

Developing A Marketing Plan for Britannia's New Healthy Product Line

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Abstract-- The growing awareness of health and wellness has significantly influenced consumer food preferences, creating increased demand for nutritious, low-sugar, and high-fiber food products. In response to this shift, this study focuses on developing a marketing plan for a new healthy product line by Britannia Industries. The research aims to analyze consumer behavior, market trends, and competitive strategies to design an effective marketing framework for the successful launch of health-oriented products.

The study adopts a descriptive research design and collects data through primary sources such as questionnaires and surveys, along with secondary data from journals, reports, and online publications. A sample of 100 respondents was selected using convenience sampling. Statistical tools such as percentage analysis, correlation analysis, and chi-square tests were used for data interpretation.

The findings reveal that consumers, especially young individuals, show strong preference toward healthy and low-sugar products. Price and taste remain major influencing factors, while digital media platforms significantly impact awareness and purchase intention. The study concludes that Britannia Industries possesses strong brand recognition and market potential to expand successfully in the healthy food segment through effective product positioning, promotional strategies, and innovation.

Keywords-- Healthy Products, Britannia Industries, Consumer Behavior, Marketing Plan, Low-Sugar Products

I. INTRODUCTION

The food industry is undergoing a significant transformation due to changing consumer lifestyles and increasing awareness about health and wellness. Consumers today are becoming more conscious about nutrition, fitness, and preventive healthcare, leading to a growing demand for healthier food alternatives. Products that are low in sugar, rich in fiber, high in protein, and made with natural ingredients are gaining popularity among modern consumers.

Britannia Industries, one of India's leading food companies, has traditionally maintained a strong presence in the biscuit and bakery segment. However, with the increasing demand for healthy food products, the company faces both opportunities and challenges in adapting to evolving market expectations.

Consumers are now looking beyond taste and convenience, expecting products that provide nutritional benefits without compromising quality and affordability.

The rise in lifestyle-related diseases such as diabetes, obesity, and cardiovascular disorders has further accelerated the shift toward healthier eating habits. Competitors in the fast-moving consumer goods (FMCG) sector are actively introducing health-focused product lines and positioning themselves strongly in the market through innovative branding and clean-label strategies.

In this context, developing an effective marketing plan becomes essential for Britannia Industries to strengthen its position in the health food segment. The study focuses on understanding consumer preferences, awareness levels, buying behavior, and market opportunities to formulate suitable strategies for launching a new healthy product line successfully.

II. STATEMENT OF THE PROBLEM

Britannia Industries faces increasing challenges due to rapidly changing consumer preferences in the food industry. Modern consumers are shifting from traditional snacks toward healthier alternatives that are low in sugar, high in fiber, rich in protein, and made with natural ingredients.

The increasing prevalence of lifestyle diseases such as diabetes, obesity, and heart-related disorders has encouraged consumers to adopt healthier dietary practices. As a result, demand for nutritious and health-oriented food products has increased significantly.

Although Britannia has a strong brand presence in the traditional biscuit and bakery market, it faces a competitive gap in the rapidly growing healthy food segment. Competitors are positioning themselves strongly around natural ingredients, organic products, and fitness-oriented branding strategies.

Therefore, Britannia Industries must develop innovative healthy products and implement effective marketing strategies to meet evolving consumer expectations, increase market share, and maintain long-term competitiveness.



III. REVIEW OF LITERATURE

1. **Vyas & Sharma (2021)** examined consumer perceptions toward healthy snacking in urban India and found that consumers increasingly prefer functional and nutritious snacks over traditional alternatives.
2. **Berry et al. (2017)** highlighted the importance of clean-label packaging and transparent ingredients in influencing consumer purchase intentions.
3. **Miller & Cassady (2015)** analyzed the impact of nutritional labeling on consumer buying decisions and concluded that simplified nutrition labels positively affect purchase behavior.
4. **Aaker & Keller (1990)** discussed brand extension strategies and emphasized the importance of maintaining consistency between parent brand values and new product attributes.
5. **Dhanesh & Duthler (2019)** studied the influence of social media influencers and found that expert influencers such as nutritionists create greater trust in health-focused products.
6. **Sheth (2011)** introduced the “4 As” framework—Awareness, Affordability, Availability, and Acceptability—for successful rural marketing in emerging markets.
7. **Brynjolfsson et al. (2013)** emphasized the importance of omnichannel retailing and integrated marketing communication in the FMCG sector.
8. **Rokka & Uusitalo (2008)** explored the role of green packaging and sustainability in influencing consumer product choices.
9. **Wakefield & Inman (2003)** examined price sensitivity and found that consumers are willing to pay premium prices for products perceived as healthy and functional.
10. **Chandon & Wansink (2007)** discussed the “health halo effect,” where consumers perceive products labeled as healthy more favorably.

