

A STUDY ON MARKET PENETRATION OF MARIE GOLD BISCUIT IN PALAKKAD TOWN

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Abstract: Marie is a type of sweet biscuit similar to a Rich tea biscuit which was the product of Britannia. Market penetration is both a measure and a strategy. A business will utilize a market penetration strategy to attempt to enter a new market. The company adopt various market penetration strategies like advertising, sales promotion, publicity and public relations. The study is conducted to determine the market penetration of Britannia Marie biscuits by retailers and to identify the factor influencing the sale of Britannia Marie biscuits & consumer perception towards Marie biscuits. The study also tried to examine the level of satisfaction on the support given by the company towards Retailers. The study also reveals that the reasons for buying the Britannia Marie biscuits. For understanding the market penetration the data are collected from the retailers who are selling variety of Marie biscuits. Casual research design has been used for the purpose of the study. **Random sampling and Convenience Sampling** are used for the study. The techniques that are used for data collection is questionnaire. The study covered about 150 respondents belonging to the Palakkad Town only. Tools and techniques used are simple percentage and correlation coefficient. The study proved that majority of retailers sells Britannia Marie biscuits and the entire respondent are aware about Britannia Marie biscuits. Reason for buying Britannia Marie is due to proper availability followed by offers given by the company.

Key words: Advertising, Market penetration, Publicity, Public relation, Sales promotion

INTRODUCTION

Marie is a type of sweet biscuit similar to a Rich tea biscuit. While the Rich tea biscuit is the most popular version of this biscuit in the United Kingdom and the Isle of Man, it is the Marie version that is most popular in most other countries, particularly Australia, Canada, Denmark, Norway, Sweden, Finland, Portugal, Spain, Ukraine, Mexico, Costa Rica, Venezuela, Brazil, Mauritius, India, Pakistan, the Philippines, Indonesia, Sri Lanka, South Africa, Zimbabwe and Egypt. Like the Rich tea biscuit, many consider the Marie's plain flavour particularly suitable for dunking in tea. Other popular methods of consuming the biscuit includes using two to make a sandwich with butter and marmite or condensed milk spread in between; covering it with golden syrup; or crumbling it up in custard and jelly (gelatin dessert). Marie biscuits are frequently served to children, and infants who may be served the biscuits softened in milk as their first solid food. Marie biscuits are also a common ingredient in home baking recipes. In Spain, natillas custard is typically served with a Maria on it. In Ireland, they are known as Marietta and manufactured by Jacob's.

COMPANY OVERVIEW

The story of one of India's favourite brands reads almost like a fairy tale. Once upon a time, in 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta (now Kolkata) with an initial investment of Rs. 295. The company we all know as Britannia today.

The beginnings might have been humble-the dreams were anything but. By 1910, with the advent of electricity, Britannia mechanised its operations, and in 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II,

the Government reposed its trust in Britannia by contracting it to supply large quantities of "service biscuits" to the armed forces.

As time moved on, the biscuit market continued to grow and Britannia grew along with it. In 1975, the Britannia Biscuit Company took over the distribution of biscuits from Parry's who till now distributed Britannia biscuits in India. In the subsequent public issue of 1978, Indian shareholding crossed 60%, firmly establishing the Indianness of the firm. The following year, Britannia Biscuit Company was re-christened Britannia Industries Limited (BIL). Four years later in 1983, it crossed the Rs. 100 crores revenue mark.

On the operations front, the company was making equally dynamic strides. In 1992, it celebrated its Platinum Jubilee. In 1997, the company unveiled its new corporate identity - "Eat Healthy, Think Better" - and made its first foray into the dairy products market. In 1999, the "Britannia Khao, World Cup Jao" promotion further fortified the affinity consumers had with 'Brand Britannia'.

Britannia strode into the 21st Century as one of India's biggest brands and the pre-eminent food brand of the country. It was equally recognised for its innovative approach to products and marketing: the Lagaan Match was voted India's most successful promotional activity of the year 2001 while the delicious Britannia 50-50 Maska-Chaska became India's most successful product launch. In 2002, Britannia's New Business Division formed a joint venture with Fonterra, the world's second largest Dairy Company, and Britannia New Zealand Foods Pvt. Ltd. was born. In recognition of its vision and accelerating graph, Forbes Global rated Britannia 'One amongst the Top 200 Small Companies of the World', and The Economic Times pegged Britannia India's 2nd Most Trusted Brand.

