

NAGINDAS KHANDWALA COLLEGE

OF COMMERCE, ARTS & MANAGEMENT STUDIES

MALAD WEST, MUMBAI-400064

TOPIC

"A STUDY ON THE COMPANY PARLE PRODUCT AND ITS CONSUMER BEHAVIOUR"

PRESENTED BY:

JALPITA GUPTA

Roll no- 5022

GR NO.- 2443093

TYBMS –B

(MARKETING)

PROJECT GUIDE:

Dr. Mona Mehta

SUBMITTED TO

UNIVERSITY OF MUMBAI

ACADEMIC YEAR

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DECLARATION

I Jalpita Vinit Gupta student of Nagindas Khandwala College Semester VI hereby declare that I have completed this project on a study on the company Parle Product & its consumer Behaviour.

in the Academic Year 2022 - 2023

The information submitted is true and original to the best of my knowledge.

Jalpita Gupta

Signature of Student

CERTIFICATE

I Dr. Mona Mehta hereby certify that Jalpita Vinit Gupta

of TYBMS B Semester VI of Nagindas Khandwala College

has completed project on a study on the company Parle Product & its consumer Behaviour.

in the academic year 2022 - 2023

The information submitted is true and original to the best of my knowledge.

Project Co-ordinator

External Examiner

Principal

N.K. COLLEGE OF COMM. ARTS & MGMT. STUDIES & SCIENCE MALAD, MUMBAI 400 064.

ACKNOWLEDGEMENT

I worked hard on this project. It would not, however, have been feasible without the kind support and assistance of many individuals and organizations. I'd want to express my heartfelt gratitude to everyone involved in this research project, which has taught me a lot and provided me with numerous chances.

I would like to thank Nagindas Khandwala College for providing me with the chance to conduct this research project. I would like to thank Prof. Dr. Moushumi Datta, our principal, for providing the facilities required to complete this project. I would want to take this opportunity to thank Dr. Mona Mehta, our vice principal and IQAC coordinator, for her moral support and leadership.

I would also like to express my sincere gratitude towards my **Project Guide Dr. Mona Mehta**, whose gratitude and care made the project successful and without whom this research would not have been possible.

I would like to express my gratitude to my parents and all of the members for their kind cooperation and encouragement, which helped me complete this project. My thanks and appreciation also go to my colleague who assisted me in designing the project and to those who volunteered to assist me with their skills.

EXECUTIVE SUMMARY

This research project is a comprehensive study of the Indian FMCG (Fast Moving Consumer Goods) company, Parle Products. The purpose of the study is to provide insights into the company's history, operations, marketing strategies, and its overall market performance. This study also examines the customer behaviour of Parle Products, The research aims to identify the factors that influence consumer decision-making when purchasing Parle products

The study is based on a combination of primary and secondary research. Primary research involved conducting surveys and interviews with Parle Products' customers. Secondary research involved analyzing publicly available data and information about the company.

The research found that Parle Products has a long and successful history in the Indian market, having been established in 1929. The company is best known for its biscuit brands such as Parle-G, Monaco, and Krackjack, which have a strong presence in both urban and rural areas. The company has also diversified into other FMCG products such as confectionery and snacks.

Parle Products has employed various marketing strategies to maintain its market leadership, such as offering affordable pricing, consistent quality, and aggressive distribution. The company has also been successful in expanding its product portfolio to cater to changing consumer preferences and tastes. The findings suggest that taste, quality, and price are the most important factors that influence consumer behavior when purchasing Parle products, and that the company's marketing efforts, such as product packaging and advertising, play a significant role in shaping customer perceptions and preferences

Overall, the research project concludes that Parle Products has a strong market position in the Indian FMCG industry and has been successful in maintaining its position through effective marketing and a diversified product portfolio. The study provides valuable insights into the company's operations, which can be useful for researchers, industry experts, and potential investors looking to gain a deeper understanding of the Indian FMCG market.

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CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION OF PARLE PRODUCTS

When we hear the name Parle, the first thing that springs to mind is Parle G. For the past 86 years, Parle Products has been India's leading manufacturer of cookies and confectionary. Times have changed, and different types of biscuits have come and gone, but nothing has changed with these biscuits. Yes, the size of their packaging has changed, but for the better because these are money-saving packs. The name Parle brings up happy recollections for people all around the country. After all, Indians have been eating Parle biscuits and sweets since 1929.

Now, Parle's reach extends to India's most remote areas. It began as a modest firm in the Bombay suburbs of Parle to manufacture sweets and toffees. It started in 1929 and the market was dominated by big worldwide brands that were imported freely. It was the rule of British dominance, hence British biscuits were in demand because the Brits had dominance even in biscuits. Despite the odds and stiff competition, this company, Parle Products, persisted and prospered by focusing on great quality and improvising on a regular basis. A decade later, in 1939, Parle Products began producing biscuits alongside candies and toffees. Having already established a reputation for quality, the Parle brand name grew in strength with this diversification.

The first biscuit brands introduced were Parle Glucose and Parle Monaco, which went on to become household names for exceptional taste and quality. For almost 96 years, Parle have been creating quality cookies and confectionary products. Parle has developed to become a multimillion-dollar corporation, with many of its products becoming market leaders in their respective categories. According to a 2011 Nielsen poll, Parle G is the world's best-selling biscuit brand. Parle Products Limited's primary brands are Parle- G, Mango Bite, Sixer, Melody, and Hide & Seek.

All Parle products are made under the most sanitary conditions. Parle Products Limited manufactures a variety of biscuits such as salty and sweet cream, cumin seed, milk, and cheese. Hide & Seek chocolate chip biscuits, India's first ever chocolate chip biscuits, are a product of invention and cater to a new taste. In 2019, it dominated 70% of the global biscuit market. According to Nielsen, Parle-G is the best-selling biscuit brand in the world as of 2020. As of November 2022, Parle have officially sold more than $2 billion in biscuits in a single year, making them the world's greatest biscuit seller.

In India, Parle-G has become a well-known brand. Parle-G is a success thanks to its superb taste, high nutritional value, and top-notch quality. That makes sense considering that it has consistently dominated the biscuit market.

People of all ages, affluent and poor, living in cities and villages, consume Parle-G. While some people eat it for breakfast, others eat it as a full, balanced meal. Some people find it to be the perfect addition to tea, while others use it as a means to recharge anytime they are feeling low on energy. As a result, Parle-G is the most popular biscuit brand worldwide.

HISTORY

The Chauhan family of Vile Parle, Bombay, founded the Parle Products company in India in 1929. The company's founder, Mohanlal Chauhan, came from Pardi, which is close to Valsad in Gujarat. He travelled to Bombay to find work, and his first line of work was tailoring. But it wasn't successful, so he decided to enter the food industry by selling snacks. Mohanlal entered that industry with the aid of Parsi contacts because the bakery snacks of English people were more lucrative. He owned and operated a bakery that produced bread, buns, rusks, scones, Nankhatai, turnovers, etc. Maneklal, Pitambar, Narottam, Kantilal, and Jayantilal were among his five fortunate sons. Under their father, the five brothers collaborated amicably.

In 1939, Parle started making biscuits with a licence allowing them to sell their products exclusively to the British Army. When India gained its independence in 1947, the firm started an advertising push to promote their Glucose cookies as an Indigenous substitute for British biscuits. After the success of goods like the Parle-G biscuits, the Parle brand gained popularity in India. The Morarji Desai administration removed Coca-Cola from India a long time later, in 1977. (George Fernandes was the champion of this move). The family recognized an opening and started their own cold beverage company, which did well because there was no competition. Selling iced drinks like Gold Spot, Thums Up, and Frooti, all of which became well-known brands, brought in money for the company.

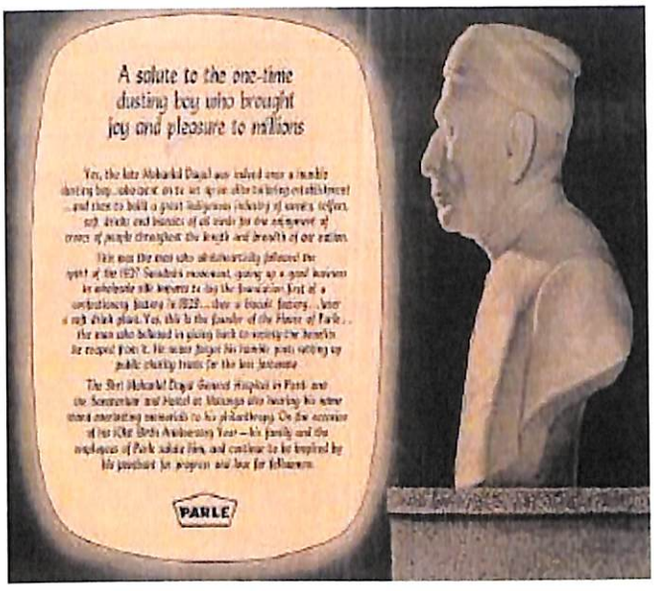
The original Chauhan family broke up the Parle corporation into three separate businesses, with Parle Agro Products controlling the majority of them: [8] In reality, Jayantilal's only separation from his four older brothers was himself. The key factor was that Jayantilal led a different lifestyle than his four older brothers. The four oldest brothers each received a portion of the biscuits (confectionary) company, and they remain as a unit to this day. The beverage part was Jayantilal's share. His two sons divided this portion even further. The current top three companies are as follows:

1) In the 1950s, Vijay, Sharad, and Raj Chauhan led Parle Products (owner of the brands such as Parle-G, 20-20, Magix, Milkshakti, Melody, Mango Bite,[9] Poppins, Londonderry, Kismi Toffee Bar, Monaco and KrackJack).
2) 1960s Prakash Jayantilal Chauhan-led Parle Agro (elder son of Jayantilal Chauhan). His daughters Schauna, Alisha, and Nadia operate the business (owner of the brands such as Frooti and Appy).
3) Ramesh Jayantilal Chauhan, Jayantilal Chauhan's younger son, led Parle Bisleri in the 1970s. Along with his wife Zainab Chauhan and their child Jayanti Chauhan, he manages it.