IV. OBJECTIVES OF THE STUDY

1. To launch a new healthy product line by Britannia Industries.
2. To meet the increasing demand for low-sugar products.
3. To increase the market share of Britannia Industries.

4. To create awareness about Britannia’s healthy products.
5. To achieve sales growth through effective marketing strategies.

V. SCOPE OF THE STUDY

1. Market and Consumer Analysis

The study focuses on understanding consumer preferences, buying behavior, and demand for healthy and low-sugar food products.

2. Marketing Strategy Development

The research covers product positioning, pricing strategies, promotional activities, and distribution channels for launching healthy products.

3. Data Collection and Limitations

The study is based on primary and secondary data collected from a limited sample size and geographic area, which may restrict broader generalization.

VI. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design to analyze consumer attitudes, awareness, and buying behavior regarding healthy food products offered by Britannia Industries.

Sample Size and Sampling Technique

A sample size of 100 respondents was selected using convenience sampling based on accessibility and willingness to participate.

Data Collection Methods

Primary data was collected using structured questionnaires containing multiple-choice and Likert-scale questions.

Secondary data was gathered from journals, research articles, company reports, and online publications.

Statistical Tools Used

1. Percentage Analysis
2. Correlation Analysis
3. Chi-Square Test

The collected data were classified, tabulated, and analyzed using statistical tools for meaningful interpretation.

VII. DATA ANALYSIS AND INTERPRETATION

TABLE I AGE DISTRIBUTION OF RESPONDENTS

Age Group	No. of Respondents	Percentage
5–15 Years	–	–
16–25 Years	95	95%
26–35 Years	4	4%
Above 36 Years	1	1%
Total	100	100%

Interpretation

The majority of respondents belong to the 16–25 years age group, indicating strong participation from young consumers.

TABLE II. GENDER DISTRIBUTION

Gender	No. of Respondents	Percentage
Male	54	54%
Female	46	46%
Total	100	100%

Interpretation

The gender distribution is balanced, showing equal acceptance of Britannia products among male and female consumers.

TABLE III OCCUPATION DISTRIBUTION

Occupation	No. of Respondents	Percentage
Student	95	95%
Employee	3	3%
Homemaker	1	1%
Business	1	1%
Total	100	100%

Interpretation

Most respondents are students, indicating that the study primarily reflects the perspectives of young consumers.

TABLE IV. FAMILIARITY WITH BRITANNIA INDUSTRIES

Familiarity Level	No. of Respondents	Percentage
Very Familiar	76	76%
Somewhat Familiar	22	22%
Heard of It	2	2%
Not Familiar	–	–
Total	100	100%

Interpretation

The findings reveal high brand awareness and strong recognition of Britannia Industries among consumers.

TABLE V AWARENESS OF HEALTHY PRODUCTS

Awareness Level	No. of Respondents	Percentage
Fully Aware	75	75%
Somewhat Aware	21	21%
Slightly Aware	4	4%
Total	100	100%

Interpretation

Most respondents are aware of Britannia’s healthy product offerings, reflecting effective promotional activities.

TABLE VI PERCEPTION OF BRITANNIA AS A HEALTHY BRAND

Rating	No. of Respondents	Percentage
3	6	6%
4	22	22%
5	72	72%
Total	100	100%

Interpretation

The majority of respondents rated Britannia highly as a healthy food brand. This indicates positive brand perception and strong consumer trust toward Britannia’s healthy product line.

TABLE VII SOURCE OF PRODUCT AWARENESS

Particulars	No. of Respondents	Percentage
TV Ads	56	56%
Social Media	27	27%
Retail Store	16	16%
Friends / Word of Mouth	1	1%
Total	100	100%

Interpretation

Television advertisements are the major source of awareness, followed by social media. This shows that both traditional and digital marketing channels play important roles in influencing consumers.

TABLE VIII PREFERENCE FOR HEALTHY SNACKS

Particulars	No. of Respondents	Percentage
Always	62	62%
Often	22	22%
Sometimes	14	14%
Rarely	2	2%
Total	100	100%

Interpretation

Most respondents frequently prefer healthy snacks over regular snacks, indicating increasing health consciousness and positive acceptance of healthier food choices.

TABLE IX PREFERENCE FOR LOW-SUGAR PRODUCTS

Particulars	No. of Respondents	Percentage
Strongly Agree	75	75%
Agree	22	22%
Strongly Disagree	3	3%
Total	100	100%

Interpretation

The majority of respondents strongly prefer low-sugar products. This reflects growing health awareness and increasing demand for healthier food alternatives.