BRITANIA MARIE BISCUIT ADVERTISING:

Advertising is any paid form of impersonal mass communication in which the sponsor is clearly identified. The common forms are broad cost and print media using.

SALES PROMOTION:

Sales promotion is designed to supplement advertising and co-ordinate personal selling includes sales promotion are screen activities as contents for sales people and consumers trade shows in store displays, samples. Sales promotion is one of the most commonly used in the marketing vocabulary. We define sales promotional activities that are intended to stimulate customers demand and improve the marketing performance of sellers. Sales promotion includes coupons, premiums, displays and samples.

Sales promotion activities may be conducted by producers or middlemen. The target for producer's sales promoters may be middleman or end users-households. Business or the producers own sales force middleman direct sales promotion at his sales people or prospects further down the channel of distribution. Sales promotion is different form advertising and personal selling. But all these activities often are interacted. In fact a major function of sales promotion is to serve as bridge advertising and personal selling to supplement and co-ordinate efforts on these two areas. Recently sales promotion has been fastest growing method of promotion with rupees being shifted from advertising total annual expenditures for sales promotion are estimated to parallel or even exceed those for advertising. Sales promotion is also being integrated into the total marketing strategy.

In many firms, it's being introduced at the conception or a promotion campaign. Several factors in the marketing environment contribute to the surveying popularity of sales promotion. Short run orientation: Sales promotions such as campaign and trade allowance produce quicker more assurable sales results. However, this strategy agrees that these intermediate benefits come at the expense of building a strong brand in case in consumers' minds and condition and buyers to expect incentives. Thus, they feel an over emphasis on sales promotions will undermine a product future.

PUBLICITY&PUBLIC RELATIONS:

Publicity is similar to advertising in that it is a mass communication type of demand stimulations. Publicity usually consists of favorable means presentation publicity for a product organization presented in any media. The unique features of publicity are that it is not paid for and it has the credibility of editorial material. Organizations frequently provide the material for publicity in the form of news, press conferences and photographs.

Public relations are planned effort by an organization to influence the attitudes and opinions of a specific group. The target may be customer, stockholders, a government agency are special interest group. Promotion is a critical ingredient of many marketing strategies. Product differentiation market segmentation, trading up and trading down and branding all enquires effective promotion.

OBJECTIVES OF THE STUDY

1. To determine the market penetration of Britannia Marie biscuits by retailers.
2. To identify the factor influencing the sale of Britannia Marie biscuits & consumer perception towards Marie biscuits.
3. To examine the level of satisfaction on the support given by the company towards Retailers.
4. To know the level of satisfaction with respect to replacement policy provided by various company.
5. To know the reasons for buying the Britannia Marie biscuits.

STATEMENT OF THE PROBLEM AND RESEARCH DESIGN

This research is conducted to understand about "The Market Penetration of Marie Biscuits in Palakkad Town. It is mainly collected from the retailers who are selling variety of Marie biscuits. Casual research design has been used for the purpose of the study. **Random sampling and Convenience Sampling** are used for the study. The techniques that are used for data collection is questionnaire. A questionnaire is a research instrument consisting of series of questions and others promote the purpose of gathering information from the respondents .although they are often designed for statistical analysis of the responses this not always the case. The study covered about 150 respondents belonging to the Palakkad Town only. Tools and techniques used are simple percentage and correlation coefficient.

LIMITATIONS

The respondents did not give the true information. Many respondents have given incorrect data because of not keeping proper record. It is restricted to Palakkad Town only. Research is subject to personal biases so generalization will not be accurate. Research depends upon the responses given by the sample size. The sample size is limited to 150 respondents only.

REVIEW OF LITERATURE

Renuka Hirekenchanagoudar (2008)says that the present investigation made an attempt to analyze the buying behaviour of ready-to-eat food products by consumers of Hubli and Dharwad. A total sample of 200 respondents was selected for the study. Majority of the respondents were aware of Parle-G, Lays, Frooti and Amul brands in case of biscuits, chips fruit juice and ice creams accordingly. Television was the major source for getting information about various brands in all the four products. Biscuits were consumed by all the respondents because of their convenience to use as snacks. Parle-G, Lays, Maaza and Amul brands were highly preferred brands of biscuits, chips, fruit juice and ice creams respectively. The main factors influencing brand preference for biscuits, chips, fruit juice and ice creams were quality, taste and reasonable price. Most of the respondents would go