The three businesses still make use of the "Parle" family trademark. Three firms that are not competitors were amicably separated from the original Parle company. Yet when Parle Agro entered the candy industry and competed with Parle Products, a conflict over the use of the "Parle" brand occurred. The use of the Parle brand for competing confectionery items led to a lawsuit from Parle Products against Parle Agro in February 2008. Subsequently, Parle Agro introduced its candy items with a fresh look that omitted the Parle brand name. The Bombay High Court found in 2009 that Parle Agro may market its candy goods under the names "Parle" or "Parle Confi" as long as it makes it clear that the products are produced by a separate business that has no affiliation with Parle Product


PARLE BISCUITS PVT. LTD., NEEMRANA
AUDITORIUM


THE CHOICE OF A NATION
Parle's
GOLD STAR
SWEETS & PEPPERMINTS
CAMEL


A salute to the one-time
dusting boy who brought
joy and pleasure to millions
PARLE

1.2. INTRODUCTION TO CONSUMER BEHAVIOUR

Consumer behavior refers to the actions and decisions made by individuals, households, or organizations when purchasing goods or services. It involves a complex combination of psychological, social, and economic factors that influence how consumers make choices and behave in the marketplace.

Consumers are motivated by a variety of needs and desires, such as functional, emotional, or social. Functional needs relate to the practical benefits a product or service provides, while emotional needs are tied to personal feelings and experiences. Social needs are influenced by cultural and social norms and may involve status or social approval.

Consumer behavior is also shaped by a variety of external factors, such as marketing messages, social media, and personal recommendations. These external factors can influence consumer attitudes, beliefs, and perceptions, ultimately impacting their purchasing decisions.

Understanding consumer behavior is important for marketers and businesses, as it can inform product development, pricing strategies, and marketing messages. By analyzing consumer behavior, businesses can gain insight into what motivates their target audience, and adjust their strategies accordingly to better meet their customers' needs and wants.

Consumer behaviour in the snack industry

Consumer behaviour in the snack industry is complex and dynamic, influenced by a variety of factors such as taste preferences, health concerns, convenience, and social norms.

Taste preferences are a key driver of consumer behaviour in the snack industry. Consumers may prefer salty, sweet, spicy, or savoury flavours, and may also have preferences for specific types of snacks such as chips, popcorn, or candy. Marketers in the snack industry often use flavour and taste as a way to differentiate their products from competitors.

Health concerns are also a significant factor in consumer behaviour in the snack industry. Many consumers are looking for healthier snack options that are low in calories, sugar, and fat, and high in protein and fiber. As a result, snack companies have introduced products that cater to this demand, such as low-calorie snack bars, veggie chips, and protein bars.

Convenience is another important factor in consumer behaviour in the snack industry. Consumers are increasingly looking for snacks that are easy to consume on-the-go and can be quickly grabbed from store shelves. This has led to the rise of single-serving snack packages, grab-and-go snack options, and vending machines.

Finally, social norms and cultural preferences also play a role in consumer behaviour in the snack industry. For example, certain types of snacks may be more popular in certain regions or cultures, and consumers may be influenced by what their peers or family members are eating. Additionally, social media can also have a significant impact on consumer behaviour, as snack companies use influencers and social media marketing to reach their target audience.

1.3. Overview of the Indian Biscuit Industry

The Indian biscuit industry is a significant sector of the Indian food processing industry. Biscuits are one of the most popular snack items in India and are consumed by people of all ages. The Indian biscuit industry has witnessed substantial growth over the years and is expected to continue to do so in the coming years.

Market Size and Growth

The Indian biscuit industry is one of the largest biscuit industries in the world. According to a report by ResearchAndMarkets.com, the Indian biscuit market was valued at INR 369.5 billion in 2020 and is expected to reach INR 562.1 billion by 2026, growing at a CAGR of 7.3% during the forecast period (2021-2026). The growth of the biscuit industry in India can be attributed to factors such as increasing disposable income, changing consumer preferences, and the availability of a wide variety of biscuits at affordable prices. The increasing trend of snacking and the rise of e-commerce platforms have also contributed to the growth of the biscuit industry in India.

Major Players

The Indian biscuit industry is dominated by a few major players. Britannia Industries, Parle Products, and ITC are some of the leading players in the Indian biscuit industry. Other notable players in the industry include Anmol Industries, Priyagold, and Bisk Farm.

Product Segments

The Indian biscuit industry can be segmented into several product categories such as glucose biscuits, cream biscuits, Marie biscuits, cookies, and others. Glucose biscuits are the most popular biscuit category in India, followed by cream biscuits and Marie biscuits.

Manufacturing Process

The manufacturing process of biscuits involves several steps such as mixing of ingredients, dough preparation, dough cutting, baking, cooling, and packaging. The ingredients used in biscuit production include flour, sugar, butter, milk, baking powder, and flavors.

Regulatory Framework

The Indian biscuit industry is regulated by the Food Safety and Standards Authority of India (FSSAI). The FSSAI sets standards for the manufacture, storage, distribution, and sale of biscuits in India.

Challenges

One of the major challenges faced by the Indian biscuit industry is the increasing competition from other snack products such as chips, namkeens, and other processed foods. Rising input costs and the volatility of raw material prices also pose challenges to the industry.

Major Indian Biscuit Brands



1.4. Overview of the Confectionery Industry

The confectionery industry is the segment of the food industry that is responsible for the production of sweets, chocolates, chewing gum, and other sugary treats. This industry has a long history, dating back to ancient civilizations, and has evolved over time to become a multibillion-dollar industry worldwide. The confectionery industry is a highly competitive and dynamic industry that is driven by consumer preferences and changing tastes. Key players in this industry include large multinational corporations such as Nestle, Mars, Hershey, Mondelez International, Ferrero, Parle Product and Cadbury. The industry is broadly divided into three categories: chocolate confectionery, sugar confectionery, and chewing gum. Chocolate confectionery includes products such as chocolate bars, chocolate-covered nuts, and truffles. Sugar confectionery includes candies, lollipops, and other sweet treats made from sugar. Chewing gum includes bubble gum, chewing gum, and breath mints.

Market Trends:

The confectionery industry is experiencing several trends that are shaping the market. One of the biggest trends is the increasing demand for healthier and more natural products. Consumers are becoming more health-conscious and are looking for products that are lower in sugar, fat, and calories. As a result, manufacturers are introducing products that are made with natural ingredients and have lower sugar content.

Another trend is the growth of the premium confectionery market. Consumers are willing to pay more for high-quality and luxury confectionery products. This trend is driving innovation in the industry, with manufacturers introducing new and unique products to cater to this demand. The confectionery industry is also experiencing increased demand for plant-based and vegan products. Consumers are looking for alternatives to traditional dairy-based products, and manufacturers are introducing vegan and plant-based alternatives to cater to this demand.

Challenges Facing the Industry:

The confectionery industry is facing several challenges that are impacting the market. One of the biggest challenges is the increasing awareness of the negative health impacts of sugar consumption. Governments and health organizations are introducing regulations and campaigns aimed at reducing sugar consumption, which is affecting the sales of traditional confectionery products. Another challenge is the rising cost of raw materials, including cocoa, sugar, and milk. These costs are impacting the profitability of manufacturers and are leading to price increases for consumers.

Finally, the industry is facing increased competition from alternative snacks and treats, including healthier snack options and products that cater to dietary restrictions and preferences.

1.5. REVOLUTION OF PARLE PRODUCT

Parle Products is one of the largest biscuit and confectionery manufacturers in India. The company was founded in 1929 in Mumbai by the Chauhan family. Over the years, Parle has become a household name in India, and its products are enjoyed by people of all ages.

The revolution of Parle Products began with the launch of its flagship brand, Parle-G in 1939. Parle-G is a glucose biscuit that quickly became popular among the masses due to its affordable price and great taste. Parle-G became synonymous with biscuits in India and is now one of the most recognized brands in the country.

In the 1970s, Parle launched its next big product, the Parle-M brand of biscuits. These biscuits were targeted towards the urban market and were positioned as a premium brand. Parle-M became popular among the middle class and upper-class segments of society.

In the 1980s, Parle Products launched a range of new products, including Monaco biscuits, KrackJack biscuits, and Hide & Seek biscuits. These products were aimed at different segments of the market and helped Parle expand its product portfolio.

In the 1980s, Parle-G began to get advertising. Press advertisements were the principal form of promotion. The message discussed the fundamental advantages of nutrition and energy. The Dadaji advertisement by Parle-G, which was first shown in 1989, quickly rose to the top of the company's commercial repertoire. The six-year run of the advertisement. Parle-G increased in size every minute. Whether it be the amount of packs sold, the locations served, or the customers. Many Indians adopted it as a part of their everyday routine. It was no longer a biscuit. It had evolved into an image.