TABLE X WILLINGNESS TO TRY NEW HEALTHY PRODUCTS

Particulars	No. of Respondents	Percentage
Definitely	77	77%
Probably	20	20%
No	2	2%
Not Sure	1	1%
Total	100	100%

Interpretation

Consumers show strong willingness to try new healthy products introduced by Britannia Industries, indicating positive future market opportunities.

TABLE XI FACTORS INFLUENCING PURCHASE DECISIONS

Factors	No. of Respondents	Percentage
Price	51	51%
Taste	32	32%
Health Benefits	13	13%
Brand Trust	4	4%
Total	100	100%

Interpretation

Price is the most important factor influencing purchase decisions, followed by taste. This indicates that affordability and product quality strongly affect consumer buying behavior.

TABLE XII FACTORS INFLUENCING BRAND SWITCHING

Factors	No. of Respondents	Percentage
Better Taste	68	68%
Lower Price	15	15%
More Health Benefits	9	9%
Strong Brand Trust	8	8%
Total	100	100%

Interpretation

Better taste is the major factor influencing consumers to switch toward Britannia’s healthy product range. This highlights the importance of maintaining good taste in healthy products.

TABLE XIII IMPORTANCE OF REDUCED SUGAR

Particulars	No. of Respondents	Percentage
Very Important	73	73%
Important	20	20%
Neutral	6	6%
Not Important	1	1%
Total	100	100%

Interpretation

Most respondents consider reduced sugar content highly important while selecting healthy products, reflecting increasing health consciousness among consumers.

TABLE XIV PREFERRED PROMOTIONAL PLATFORM

Platform	No. of Respondents	Percentage
Instagram	73	73%
YouTube	20	20%
TV	6	6%
In-Store Promotion	1	1%
Total	100	100%

Interpretation

Instagram is the most preferred promotional platform among respondents, highlighting the growing importance of digital marketing and social media influence.

Hypothesis Testing

Gender vs. Awareness of Britannia Products

Hypothesis

- H_0 : There is no significant association between gender and awareness level.

- H_1 : There is a significant association between gender and awareness level.

TABLE XV. GENDER VS AWARENESS OF BRITANNIA PRODUCTS

Cross tabulation				
Gender	Fully Aware	Somewhat Aware	Slightly Aware	Total
Male	41	11	2	54
Female	34	10	2	46
Total	75	21	4	100
Chi-Square Tests				
Test	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	3.16	2	0.206	
Likelihood Ratio	3.284	2	0.194	
Linear-by-Linear Association	0.018	1	0.893	
N of Valid Cases	100			

Interpretation

Since the p-value (0.206) is greater than 0.05, the null hypothesis is accepted. Therefore, there is no significant association between gender and awareness level of Britannia products.

Age Group vs. Consumer Preference

Hypothesis

- H_0 : There is no significant association between age group and consumer preference.
- H_1 : There is a significant association between age group and consumer preference.

TABLE XVI AGE GROUP VS. CONSUMER PREFERENCE

Cross tabulation					
Age Group	Biscuits	Snacks	Dairy Products	Breakfast Cereals	Total
16–25 Years	63	19	5	8	95
26–35 Years	2	1	1	0	4
Above 36 Years	1	0	0	0	1
Total	66	20	6	8	100
Chi-Square Tests					
Test	Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square	1.87	6	0.93		
Likelihood Ratio	2.145	6	0.906		
Linear-by-Linear Association	0.112	1	0.738		
N of Valid Cases	100				

Interpretation

Since the p-value (0.930) is greater than 0.05, the null hypothesis is accepted. Therefore, there is no significant association between age group and consumer preference.

VIII. FINDINGS

- Majority of respondents (95%) belong to the 16–25 years age group, indicating that young consumers are highly interested in healthy food products offered by Britannia Industries.
- The gender distribution is nearly balanced, with 54% male and 46% female respondents, showing that Britannia’s healthy products appeal to both genders equally.

- Most respondents (95%) are students, highlighting that young student consumers form the primary target segment for Britannia’s healthy product line.
- A high level of brand awareness is observed, as 76% of respondents are very familiar with Britannia Industries and its products.
- The majority of respondents (75%) are fully aware of Britannia’s healthy food offerings, indicating effective brand communication and strong market presence.
- A significant proportion of respondents (72%) strongly perceive Britannia as a healthy food brand, reflecting positive brand positioning in the minds of consumers.
- Television advertisements remain the major source of awareness (56%), while social media platforms also play a strong role (27%) in influencing consumers.
- Most consumers (62%) always prefer healthy snack options over regular snacks, showing increasing health consciousness among consumers.
- A large majority of respondents (97%) either strongly agree or agree that they prefer low-sugar products, indicating growing demand for healthier food alternatives.
- Consumers show strong willingness to try new healthy products from Britannia, with 77% definitely interested in purchasing newly launched healthy product variants.
- Product usage frequency is high, as 53% of respondents purchase Britannia products daily and 25% purchase them weekly, indicating strong customer loyalty and regular consumption habits.
- Price (51%) is identified as the most important factor influencing purchase decisions, proving that affordability plays a major role in consumer buying behavior.
- Taste (32%) is considered the second most influential factor, showing that consumers expect healthy products to maintain good flavor and quality.
- Better taste is the strongest reason for consumers to switch to Britannia’s healthy product range, highlighting the importance of product experience in attracting customers.
- Healthy biscuits are the most preferred product category (66%), indicating strong market potential for healthier biscuit variants.
- Reduced sugar content is considered highly important by most respondents (73%), reflecting the increasing health awareness among consumers.



