

# Advertising Strategies towards Britannia Products

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*Abstract: Advertising is a technique used to catch the people's attention. Advertising is an important and mandatory for every company to make themselves recognized to the public. Selling goods with the help of advertisement is the best way. Some people believe that it is fundamental part of modern life and they couldn't imagine their every-day survival without it. Advertising serve as a guide to the consumer in the mass market to find the right choice of their product what they actually required. If there are no advertisements, we would not be able to know the differences between each goods. They are our guides while we are doing shopping and they also point out to us the products, which are the best. Advertising makes our life more cheerful and healthier by way of providing us needy and necessary product. When the word cheerful and healthier we come across, suddenly the brand Britannia often comes to our mind. Among so many beverages industries, the Britannia has taken a pivotal role in the mind of consumers and global market. No Industry can sustain in the business world without advertisement. This is how the researcher is keen to know about the consumer response towards Britannia products and suggested strategies to incorporate the creativity in the product to attract the consumer to the maximum extent*

*Index Terms: Britannia, Advertisements, Selling Strategy, Packaging, Sales promotion Techniques*

## I. INTRODUCTION

A best advertisement should have certain attributes. First, it should be based on human-psychology. A product meant for women, should be sensitively advertised because women are more sensitive in buying the product. If men are to be customers, then it should appeal to their tastes. For children according to kids mind set. Goods for different demographic profile should be advertised, taking into consideration their purchasing power. A luxury car is the main for the rich. Its advertisement must reach the mentality of the rich. A comfortable two wheeler should be advertised in such a way that ordinary man with minimum income should feel the economic advantages of the investment of his money on it.

Secondly, advertisements should be attractive. This is very crucial. People look at the advertisement which is eye-catching. Good image, pictures, audio and video are very much effective form this point of view. Proper holiness must be maintained and unnecessary exposure must be avoided. It must also be frequently repeated, otherwise people forget all about the goods advertised. To get success in business every big or small business-concern must make effective use of art of advertising goods.

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In this era of technology, creative and innovative products are produced every day. Market is created for these products through advertisement. Businessmen advertise their products in various modes and thus widen knowledge of their products to the customers. To run a business without its aid is not possible in the modern age. It is through advertisement that people feel a need for those goods neither they had never heard before nor wanted. Advertisement creates demand. It is the backbone of every Industry. In turn it generates a national income to the country. Advertisement is not only through TV, Radio, Magazines, Newspapers etc. But even a good packaging, attractive logo and slogan, best sales promotional techniques all will facilitate in building a brand image of their products in the minds of the consumers.

## II. OBJECTIVES

- A. To identifying the sources of awareness and perception about Britannia Product.
- B. To analyze the packaging that influences the customers to purchase the Britannia brand.
- C. To get the view of consumers regarding sales promotion techniques.
- D. To suggest various ideas about the selling strategy.

## III. LIMITATIONS

- A. The study is restricted to the few consumers only.
- B. The data is collected based on the questionnaire. The results of study would be varying according to opinion of the consumers.
- C. Time and cost are other limiting factor of the study

## IV. RESEARCH METHODOLOGY

It is a way to systematically solve the research problem, It may be understood as a science of studying how research is done sufficiently. Researcher also needs to understand the assumption underlying. Various techniques and they need to know the technique which they can decide that certain techniques and procedures will be applicable to certain problems and other will not. It is necessary for the researcher to design his/her methodology for his/her problem.

### A. Research Design

This study is based on descriptive research. Sampling design needs a definite plan for obtaining sample from population.

### B. Sampling Details

Probability sampling is chosen in such a way that each member of the universe has a equal chance of being selected. In this probability sampling, simple random sampling is being selected. 1000 respondents were selected for the sample from Indian States such as, Andhrapradesh, Karnataka, Kerala and Tamilnadu.

## C. Data Collection Details

### Primary Data

In this study the data were collected through the primary technique by distributing the questionnaire to the respondents and also enumerator was appointed to collect the data. The pilot survey was conducted in the research field in order to bring originality and scope for the research. The suggested product, sales promotion techniques and advertisement & its slogan was gathered by consumer through mail and survey.

### Secondary Data

The secondary data were collected from the various research work, publication, journals, and books and so on, which are applicable to the study.

## V. RESULTS AND DISCUSSIONS

### A. BRITANNIA - Packaging

Already the packaging is good but still can have the followings:

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

### B. BRITANNIA - AD

Mostly kids and family member (mother) will suit for the advertisements like beverages. For FMCG AD sports star or doctor advising the kid/woman/man is preferred.

### C. BRITANNIA - New Slogan

For energy drink's – "Drink Healthy Think Better" For FMCG – "Use Healthy Live Hygiene"

### D. BRITANNIA - Selling Strategy

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

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

## VI. FINDINGS AND SUGGESTIONS

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

BRI - **B**rilliant company always provides

TAN - **T**angible quality products and services with

NIA - **N**ice, **I**nnovative and **A**esthetic appearance

Consumer would like to have creative packaging and mostly reusable one.

More number of sales promotion techniques is expected from the different segment of the consumers such as kids want funny packaging with bright colors, women are very conscious in price and offers, men are expecting good quality with enrichment offer.

The consumers blindly believe the ad presented by the celebrities like Sport star and Actor/Actress.

The best selling strategy are through Advertisements in Television. 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 this media to make hot and peak sales.

## VII. CONCLUSIONS

Our study brings all about innovation of Britannia right from new launch, packaging, SPT, ad & slogan etc. 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. This study has a real future scope in Britannia Company. Implementing the above ideas will definitely makes Britannia to win.

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