In the 1990s, Parle Products continued to innovate and launched a range of new products such as Mango Bite, Melody, and Poppins. These products were aimed at the confectionery market and helped Parle establish itself as a major player in the industry. The next level of communication linked the brand to virtues such as honesty, generosity, and compassion. Parle-G sponsored the very popular Shaktimaan tele-series in 1997, which starred an Indian superhero. The superhero's character complemented the brand's many outstanding features. Parle continued their partnership with Shaktimaan and distributed a lot of Shaktimaan products, which was promoted through POS and press outreach. The young audience was utterly enthralled with Parle-G and Shaktimaan.

In recent years, Parle Products has continued to innovate and has launched a range of new products such as Fab!, Milano, and Mexitos. These products are aimed at the youth market and are positioned as trendy and fun.

Today, Parle Products has a wide range of products that cater to different segments of the market. The company has a strong distribution network and is present in every corner of the country. Parle Products has revolutionized the biscuit and confectionery industry in India and has become a symbol of quality and affordability.



1.6. SWOT ANALYSIS

Parle Products is one of the largest Indian manufacturers of biscuits, confectionery, and snacks. The SWOT analysis of Parle Products is as follows:

Strengths:

1. Strong brand recognition: Parle-G, one of the flagship brands of Parle Products, has a strong brand recognition and is widely recognized across the country. The brand has become synonymous with biscuits and is a household name in India. Parle has been able to leverage this strong brand recognition to launch new products and expand its customer base.
2. Wide product range: Parle Products has a wide range of products, which caters to different segments of the market. The company offers a range of biscuits, wafers, and confectioneries, which are available at different price points, making it accessible to consumers from different income groups.
3. Affordable pricing: Parle Products offers affordable products without compromising on the quality, which has helped the company to attract a large customer base, especially in rural areas. The company has been able to keep the prices low by adopting efficient production and distribution processes.
4. Strong distribution network: Parle Products has a strong distribution network across India, which includes over 1,500 distributors and 3 million retail outlets. This has helped the company to reach every corner of the country and make its products easily available to consumers. Parle has also been able to tap into the large rural market through its distribution network, which has been a significant strength for the company.
5. Continuous innovation: Parle Products has been continuously innovating its product line, which has helped the company to stay relevant and cater to the changing preferences of its customers. The company has been able to introduce new products that have become popular, such as Hide & Seek biscuits, which have become a household name in India.
6. Strong marketing and advertising: Parle Products has been very active in marketing and advertising its products through various media channels. The company has used effective marketing strategies, such as celebrity endorsements, social media promotions, and innovative advertising campaigns, to create a strong brand identity and connect with its customers.

In conclusion, Parle Products has been able to maintain its position in the market due to its strong brand recognition, wide product range, affordable pricing, strong distribution network,

continuous innovation, and effective marketing and advertising strategies. These strengths have helped the company to expand its customer base and remain competitive in the market

Weaknesses:

While Parle Products has several strengths, there are also some weaknesses that the company faces. Here are some of the weaknesses of Parle Products:

1. Competition from other brands: Parle Products faces stiff competition from other established biscuit and confectionery brands in India. Some of the major competitors include Britannia, ITC, and Nestle, among others. These brands have a strong market presence and loyal customer base, which can make it difficult for Parle to gain market share.
2. Dependence on a single product: Although Parle Products has a wide product range, it is heavily dependent on its Parle-G brand, which contributes to a significant portion of its revenue. This dependence on a single product can be a weakness as any decline in sales of Parle-G can impact the overall revenue of the company.
3. Limited international presence: While Parle Products has a strong presence in India, its international presence is relatively limited. The company exports its products to a few countries, but it has not been able to establish a significant foothold in the global market.
4. Limited focus on health and wellness: With the growing trend of health and wellness, consumers are becoming increasingly conscious of what they eat. Parle Products has limited focus on health and wellness products and has not yet tapped into this growing segment. This can be a weakness as consumers may shift towards healthier alternatives, impacting the sales of Parle's products.
5. Quality control issues: In recent years, there have been reports of quality control issues with Parle Products, which have impacted the brand's image. For example, there were reports of fungus and insects found in Parle-G biscuits, which led to a temporary ban on the product in some states. Such incidents can damage the brand's reputation and impact customer loyalty.

In conclusion, while Parle Products has several strengths, it also faces some weaknesses, such as competition from other brands, dependence on a single product, limited international presence, limited focus on health and wellness, and quality control issues. These weaknesses can impact the growth and profitability of the company and need to be addressed to remain competitive in the market.

Opportunities:

Parle Products has several opportunities that it can leverage to grow its business and remain competitive in the market. Here are some of the opportunities that Parle Products can explore:

1. Expanding product line: Parle Products can explore opportunities to expand its product line by introducing new products in different categories. For example, the company can introduce products in the health and wellness category or launch new flavors of existing products to cater to changing consumer preferences.
2. Geographic expansion: While Parle Products has a strong presence in India, it can explore opportunities to expand its operations to other countries. The company can leverage its existing distribution network and brand recognition to enter new markets.
3. E-commerce: With the increasing penetration of e-commerce in India, Parle Products can explore opportunities to sell its products online. The company can partner with online retailers or launch its own e-commerce platform to reach a wider audience and increase its sales.
4. Partnerships and collaborations: Parle Products can explore partnerships and collaborations with other companies to expand its product range or enter new markets. For example, the company can partner with a health and wellness brand to launch healthier products or collaborate with a company in another country to enter a new market.
5. Innovation and technology: Parle Products can leverage technology to innovate its product line and production processes. For example, the company can explore opportunities to use automation and robotics in its production processes to increase efficiency and reduce costs.
6. Changing consumer preferences: With changing consumer preferences, there is an opportunity for Parle Products to launch products that cater to these preferences. For example, consumers are becoming more health-conscious, and Parle Products can explore opportunities to launch healthier products to cater to this trend.

In conclusion, Parle Products has several opportunities to grow its business and remain competitive in the market. The company can explore opportunities to expand its product line, geographic expansion, e-commerce, partnerships and collaborations, innovation and technology, and changing consumer preferences to drive growth and profitability.

Threats:

Parle Products faces several threats that can impact its growth and profitability in the market. Here are some of the threats that Parle Products needs to be aware of:

1. Intense competition: The Indian biscuit and confectionery market is highly competitive, with several established players competing for market share. The company faces competition from established players such as Britannia, ITC, and Nestle, among others. New players entering the market can also pose a threat to Parle's market share.
2. Changing consumer preferences: With changing consumer preferences, there is a risk that consumers may shift towards healthier and more nutritious alternatives, impacting the sales of Parle's products. Consumers are also becoming more aware of the environmental impact of products, and this can lead to a shift towards eco-friendly products.
3. Raw material price volatility: Parle Products relies on a range of raw materials such as wheat, sugar, and palm oil, among others, for its products. The volatility of prices of these raw materials can impact the company's profitability and production costs.
4. Government regulations: Government regulations can pose a threat to Parle Products' business. The Indian government has imposed several regulations on the food industry, such as labeling requirements and restrictions on certain ingredients. Changes in regulations can impact the company's product line and production processes.
5. Economic downturns: Economic downturns can impact consumer spending, leading to a decline in sales for Parle Products. The COVID-19 pandemic is an example of an economic downturn that impacted the food industry, with consumers cutting back on discretionary spending.
6. Supply chain disruptions: Parle Products' supply chain can be disrupted by factors such as natural disasters, transportation strikes, and other unforeseen events. Such disruptions can impact the company's production and sales.

In conclusion, Parle Products faces several threats, including intense competition, changing consumer preferences, raw material price volatility, government regulations, economic downturns, and supply chain disruptions. The company needs to be aware of these threats and take appropriate measures to mitigate their impact on its business. This can include product innovation, diversification, cost optimization, and risk management strategies.

1.7. MARKETING STRATEGIES OF PARLE PRODUCT

Parle Products is one of the largest manufacturers of biscuits and confectioneries in India, with a wide range of products that includes Parle-G, Monaco, Krackjack, Hide & Seek, Melody, and more. Parle has a strong brand presence in India and has been able to maintain its position in the market through effective marketing strategies. Here are some of the marketing strategies employed by Parle Products:

1. Product innovation: Parle has been able to maintain its market share through continuous innovation in its product line. For example, it launched Parle-G Gold, which is a premium version of its popular Parle-G biscuit. This helped the company to cater to the changing preferences of its customers and also expand its customer base.

2. Advertising: Parle has been very active in advertising and promoting its products through various media channels, including television, print, and digital media. For example, the famous "Parle-G - G for Genius" campaign helped to create a strong brand identity and connect with the youth of the country. Parle has also used celebrity endorsements to promote its products, such as the campaign with popular Bollywood actor, Alia Bhatt, for its new product, Hide & Seek Black Bourbon.

3. Distribution: Parle has a wide distribution network across India, with over 1,500 distributors and 3 million retail outlets. This has helped the company to reach every corner of the country and make its products easily available to consumers. Parle also has a strong presence in rural areas, where it has been able to tap into the large rural market through its affordable and quality products.

4. Pricing strategy: Parle has adopted a competitive pricing strategy, which has helped it to maintain its market share and also attract new customers. The company offers a range of products at different price points to cater to the different segments of the market.

5. Social media marketing: Parle has also been actively promoting its products on social media platforms, such as Facebook, Instagram, and Twitter. The company has used social media to connect with its customers, launch new products, and run contests and promotions.

In conclusion, Parle has been successful in its marketing strategies due to its focus on product innovation, advertising, distribution, pricing, and social media marketing. These strategies have helped the company to maintain its position in the market and expand its customer base.