- Instagram is the most preferred promotional platform (73%), showing the growing importance of digital and social media marketing among young consumers.
- Chi-square analysis reveals no significant association between gender and awareness level, indicating that awareness about Britannia products is similar across male and female consumers.
- Chi-square analysis also shows no significant association between age group and consumer preference, suggesting that healthy product preferences are relatively consistent across age categories included in the study.
- Overall, the study concludes that consumer preference toward Britannia's healthy product line is strongly influenced by factors such as health awareness, affordability, taste, product quality, reduced sugar content, digital marketing influence, and brand trust
- The company should clearly highlight nutritional information, ingredients, and health benefits on packaging to improve transparency and consumer confidence.
- Britannia should adopt clean-label strategies by reducing artificial ingredients and promoting natural and organic components in healthy products.
- More promotional campaigns and awareness programs should be conducted to educate consumers about the importance of healthy eating and reduced sugar consumption.
- Attractive packaging and innovative product designs should be introduced to capture consumer attention and improve product appeal in retail outlets.
- The company should regularly introduce innovative product variants and seasonal healthy snacks to maintain customer interest and remain competitive in the market.
- Britannia should strengthen both online and offline distribution channels to ensure easy availability of healthy products across supermarkets, retail stores, and e-commerce platforms.
- Free samples, trial packs, and introductory offers can be provided to encourage consumers to try newly launched healthy products.
- The company should conduct continuous market research to understand changing consumer preferences and emerging health trends for future product development.
- Britannia should focus on building long-term customer relationships by maintaining product quality, affordability, and consistent health-focused branding.
- More advertisements emphasizing reduced sugar content, high nutrition, and health benefits should be created to strengthen the brand's healthy image.
- The company should target students and working professionals with convenient, ready-to-eat healthy snack options suitable for busy lifestyles.
- Britannia should enhance customer engagement through interactive social media campaigns, contests, and feedback mechanisms to improve brand loyalty.
- Overall, Britannia Industries should combine affordability, taste, innovation, health benefits, and effective digital promotion strategies to successfully expand its healthy product line and achieve long-term market growth.

IX. SUGGESTIONS

- Britannia Industries should focus more on youth-oriented marketing strategies, as the majority of consumers belong to the younger age group and show strong interest in healthy food products.
- The company should maintain affordable pricing strategies because price is identified as the most important factor influencing consumer purchase decisions.
- Britannia should expand its healthy product portfolio by introducing more low-sugar, high-fiber, protein-rich, and multigrain products to meet growing health-conscious demand.
- Greater emphasis should be given to healthy biscuits, as they are the most preferred product category among consumers and have strong market potential.
- The company should improve taste and flavor along with nutritional benefits, since taste remains one of the key factors affecting consumer preference and brand switching.
- Britannia should strengthen its digital marketing activities through platforms such as Instagram, YouTube, and other social media channels to effectively engage younger audiences.
- Influencer marketing and collaborations with fitness experts, nutritionists, and health bloggers can be used to improve credibility and create stronger consumer trust.



X. CONCLUSION

The study concludes that changing consumer preferences and increasing health awareness have created significant opportunities for Britannia Industries to expand into the healthy food segment. Consumers are actively seeking healthier alternatives that are low in sugar, nutritious, and convenient.

The findings reveal strong brand awareness, high purchase intention, and positive acceptance of healthy products among young consumers. Price and taste continue to influence purchase decisions, while digital platforms play an important role in creating awareness and engagement.

Although competitors are aggressively positioning themselves in the health-focused category, Britannia Industries possesses strong brand equity and market potential to succeed in this segment. By focusing on innovation, healthier product development, competitive pricing, and effective digital promotion, Britannia can strengthen its market position and achieve sustainable growth.

Overall, the study concludes that a well-planned marketing strategy will enable Britannia Industries to successfully launch and expand its healthy product line while meeting evolving consumer expectations.

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