Chapter - V

Summary of Findings, Suggestions and Conclusion
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FINDINGS

Based on the analysis of the data, the following major findings of study are recapitulated.

1. In Britannia the study reveals that 51.4% of the respondents are under the old age group. Where as in Parle the study reveals that 41% of the respondents are under the young and old age group.

2. Britannia shows 51.3% is as male respondents out of 150. But Parle shows 41% is as male respondent out of 150.

3. In case of Britannia, the study identified that 53.3% of the respondents have school level education. Under Parle the 64.1% of the respondents have school level education. Under the study Parle shows higher percentage than the Britannia because of cheapest price of Parle products

4. The study belongs to Britannia shows that 36.8% of the respondents are student. Under Parle shows 35.9% of the respondents are students.
5. In Britannia the study shows that 39.5% of the respondents belong to the income group of Rs.8001 to Rs.10,000. But Parle shows 33.3% of the respondents belong to the income group of Rs.5001 to Rs.8000.

6. The Britannia is brought to light that out of 150 respondents 52.6% is married respondents, But Parle brought to light that out of 150 respondents 59.3% is unmarried respondents.

7. Under the study, the Britannia shows that 51.3% of the respondents are belongs to the family at medium size 4 to 5. In Parle shows that 43.6% of the respondents belongs to the family size medium 4 to 5.

8. In Britannia shows that 39.5% of the respondents have been using the biscuits for more than 6-10 years. In Parle shows that 41% of the respondents have been using the biscuits for more that 6-10 years.

9. From the study Britannia is noted that out of 150 respondents 50% buys medium size. Under Parle is noted that out of 150 respondents 43.33% buys mediums size.

10. The study belongs to Britannia shows that 66.7% of the respondents have come to know the biscuit through their advertisement. But Parle shows that 73.33% of the respondents have came to know the biscuit through their advertisement.
11. In Britannia is identified that 54.67% of the respondents buy more during offer period. Under Parle identified that 43.33% of the respondents buy more during offer period.

12. In Britannia gives the result that 61.33% of the respondents check manufactured / expiry date. In Parle gives the result that 53.33% of the respondents check manufactured / expiry date.

13. In Britannia the study shows that 38.67% of the respondents is very much influenced by their parents. Under Parle 35.33% of the respondents is very much influenced by heir childrens.

14. In Britannia age has positive correlation with occupation and period of using and education qualification has positive correlation with income and period of using.

15. In Britannia occupation has also positive correlation with period of using.

16. In Parle, age has positive correlation with education qualification, occupation, family size and period of using, and Educational qualification has positive correlation with income and period of using.

17. Occupation and family size have positive correlation with period of using.
SUGGESTIONS

Based on the above major findings of the study, the following suggestions are offered for greater level of satisfaction in respect of the customers.

Britannia

1. The price should be reduced.

2. 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.

3. The company has to introduce a new brand to increase its share in the market.

4. Usage margin among the customer is very high. So the company has to increase the quantity and quantity of the biscuit.

5. The supply of the biscuit should be frequent.
Parle

1. Most of the respondents would like to avail modernized packing.

2. Price of biscuit is vary from shop to shop, many dealers charge higher price to the customers by using the term. “Local tax extra”, for this misuse the manufacturer should print “maximum retail price including of all tax”.

3. The frequency of advertisement in the mass media like, radio, newspaper, poster and banner is not up to satisfaction.

4. Usage margin among the customer is very high. So the company has to increase the taste and quality of the biscuit.

5. To take necessary steps to increase satisfaction level of consumers.

6. Comparatively the Parle has low brand image, than Britannia, therefore, it should take necessary steps to capture the brand loyalty.
CONCLUSION

Making 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. Business men 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 design of the study reveals that consumer's preference on brand loyalty. Comparatively Britannia has a high image among the consumer than the Parle in respect of quality, quantity and taste. Therefore the image surrounding a company's brand is the principle source of its competitive advantages and valuable strategic asset. In order to retain the brand loyalty, the manufacturer must know the consumer habits help them acquire a new habits and reinforce those habits by remaining consumer of the value of their purchase and encourage them to continue purchasing those products in future.