1.8. MARKET MIX OF PARLE PRODUCT

1) PRODUCT:

One of India's most well-known, established, and best-selling brands is Parle-G. This brand has stood for quality, flavour, and health over the years. Similar to Britannia's Tiger, which already has five distinct variations, Parle-G used a line-extension branding approach to recently release two of its variations, Parle-G Milk Shakti and Parle-G Magix, which are mostly differentiated by flavours.

2) PLACE:

A key advantage for Parle goods is the enormous distribution network that has been established over the years. Even in the most isolated locations, consumers may get parle cookies and sweets in the 500-person tiniest of settlements.

DISTRIBUTION CHANNEL LEVEL

Parle has roughly 1,500 wholesalers that directly or indirectly serve 4,25,000 retail establishments. These wholesalers and merchants are supported by a 200-person strong specialised field team. In addition, 31 depots and C&F agents provide products to the extensive distribution network. Therefore, it can be observed that Parle has distribution level channels at the 1 level, 2 level, and 3 level channels .

LEVEL 1- availability to all departmental stores.

LEVEL 2- Since it's an FMCG product this channel exists for customers scattered throughout the country.

LEVEL 3- Mass consumption & suitable national and international coverage.

The Middle East, Africa, South America, Sri Lanka, Australia, and North America are just a few of the worldwide regions that Parle serves and for which there is a 3 Level distribution channel. While Tiger and Sun Feast use a multi-channel marketing strategy because they are distributed through three-level, four-level, and five-level distribution channels, Parle-G and Hide & Seek use a two-channel marketing strategy because they use two distribution channels (i.e., five-level and three level).

3) PRICE

The Parle marketing ethos places a strong emphasis on mass appeal. It surely tries to produce items that provide the average person enjoyment and nutrition. The majority of parle's product lines are in the low- to mid-price range. This is based on its refined knowledge of the customer mindset in India. Large sales volumes for the items are facilitated by the positioning's value for money. Parle G has embraced the market penetration approach, which entails cheap pricing and a market-wide hegemony. Also, they emphasise cheap costs while yet offering high-quality goods, indicating that value pricing is being usedWhen it comes to pricing their products, Parle takes into account several factors, including the production cost, competition, market demand, and consumer preferences. Let's explore each of these factors in detail:

1. Production Cost: The first and foremost factor that influences the pricing of Parle products is the cost of production. This includes the cost of raw materials, labor, machinery, and overheads. Parle tries to keep the production cost as low as possible without compromising on the quality of the products.

2. Competition: Another important factor that influences the pricing of Parle products is the competition in the market. Parle has to compete with several other FMCG companies in the market, and the pricing strategy of these companies affects the pricing of Parle products. Parle has to ensure that its products are priced competitively to attract and retain customers.

3. Market Demand: The demand for Parle products is also a key factor in determining the pricing strategy. If there is high demand for a particular product, Parle may price it higher to maximize profits. On the other hand, if the demand is low, Parle may lower the price to attract more customers.

4. Consumer Preferences: The preferences of the target audience also play a role in determining the pricing of Parle products. Parle has a wide range of products, and each product is targeted at a specific group of consumers. The pricing strategy of Parle takes into account the willingness of the target audience to pay for a particular product.

Based on these factors, Parle follows a dynamic pricing strategy where the prices of their products are adjusted based on the changing market conditions. For example, during festivals and special occasions, Parle may offer discounts and promotions to attract customers. Similarly, during lean periods, Parle may lower the prices of its products to maintain its market share.

4) PROMOTION:

Parle uses sales promotion, advertising, and public relations as part of their marketing mix.

Sales Promotion-

1. Discounts and Coupons: Parle offers discounts and coupons on its products to encourage customers to purchase more. For example, Parle may offer discounts during festive seasons like Diwali or Christmas or provide coupons that customers can redeem on their next purchase.
2. Free Samples: Parle uses the strategy of providing free samples of its products to potential customers to generate interest and increase brand awareness. For example, it may offer free samples of its new biscuit or snack flavors at supermarkets or retail stores.
3. Product Bundling: Parle may bundle its products together and offer them at a discounted price. For example, it may offer a combo pack of biscuits, snacks, and beverages at a reduced price.
4. Contests and Giveaways: Parle may organize contests or giveaways on social media platforms or in retail stores to engage customers and create brand awareness. For example, it may ask customers to participate in a social media contest by posting a picture of themselves with their favorite Parle product, and the winners can receive prizes like free product hampers or gift cards.
5. Loyalty Programs: Parle may offer loyalty programs to reward its regular customers. For example, it may offer loyalty points to customers for each purchase, which can be redeemed for discounts or free products.
6. Sponsorships and Events: Parle may sponsor events or organize events to promote its products. For example, it may sponsor a sports event and provide its products to the participants or organize a product launch event to showcase its new products.

Parle uses a range of sales promotion strategies to increase sales and customer engagement. These strategies include discounts, coupons, free samples, product bundling, contests, loyalty programs, sponsorships, and events. By using these strategies, Parle aims to create brand awareness, generate interest, and encourage customers to purchase its products.

5) Public Relation:

The company has an extensive public relations strategy to promote its products and maintain a positive image among consumers and stakeholders. Here are some details about Parle's public relations strategy:

1. Media Relations: Parle Products has a dedicated team of media relations professionals who maintain close relationships with journalists, bloggers, and influencers in the food and lifestyle space. They regularly pitch stories about new product launches, CSR initiatives, and other company news to the media to get maximum visibility for the brand.
2. Corporate Social Responsibility: Parle Products has a robust CSR program that focuses on education, health, and environment. The company runs several initiatives, including Parle-G Scholarship, Parle-G Little Hearts Education Program, and Swasthya Chetana, which aim to make a positive impact on society. These initiatives are widely covered in the media and help enhance the company's reputation as a responsible corporate citizen.
3. Influencer Marketing: Parle Products has a strong influencer marketing program, where it collaborates with social media influencers and bloggers to promote its products. The company partners with influencers who have a strong following in the food and lifestyle space and get them to create engaging content around its products. This helps Parle reach a wider audience and generate buzz around its products.
4. Events and Sponsorships: Parle Products sponsors several events and programs to promote its products. For instance, it sponsors the Parle-G Indian School Cricket League, a popular school-level cricket tournament in India, which helps the brand reach out to its target audience. The company also sponsors several food festivals and events to promote its range of biscuits and confectioneries.
5. Crisis Management: Parle Products has a well-defined crisis management plan in place to deal with any negative publicity or issues that may arise. The company has a dedicated team that responds quickly to any negative news or social media posts and tries to mitigate the damage by communicating transparently with stakeholders.

In conclusion, Parle Products has a well-rounded public relations strategy that includes media relations, CSR, influencer marketing, events, and crisis management. The company's focus on promoting its products while also being a responsible corporate citizen has helped it maintain a positive image among consumers and stakeholders.

6) Advertising -

Parle uses various forms of advertising and promotion to create brand awareness and promote its products. Some of the advertising and promotion strategies used by Parle are:

1. Television Advertising: Parle frequently advertises its products on television, using creative and catchy advertisements that showcase the taste and quality of its products. These advertisements are often played during prime time, when they can reach a large audience.
2. Print Advertising: Parle also uses print advertising to reach its target audience. It advertises in newspapers, magazines, and other print media, using eye-catching visuals and persuasive messages to promote its products.
3. Digital Advertising: Parle uses digital advertising to reach a wider audience and engage with customers online. It uses social media platforms like Facebook, Instagram, and Twitter to advertise its products and engage with its customers through contests and giveaways.
4. Outdoor Advertising: Parle also uses outdoor advertising to reach customers on-the-go. It uses billboards, posters, and banners to promote its products in high-traffic areas like malls, railway stations, and airports.
5. Brand Endorsements: Parle has also used brand endorsements as a promotional strategy to increase its brand appeal. It has roped in celebrities like Alia Bhatt and Varun Dhawan to endorse its products, thereby creating an emotional connect with its customers.
6. Event Sponsorships: Parle also sponsors various events like sports tournaments and cultural events to increase its brand visibility and create a positive brand image.

In conclusion, Parle uses a mix of advertising and promotion strategies to create brand awareness and promote its products. These strategies include television advertising, print advertising, digital advertising, outdoor advertising, brand endorsements, and event sponsorships. By using these strategies, Parle aims to reach a wider audience, engage with customers, and create a strong brand image.

1.9 IMPACT OF COVID-19 ON PARLE-G

1. During the lockdown in April and May, Parle Products saw record sales of its Parle-G cookies, which are popular with mass consumers.
2. Parle was able to expand its market share by 4.5 to 5% during the lockdown as a consequence of the remarkable growth, making it one of the biggest in recent memory—at least in the previous 30 to 40 years.
3. One of the main causes of this exponential increase in Parle-G biscuit sales was that it was chosen by government organisations and non-governmental organisations (NGOs) that were distributing food relief packages to the public during the pandemic because of its economic appeal with a value package of Rs 2, in addition to being regarded as a good source of glucose.
4. Because of this, Parle Company saw 80–90% of its growth in the months of April and May.
5. During the last 18 to 24 months, Parle had been concentrating on expanding distribution reach, particularly in rural regions; this strategy served them well throughout the epidemic.
6. To ensure product availability at retail locations during the COVID-19 lockout period, the business additionally refilled its distribution routes within 7 days.
7. They were still receiving Parle-G cookies even if they were not receiving bread.
8. Some customers thought of storing up on all the "necessary" things before the lockdown and included Parle-G cookies in it.
9. As a result, everyone was purchasing Parle-G biscuits, whether they belonged to the premium section or the price-sensitive group.
10. Due to the inexpensive cost and high quality of Parle-G biscuits, various organisations were also assisting the populace by distributing them.