to other shops if preferred brand in all the four products was not available. Thus, the study revealed that the younger generation preferred more ready-to-eat food products than the other age groups. The consumer behaviour also varies from product to product. **Yughasha Gupta (2010)** says that after going thick on the things, now time is to make a complete picture. While making a product a SKU (stock keeping unit) of the shop retailers think about the GMROI (gross margin return on investment) and they promote the brand which provides them highest. They expect return in the form of profit margin, company schemes, window display and reference of the shop. Among these, company schemes make the difference and are the highest sources of motivation after profit margin. Retailing demands a constant push from the company. Marketer needs to use advertising and brand building strategies to address the discerning buyers and retail push to in different buyers. The manufacturer should understand consumer behavior because retailers can't help quality and price. It is only up to manufacturers to deliver what consumer wants. **Suresh Garg (2010)** Detailed that Day by day the intensifying global competition is throwing challenges in the form of uncertainty and fluctuation in demand, necessity to provide wide variety to attract and hold the ever demanding customer. To survive and succeed under such competitive environment, organisations are forced to find and adopt efficient and effective ways for their operations. Organisations are seeking ways to increase the value of their products and services by eliminating unnecessary processes and practices from all systems. Lean manufacturing is a systematic team-based approach for finding and eliminating waste. The implementation of Lean manufacturing system helps organisations to reduce lead-time and inventory, improve quality, and achieve better on-time deliveries and utilisation of resources leading towards increased sales and profit through customer satisfaction. The Indian biscuit industry is the third largest manufacturer of biscuit in the world producing around 60% of the total production in organised sector and the balance 40% by the unorganised bakeries. **F.MohamedSabura; Dr.T.Vijaya Kumar; Abdul Hameed (2012)** explain that unlike urban markets, rural markets are difficult to predict and possess special characteristics. The featured population is predominantly illiterate, have low income, characterized by irregular income, lack of monthly income and flow of income fluctuating with the monsoon winds. The rural consumer expects value for money and owing to has unsteady and meager status of weekly income; increasing the household income and improving distribution are the viable strategies that have to be adapted to tap the immense potential of the market. It is uneconomical to access a large number of small villages with a very low population density spread over a large geographic area. Social norms, traditions, castes, and social customs have greater influence on the consumer behavior in rural areas than in urban areas. Factors such as limited physical access, low density of shops, limited storage facilities, need for a large number of intermediaries in the distribution channel to reach the end customers, and low capacity of intermediaries to invest in business make the tasks of reaching rural consumers very complex. The aim of this research is generally to examine retailer's attitudes towards Britannia products in the rural areas of Tirunelveli district. Data was collected through a structured questionnaire. ANOVA analysis was used to identify the impacts of the variables (Customer relationship management, marketing mix, supply chain) on the retailer's attitude and finally suggestions were given based on the findings to enhance the attitude among the retailers and increase the sales in the rural areas.

ANALYSIS AND INTERPRETATION NATURE OF OUTLET**Table4.1: Table showing the Nature of Outlet**

Nature of outlet	No. of respondents	Percentage
Bakery	50	33.3
Teashop	27	18.0
Supermarket	34	22.7
Departmental stores	26	17.3
Provision stores	13	8.7
Total	150	100

Source: Primary Data

It is found from the **table 4.1** that 50(33.3%) of the total respondents are from bakery and 34(22.7%) are from super market. It is concluded that as the total respondents take for the study majority 50(33.3%) are bakery.

SALE OF MARIE BISCUIT**Table4.2: Table showing the sale of Marie Biscuit**

Sell Marie	No. of respondents	Percentage
Yes	141	94
No	9	6
Total	150	100

Source: Primary Data

It is found from the **table 4.2** that 141(94%) of the total respondents are selling Marie biscuits and rest are not selling Marie biscuits 9(6%).

STOCK OF BRAND**Table 4.3: Table showing the stock of brand**

Brand	No. of respondents	Percentage
Britannia Marie	77	51.3
Dukes Marie	20	13.3
Parle Marie	32	21.3
True Marie	21	14
Total	150	100

Source: Primary Data

It is found from the **table4.3** that 77(51.3%) of the total respondents are keeping stock of Britannia Marie and 32(21.3%) are keeping stock of Parle Marie. It is concluded that as the total respondents take for the study majority 77(51.3%) are Britannia Marie.

VARIETY STOCK OF BRITANNIA MARIE**Table4.4: Table showing the variety stock of Britannia Marie**

Variety of stock	No. of respondents	Percentage
Regular pack	104	69.3
Family pack	46	30.7
Total	150	100

Source: Primary Data

It is found from the **table4.4** that 104(69.3%) of the total respondents are keeping regular pack of Britannia Marie and 46(30.7%) keeping family pack. It is concluded that as the total respondents take for the study majority 104(69.3%) are regular pack of Britannia Marie.

