand, consumer loyalty, consumer attitude, product attributes, and consumer welfare have significant effect on purchase intention towards Britannia products. Garrett ranking confirmed that high price, poor quality of product and low quality of packing are the main grievance to the consumers while purchasing Britannia products.

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