CHAPTER 2

RESEARCH METHODOLOGY

CHAPTER 2: RESEARCH METHODOLOGY

2.1. Objectives of the research

The objective of this research paper is to investigate the consumer behaviour towards Parle Products, one of the leading biscuit and confectionery companies in India. This study aims to identify the factors influencing the purchase decision of Parle Products, assess the satisfaction level of consumers, and analyse the impact of marketing strategies on consumer behaviour.

2.2. Scope of study

The purpose of this study is to analyse the consumer behavior towards Parle Products, a leading Indian food and beverage company. The study aims to identify the factors influencing the purchasing decisions of consumers regarding Parle Products and their satisfaction with the products. Additionally, the study will examine the impact of various marketing strategies employed by the company on consumer behavior.

The scope of the study will cover a detailed analysis of the following areas:

Introduction to Parle Products and its history in the Indian market

Review of literature on consumer behavior and marketing strategies in the food and beverage industry

Identification of the factors influencing consumer behavior towards Parle Products

Analysis of the marketing strategies employed by Parle Products and their impact on consumer behavior

Survey of consumers to understand their buying behavior, preferences, and satisfaction level with Parle Products

Comparison of Parle Products with its competitors in the market

Recommendations for Parle Products to enhance its market share and consumer satisfaction.

The study will adopt a quantitative research approach, and primary data will be collected through a structured questionnaire administered to a sample of consumers. The study will be limited to consumers in urban areas of India, and the sample size will be determined using a random sampling method.

The study's findings will provide insights into the factors that influence consumer behavior towards Parle Products and will help the company devise effective marketing strategies to enhance its market share and consumer satisfaction. The study's limitations include the geographical and sample size constraints, which may affect the generalizability of the study's findings. Nonetheless, the study will provide a valuable contribution to the existing literature on consumer behavior in the food and beverage industry.

2.3. Research Methodology:

1. Data Collection:

The data for this study is collected through a combination of primary and secondary sources. Primary data is collected through a structured questionnaire survey of Parle product consumers. Secondary data is gathered from company reports, academic journals, different sites and other relevant sources.

- Primary data:

- Tools - The questionnaire, which consisted of 11 questions, was a major instrument used to collect primary data. There were 136 responses.

- Techniques -The survey and questionnaire techniques were utilized. A Google form with 11 questions spanning from demographics to detailed options and related to Parle Products competitors. I received 136 responses for the same question.

- Secondary data:

Secondary data was collected from various sources like –

- Internet
- Articles
- Research papers
- Journals
- Case studies

2. Sampling:

The sample for this study is selected through a random sampling technique. A sample size of 136 respondents will be selected for the survey, with participants being selected from all age group

- Sample size: The sample size is 150.

- Sample area: The sample area is confined to India.

- Sampling method: Sampling method used is convenience sampling.

Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

2.4. Methods and tools used for data interpretation

For data interpretation and analysis, the researcher employed an inferential technique. Inferential statistics compare treatment groups and draw generalizations about the greater population of participants using measures from the experiment's sample of subjects. There are several varieties of inferential statistics, each with its own set of study design and sample characteristics.

- The researcher also utilized a descriptive data analysis strategy. For deriving conclusions, I used the idea of mode (maximum frequency).

Overall, these methods and tools will be used to analyse and interpret the data collected from the questionnaire and to provide insights into the factors that influence consumer behavior towards Parle Products.

2.5. Limitations of the study

The study may be limited by the sample size and the sampling technique used. There may also be limitations to the generalizability of the findings due to the geographical location of the study. Additionally, the data collected may be subject to social desirability bias or response bias. The study will acknowledge these limitations and aim to minimize their impact on the findings.

1. Inappropriate and incorrect reactions and criticism.

2. Reluctance to discuss delicate subjects.

3. Question illiteracy.

4. Ignorance of emotions.

5. Countless interpretations.

6. Evaluate tiredness and irritability.

7. There is a lack of accessibility.

8. False or shallow replies.

9. Inadequate analysis and response to open-ended questions.

10. Use of complex terminology.

11. The survey may appear impersonal.

12. The survey may get too personal.

CHAPTER 3

REVIEW OF LITERATURE

CHAPTER 3: REVIEW OF LITERATURE

- For each research report, researchers refer to some of the notable research papers that have already been completed by certain specialists from various parts of the world in order to make the study beneficial as well as unbiased. The following are some examples of expert reviews that were used in this project.

- According to Keller (1998), brands help to identify the source or creator of a product and allow customers to assign responsibility for which specific organization should be held accountable for the experience acquired by using the product. Consumers learn more about a brand as a result of previous encounter with a product and the marketing campaign over time. Customers gather information to aid in their decision-making process about which companies meet their demands and which do not. As a result, brands serve as a shorthand method or technique of simplifying product selections.

- According to Amine (1998), perceived distinctions between brands are determined by the consumers' knowledge with the product category. Consumers with a high level of interest in a product category can perceive more subtle variations across brands in both functional and psychological aspects, resulting in greater functional, experiential, and symbolic advantages. Keller (1993)

- Product engagement happens when a product category is tied to a person's centrally held values and self-concept, according to Warrington and Shim (2000).

- According to Bristow, Schneider, and Schuler (2002), if consumers believe that there are differences between brands, the brand name becomes the centre piece of information in the purchase decision or repurchase intention, and the reliance on brand name usage in search information will likely increase. Another aspect of brand study is that consumers use brands to establish or express their self-image or status (O'Cass and Frost, 2002).

- According to Kotler (2003), six variables must be considered when making package decisions: size, form, material, colour, text, and brand.

- According to Rundh (2005), packaging draws consumers' attention to a certain brand, improves its image, and impacts customer views of the product. Also, the package adds value to the goods. Serves as a tool for distinction, assisting consumers in selecting a product from a large choice of identical items, and stimulating customer purchasing behaviour (Wells, Farley and Armstrong, 2007). As a result, the packaging plays a crucial part in marketing communication.

- Rita Kuvykaite's (2009) research results demonstrate that the influence of packaging features on customer purchasing decisions might be stronger. They looked at two sorts of package features in their study: visual and verbal. Visual aspects include graphics, colour, size, form, and material, whereas verbal elements include product information, producer, place of origin, and brand. They believe that Package might be regarded as one of the most effective tools in today's marketing communications, needing a more detailed examination of its components and their effects on customer purchasing behavior .

- According to Renuka Hirekenchanagoudar (2008), the current study attempted to investigate the purchasing behaviour of ready-to-eat food goods by Hubli and Dharwad customers. For the study, a total of 200 people were chosen. In terms of biscuits, chips, fruit juice, and ice creams, the majority of respondents were familiar with the brands Parle-G, Lays, Frooti, and Amul.

- In all four goods, television was the primary source of information about various brands. Biscuits were devoured by all responders due to their ease of usage as snacks. Parle-G, Lays, Maaza, and Amul were the most popular biscuit, chip, fruit juice, and ice cream brands, respectively. Quality, flavour, and a reasonable price were the most important criteria affecting brand selection for biscuits, chips, fruit juice, and ice creams.

- Garg, Suresh (2010) Described in detail The increasing worldwide competitiveness is posing obstacles in the form of uncertainty and fluctuation in demand, as well as the need to supply a wide range to attract and retain the ever-demanding client. Organizations are required to identify and implement efficient and effective strategies for their operations in order to survive and prosper in such a competitive climate. Companies are looking for methods to boost the value of their goods and services by removing ineffective procedures and practices from all systems. Lean manufacturing system adoption assists firms in reducing lead time and inventory, improving quality, and achieving improved on-time deliveries

- According to F.MohamedSabura, Dr.T.VijayaKumar, and Abdul Hameed (2012), rural markets are difficult to anticipate and have unique features. The highlighted population is primarily illiterate, has poor income, and is characterised by irregular income, a lack of monthly revenue, and a flow of money that fluctuates with the monsoon winds. The rural consumer wants value for money, and because their weekly income is inconsistent and low, boosting household income and improving distribution are possible tactics that must be implemented in order to access the market's enormous potential.

- In rural locations, societal norms, traditions, castes, and social practises have a bigger effect on consumer behaviour than in metropolitan ones. Issues such as restricted physical access, low shop density, limited storage facilities, the requirement for a large number of intermediaries in the distribution chain to reach the end customers, and intermediaries' poor capacity to engage in business make reaching rural consumers a difficult endeavour. The overall goal of this research is to analyse retailer attitudes regarding parle items in the Bhubaneswar market.

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

CHAPTER 4: DATA ANALYSIS & INTERPRETATION

4.1. Introduction

To undertake a systematic inquiry to establish facts, principles, or to gather data on a subject is to perform research analysis. It entails utilizing and comprehending data from a number of sources, such as research sources, occasionally personal experience, and observations.

The researcher has divided my analysis into 3 parts –

1. Results – just reporting the outcomes.

2. Analysis - examining data and looking for trends to support findings

3. Findings : The process of interpreting, comprehending, and explaining patterns that may be used to derive conclusions.

The attempt to clarify the patterns that were found is the process of interpreting the data.

4.2. Analysis

The sample size of the questionnaire is 150.