REASONS FOR BUYING MARIE**Table 4.5 Table showing the reason for buying Marie**

Reasons for Buying	No. of respondents	Percentage
Price	28	18.7
Availability	37	24.7
Quality	24	16.0
Advertisement	13	8.7
Offer	29	19.3
Retailer recommendation	10	6.7
Trail purchase	9	6.0
Total	150	100

Source: Primary Data

It is found from the **table4.5** that 37(24.7%) of the total respondents are buying Marie because of availability and 29(19.3%) buying by offers given by company to customers. It is concluded that as the total respondents take for the study majority 37(24.7%) are because of availability.

LEVELS OF SATISFICATION TOWARDS BRITANNIA MARIE

Table4.6: LEVELS OF SATISFICATION TOWARDS BRITANNIA MARIE

Factors	Levels of Satisfaction				
	H.S	S	N&NS	D	H.D
Price	138 (92%)	12 (8%)	-	-	-
Quality	19 (12.7%)	124 (82.7%)	7 (4.7%)	-	-
Availability	64 (42.7%)	67 (44.7%)	18 (12.0%)	1 (0.7%)	-
Advertisement	34 (22.7%)	101 (67.3%)	13 (8.7%)	1 (0.7%)	1 (0.7%)
Sales promotion offers	70 (46.7%)	63 (42.0%)	16 (10.7%)	1 (0.7%)	-
Distributions	29 (19.3%)	110 (73.3%)	11 (7.3%)	-	-
Schemes offered	59 (39.3%)	81 (54.0%)	9 (6.0%)	1 (0.7%)	-

Source: Primary Data

It is found from the **table 4.6** that said about level of satisfaction in the factor of price is 138(92%) are highly satisfied and in factor of quality 124(82.7%) are satisfied, and highly dissatisfied from the factor of advertisement 1(0.7%) towards Britannia Marie biscuits.

REPLACEMENT POLICY

Table4.7: LEVELS OF SATISFICATION TOWARDS REPLACEMENT POLICY OFFERED

Factors	Levels of Satisfaction				
	H.S	S	N&NS	D	H.D
BRITANNIA MARIE	142 (94.7%)	6 (4%)	-	-	2 (1.3%)
DUKES MARIE	4 (2.7%)	142 (94.7%)	4 (2.7%)	-	-
PARLE MARIE	57 (38%)	58 (38.7%)	35 (23.3%)	1 (0.7%)	-
TRUE MARIE	18 (12%)	112 (74.7%)	19 (12.7.7%)	1 (0.7%)	1 (0.7%)

Source: Primary Data

It is found from the **table 4.7** that said about level of satisfaction towards replacement policy offered in Britannia Marie 142(94.7%) are highly satisfied, and True Marie 2(1.3%) are highly dissatisfied in levels of satisfaction towards replacement policy offered by various company.

AGREEMENT AND DISAGREEMENT REGARDING YOUR DISTRIBUTOR

Table4.8: TABLE SHOWING AGREEMENT AND DISAGREEMENT REGARDING DISTRIBUTOR

Factors	T.A	A	N&NA	T.DA	DA
a. Distributor provides excellent service when compared to any other distributor in this product varieties	139 (92.7%)	11 (7.3%)	-	-	-
b. Distributor pressures to stock more than required	18 (12.%)	123 (82%)	9 (6%)	-	-
c. Distributor informs on time the schemes offered by the company	55 (36.7%)	79 (52.7%)	16 (10.7%)	-	-
d. Supply of stock is timely	37 (24.7%)	105 (70%)	8 (5.3%)	-	-
e. Supply of stock is immediate in terms of urgency	54 (36%)	82 (54.7%)	14 (9.3%)	1 (0.7%)	-

f. Helping to replace defective stock immediately	16 (10.7%)	124 (82.7%)	10 (6.7%)	-	-
g. Payment is collected in easy ways	58 (38.7%)	74 (49.3%)	18 (12.0%)	-	-
h. Consistent salesman are employed by the distributor	15 (10%)	117 (78%)	15 (10%)	-	3(2%)

Source: Primary Data

It is found from the **table 4.8** that said about level of satisfaction in agreement and disagreement regarding distributor of Britannia Marie is totally agree in factors distributor provides excellent service when compared to any other distributor in this product varieties is 139(92.7%) is highest value and totally disagree 3(2%) in factor is consistent salesman are employed by the distributor.

REPLACEMENT POLICY

Table4.9: Table showing levels of satisfaction towards replacement policy offered

Factors	Levels of Satisfaction				
	H.S	S	N&NS	D	H.D
BRITANNIA MARIE	142 (94.7%)	6 (4%)	-	-	2 (1.3%)
DUKES MARIE	4 (2.7%)	142 (94.7%)	4 (2.7%)	-	-
PARLE MARIE	57 (38%)	58 (38.7%)	35 (23.3%)	1 (0.7%)	-
TRUE MARIE	18 (12%)	112 (74.7%)	19 (12.7.7%)	1 (0.7%)	1 (0.7%)

Source: Primary Data

It is found from the **table 4.9** that said about level of satisfaction towards replacement policy offered in Britannia Marie 142(94.7%) are highly satisfied, and True Marie 2(1.3%) are highly dissatisfied in levels of satisfaction towards replacement policy offered by various company.

CORRELATION ANALYSIS

1. An attempt has been made to analyze the coefficient of correlation between nature of outlet and variety of stock.

Correlations

		Nature of outlet	Variety of stock
Nature of outlet	Pearson Correlation	1	.138
	Sig. (2-tailed)		.091
	N	150	150
Variety of stock	Pearson Correlation	.138	1
	Sig. (2-tailed)	.091	
	N	150	150

Source: collected and calculated through questionnaire.

Calculated value = .138

The values of r (.138) indicate high level of correlation between nature of outlet and variety of stock.

2. An attempt has been made to analyze the coefficient of correlation between nature of outlet and the reason for buying Marie biscuits.

Correlations

		Nature of outlet	Reason buy Marie
Nature of outlet	Pearson Correlation	1	.082
	Sig. (2-tailed)		.318
	N	150	150
Reason buy Marie	Pearson Correlation	.082	1
	Sig. (2-tailed)	.318	
	N	150	150

Source : collected and calculated through questionnaire.

Calculated value r=0.82

The value of r (.082) indicates positive correlation between nature of outlet and the reason for buying Marie biscuits.

FINDINGS AND SUGGESTIONS

An attempt has been made to analyse the coefficient of correlation between nature of outlet and the reason for buying Marie biscuits which gives positive correlation. In nature of outlet the bakery is given majority followed by supermarket. In this research we found that majority of retailers sell Britannia Marie biscuits. In this research the respondent keeping majority stock of Britannia Marie Gold. Majority of the customers ask for specific brand of Britannia Marie biscuits. All the respondents were aware of Britannia Marie biscuits. Retailers keep majority of stock of regular pack Britannia Marie biscuits. Reason for buying Britannia Marie is due to proper availability followed by offers given by company. Levels of satisfaction are majority due to factors of price. Price is very low compare to other biscuits. Levels of satisfaction towards replacement policy offered are highly satisfied by Britannia Marie biscuits. Levels of satisfaction on supports given by company towards retailers are

mainly company officials (top management) visit outlet regularly. Increase sales of Britannia Marie biscuits are due to keeping price at affordable levels. By correlation coefficient there we found high level of correlation between nature of outlet and variety of stock.

Retailers should know the needs and wants of their customers. Company should offer more replacement policy to the retailers. More offers should be provided to the customers. Company should know the awareness of primary customers. Company should provide more and more distributor. Company has to give maximum support to the customers. Retailers should keep more stock of Britannia Marie biscuits because customers ask for it specifically.

CONCLUSION

Britannia Marie gold gained acceptance from the customers. They have huge potential to expand its market share and become leaders in few of the business category. Britannia Marie Gold is most popular among its users mainly because of its taste and preferences, low price and much more availability. Customers came to ask for specific biscuit of Britannia in retail shop because of their advertisement. If the particular brand is not available they would not recommend any other brand. Customer purchase Britannia Marie biscuits as a single purchase. Retailers level of satisfaction is very high towards the Britannia Marie biscuits the sell. While comparing to other biscuits the price of Britannia Marie biscuits are very low. They offer many display schemes to the retailers. They offer many replacement policies to the retailers. The distributors are giving good services to retailers. The sales of Britannia Marie biscuits can be increased keeping price at affordable levels. The retailers keep much more stock of Britannia Marie with them. I came to conclusion that the visibility effects of sales of Britannia Marie biscuits in a very special way and in terms of biscuit variety Britannia Marie is very much selling biscuits among the customers and retailers gain profit.

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