Question 1 –

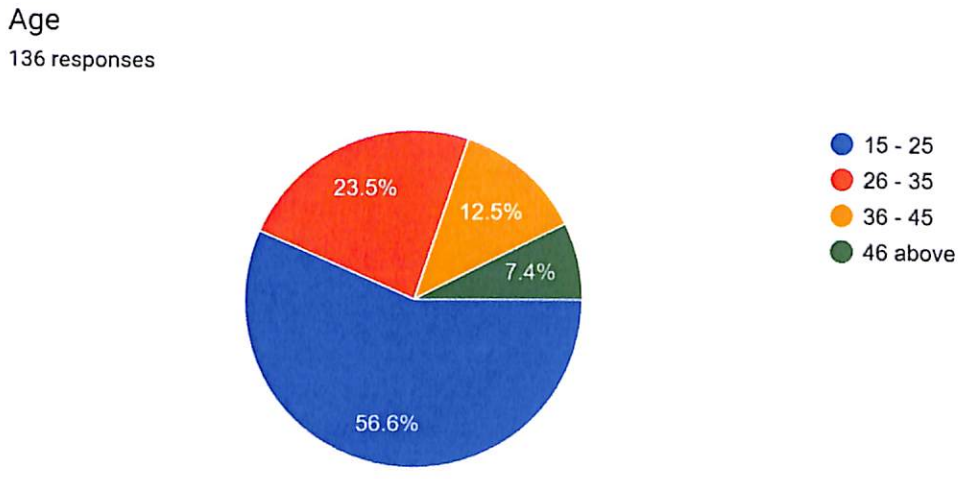
Total- 136 Responses.

Name of the respondent/ the person on whose behalf you are filling the form.

Question 2 -

Age of the respondent.

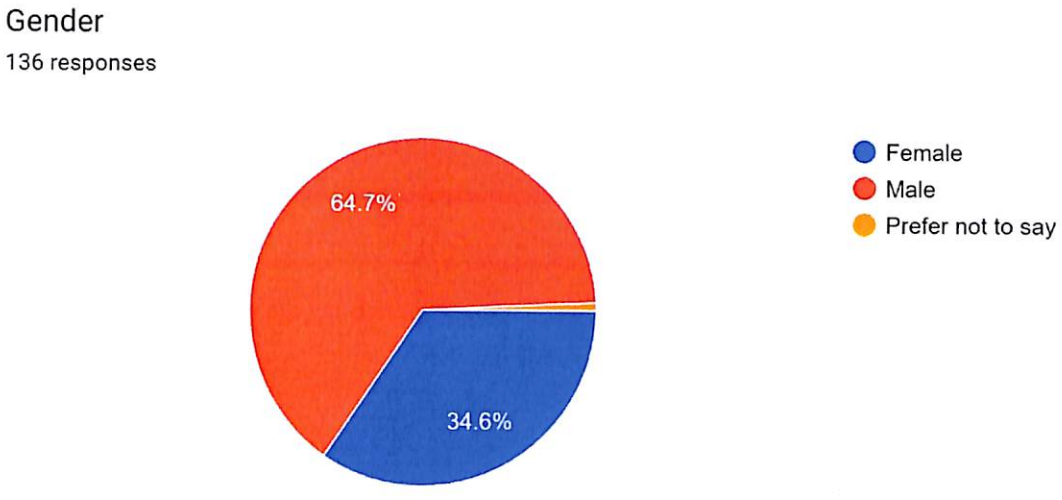
Total – 136 Responses



Findings –

The average age of the majority respondents was between 15 – 25.

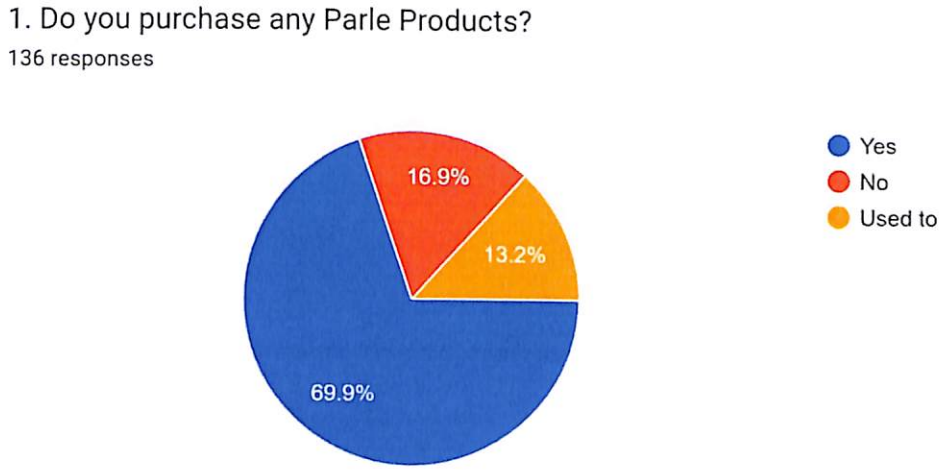
Question 3 –



Findings –

64.7 % respondents are males and 34.6 % respondents are females.

Question 4 –



Finding –

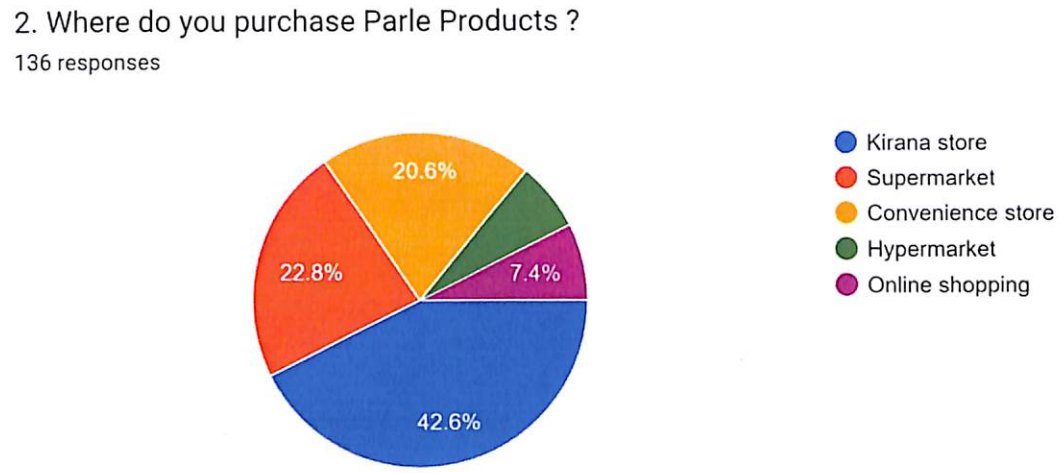
Based on the responses, it appears that a majority of the respondents (69.9%) have purchased Parle Products . This suggests that Parle Products are popular among consumers, at least among those who participated in this survey.

A significant minority of respondents (16.9%) reported that they have not purchased Parle Products. This could be due to a variety of reasons, such as personal preference, availability, or lack of awareness about the brand and its products.

A smaller percentage of respondents (13.2%) reported that they used to purchase Parle Products. This could suggest that these individuals have either switched to other brands or have changed their consumption habits in some way.

Overall, these findings provide some insight into consumer behavior and preferences regarding Parle Products. However, it's important to note that this survey has a relatively small sample size and may not be representative of the broader population.

Question 5 –



Findings -

Based on the responses, the most popular place to purchase Parle Products is Kirana stores, with 42.6% of respondents indicating that they purchase Parle Products from such stores. This finding is not surprising, as Kirana stores are typically small local shops that are often the most convenient option for consumers to purchase everyday household items.

The second most popular location for purchasing Parle Products is supermarkets, with 22.8% of respondents indicating that they purchase Parle Products from such stores. Supermarkets typically have a wider selection of products and are larger in size than Kirana stores, making them a more popular option for consumers who prefer a wider range of options.

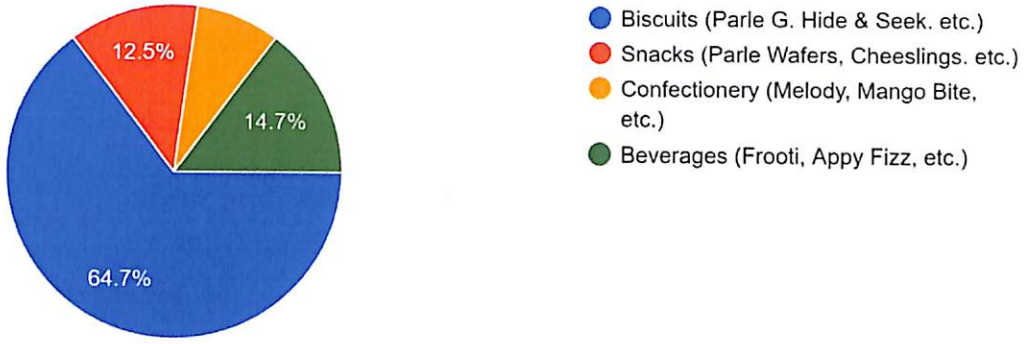
Convenience stores were the third most popular location for purchasing Parle Products, with 20.6% of respondents indicating that they purchase Parle Products from such stores. Convenience stores are smaller than supermarkets and are typically located in easily accessible locations, such as petrol stations or busy street corners, making them a convenient option for consumers who need to make quick purchases.

Hypermarkets and online shopping were the least popular locations for purchasing Parle Products, with only 6.6% and 7.4% of respondents indicating that they purchase Parle Products from these locations, respectively. This could be due to a variety of factors, such as the limited availability of Parle Products in these locations, or the preference of consumers to purchase these products in person. Overall, these findings provide insight into the different consumer behaviors and preferences for purchasing Parle Products.

Question 6 –

3. Which Parle Products do you prefer to buy the most ?

136 responses



Findings -

Based on the responses, it appears that the most popular type of Parle Products among the respondents is biscuits, with 64.7% of them indicating that they prefer to buy Parle biscuits the most. This suggests that Parle biscuits are a popular choice among consumers, possibly due to their wide range of flavors and affordable price point.

Snacks were the second most popular type of Parle Products, with 12.5% of respondents indicating that they prefer to buy Parle snacks the most. This could be due to the variety of snack options available from Parle, including potato chips, namkeens, and extruded snacks.

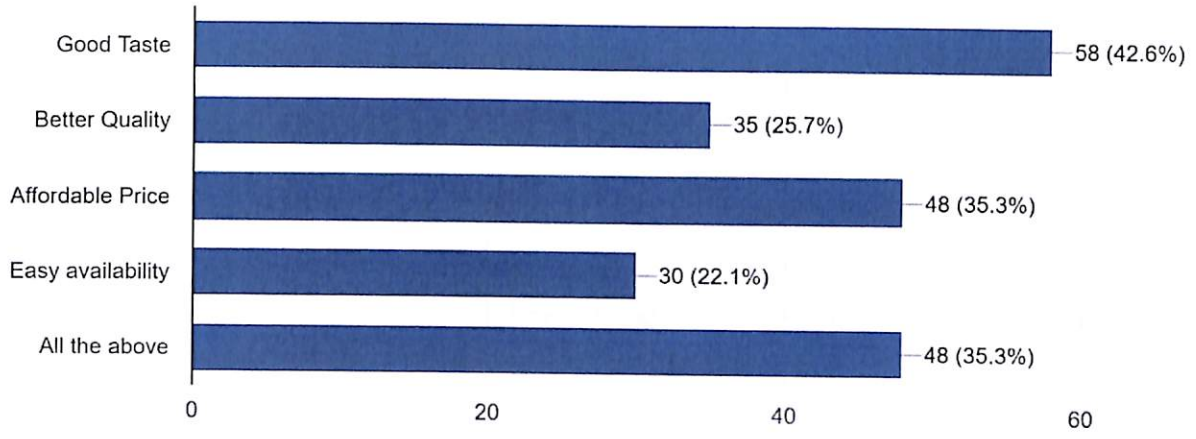
Beverages were the third most popular type of Parle Products, with 14.7% of respondents indicating that they prefer to buy Parle beverages the most. This could be due to the popularity of Parle's flagship brand, Parle-G, which is often consumed with tea or coffee.

Confectionery was the least popular type of Parle Products, with only 8.1% of respondents indicating that they prefer to buy Parle confectionery the most. This could be due to the limited availability of Parle confectionery products, or the preference of consumers to buy confectionery products from other brands.

Question 7 –

4. What makes you want to purchase Parle products?

136 responses



Findings -

Based on the responses, it appears that there are several factors that motivate consumers to purchase Parle Products. The most commonly cited factor is good taste, with 42.6% of respondents indicating that the taste of Parle Products is what makes them want to purchase them. This suggests that Parle Products are perceived as being tasty and enjoyable by consumers, which is an important factor in driving purchase behavior.

Another important factor is affordability, with 35.3% of respondents indicating that the affordable price of Parle Products is what makes them want to purchase them. This suggests that Parle Products are perceived as being good value for money by consumers, which is an important consideration for many people when making purchasing decisions.

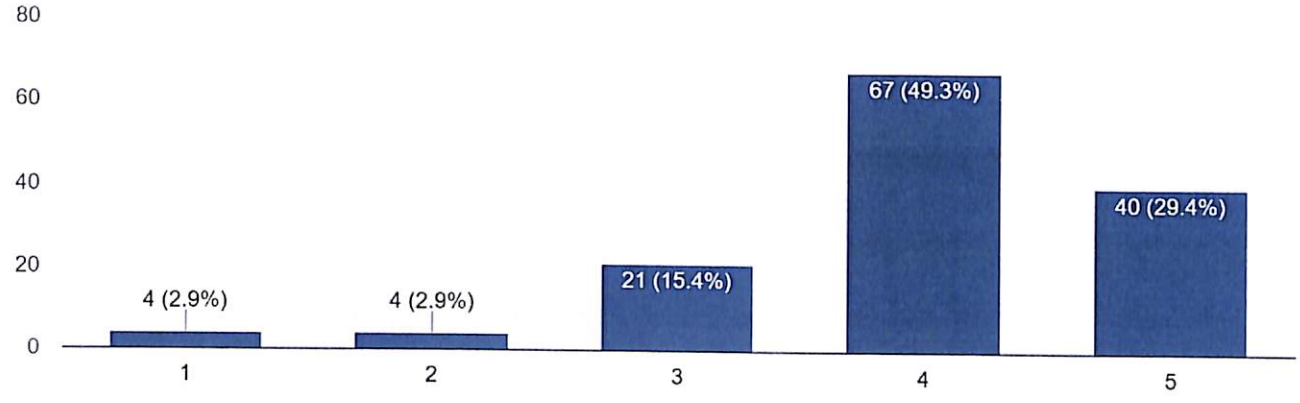
Better quality was also identified as an important factor by 25.7% of respondents, indicating that some consumers may be willing to pay a premium for Parle Products due to their perceived higher quality. Easy availability was also identified as an important factor by 22.1% of respondents, indicating that the widespread availability of Parle Products is an important consideration for some consumers.

Finally, 35.3% of respondents indicated that they are motivated to purchase Parle Products by all of the above factors, suggesting that Parle Products are able to satisfy a range of consumer needs and preferences. Overall, these findings provide insight into the different factors that motivate consumers to purchase Parle Products.

Question 8 –

5. Rate the following factors of Parle products based on your purchase experience.

136 responses

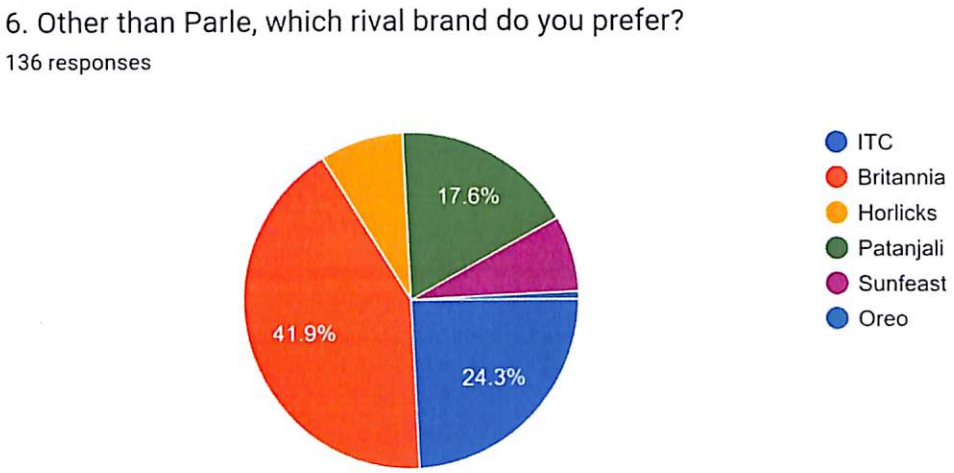


Findings -

The majority of the respondents (49.3%) rated Parle products with a score of 4, indicating that they are satisfied with their purchase experience. 29.4% of the respondents gave the highest rating of 5, indicating that they are very satisfied with the products. On the other hand, 15.4% of the respondents gave a rating of 3, indicating that they are somewhat satisfied with the products. Only a small percentage of respondents (2.9%) gave a rating of 1 or 2, indicating that they are dissatisfied with their purchase experience.

Overall, the findings suggest that the majority of the respondents are satisfied with their purchase experience of Parle products. However, there is still room for improvement to address the concerns of those who gave lower ratings.

Question 9 –



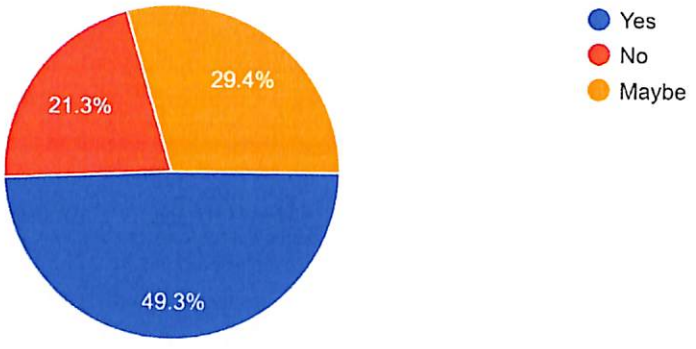
Based on the responses, it appears that Britannia is the most preferred rival brand to Parle Products, with 41.9% of respondents indicating a preference for this brand. ITC was the second most preferred rival brand, with 24.3% of respondents indicating a preference for this brand.

Patanjali was preferred by 17.6% of respondents, while Horlicks was preferred by 8.1% of respondents. Sunfeast was the least preferred rival brand, with only 7.4% of respondents indicating a preference for this brand.

These findings suggest that Britannia is a strong competitor to Parle Products in the market, with many consumers considering it as a preferred alternative. It's also interesting to note that Patanjali, which is a relatively new entrant in the market, was preferred by a significant proportion of respondents, indicating that it may be gaining popularity among consumers. Overall, these findings provide insight into the preferences of consumers when it comes to rival brands to Parle Products.

Question 10 –

7. Do you find price and discount of Parle products reasonable compared to other brands?
136 responses



Based on the responses, it appears that opinions are somewhat divided when it comes to the price and discounts of Parle Products compared to other brands. Less than half of the respondents (49.3%) indicated that they find the price and discount of Parle Products reasonable compared to other brands.

On the other hand, 21.3% of respondents indicated that they do not find the price and discount of Parle Products reasonable compared to other brands, suggesting that some consumers may perceive Parle Products as being overpriced or not offering enough value for money.

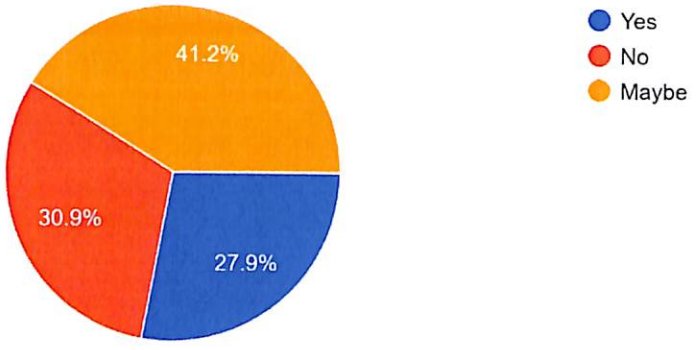
A significant proportion of respondents (29.4%) indicated that they are unsure or neutral about the price and discount of Parle Products compared to other brands, suggesting that price and discount may not be the most important factor in their purchasing decisions.

Overall, these findings suggest that opinions are mixed when it comes to the price and discount of Parle Products compared to other brands. It's possible that some consumers may be willing to pay a premium for Parle Products due to their perceived quality or taste, while others may be more price-sensitive and seek out cheaper alternatives.

Question 11 –

8. Does other competitor brands advertisement influence you to buy their products of same category over Parle?

136 responses



Findings -

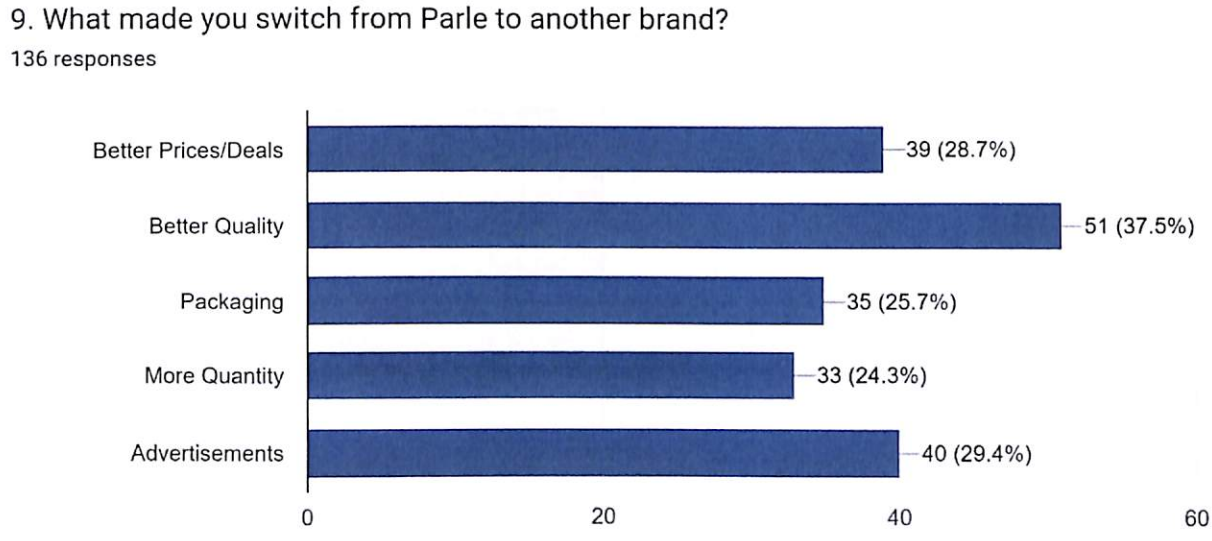
Based on the responses, it appears that there is a mixed impact of competitor brands' advertisements on consumers' purchase decisions. 27.9% of respondents indicated that competitor brands' advertisements influence them to buy their products of the same category over Parle Products, suggesting that advertising can have a significant impact on consumer behavior.

However, 30.9% of respondents indicated that competitor brands' advertisements do not influence them to buy their products of the same category over Parle Products. This suggests that some consumers are more loyal to Parle Products and may not be swayed by advertising from rival brands.

A significant proportion of respondents (41.2%) indicated that they are unsure or neutral about the impact of competitor brands' advertisements on their purchase decisions. This suggests that advertising may not be the most important factor in their purchasing decisions, and that other factors such as taste, quality, and price may be more influential.

Overall, these findings suggest that while competitor brands' advertisements may have some impact on consumer behavior, it is not the only factor that drives purchase decisions. Other factors such as brand loyalty, taste, quality, and price also play a significant role in determining which products consumers choose to buy.

Question 12 –



Findings -

Based on the responses, it appears that the main reasons why consumers switch from Parle to another brand are better quality and advertising. 37.5% of respondents indicated that they switched to another brand because of better quality, indicating that consumers prioritize quality over other factors when it comes to choosing a brand.

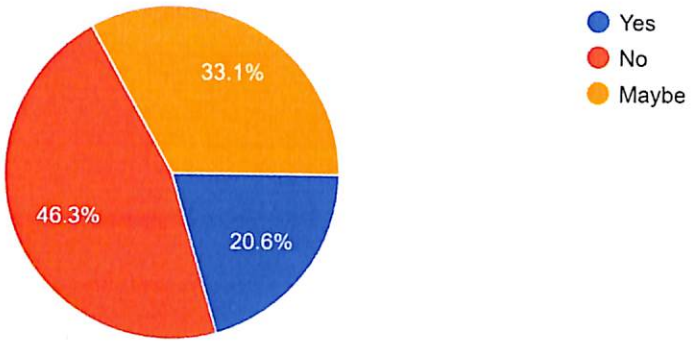
Advertising was also a significant factor, with 29.4% of respondents indicating that they switched to another brand because of advertising. This suggests that advertising can have a significant impact on consumer behavior and can influence consumers to try new brands.

Better prices/deals were also cited as a reason for switching, with 28.7% of respondents indicating that they switched to another brand because of better prices or deals. Packaging and more quantity were less frequently cited as reasons for switching, with 25.7% and 24.3% of respondents indicating these factors, respectively.

Overall, these findings suggest that quality and advertising are the most important factors that drive consumers to switch from Parle to another brand. Other factors such as price, packaging, and quantity may also play a role, but to a lesser

Question 13 –

10. Do you think entry of Patanjali into the market has affected Parle's sales?
136 responses



Findings -

Based on the responses, it appears that there is some uncertainty among consumers about whether the entry of Patanjali into the market has affected Parle's sales. 46.3% of respondents indicated that they do not think the entry of Patanjali has affected Parle's sales, suggesting that they do not see Patanjali as a significant competitor to Parle.

However, 33.1% of respondents indicated that they are unsure or neutral about the impact of Patanjali on Parle's sales. This suggests that some consumers may be uncertain about the competitive landscape of the market and the impact of new entrants like Patanjali.

A significant proportion of respondents (20.6%) indicated that they believe the entry of Patanjali into the market has affected Parle's sales, suggesting that they see Patanjali as a strong competitor to Parle. However, it is important to note that this is a relatively small percentage of respondents and may not be representative of the broader population of consumers.

Overall, these findings suggest that there is some uncertainty among consumers about the impact of Patanjali on Parle's sales, with some seeing Patanjali as a significant competitor and others not seeing it as a threat.

Question 14 –

11. If any Parle product is not available which you want , would you

136 responses



Findings -

Based on the responses, it appears that a majority of consumers (48.5%) would choose to buy a Parle product from another shop if it is not available at their current shop. This suggests that Parle products are in high demand among consumers and they are willing to go out of their way to purchase them.

On the other hand, 32.4% of respondents indicated that they would switch to another brand if a Parle product is not available, indicating that some consumers may not be loyal to the Parle brand and are willing to try other brands.

Only 19.7% of respondents indicated that they would wait for the product to be back in stock, suggesting that consumers may not be willing to wait for Parle products to become available and would rather purchase an alternative brand or go to another shop to find the product.

Overall, these findings suggest that Parle products are in high demand among consumers and that brand loyalty may vary among consumers.

CHAPTER 5

SUGGESTIONS & CONCLUSION

CHAPTER 5: SUGGESTIONS, AND CONCLUSION

5.1. Findings

Parle is a well-established brand in India, and a significant majority of the respondents (69.9%) reported purchasing Parle products. The most preferred product category was biscuits, with 64.7% of respondents indicating a preference for them.

The majority of respondents (42.6%) reported purchasing Parle products from kirana stores, followed by supermarkets (22.8%) and convenience stores (20.6%). This suggests that Parle has a robust distribution network that caters to different types of retailers.

Good taste was the primary reason for consumers to purchase Parle products (42.6%), followed by affordability (35.3%) and better quality (25.7%). This highlights the importance of taste and price in driving consumer behavior.

While Parle's prices and discounts were considered reasonable by almost half of the respondents (49.3%), a significant percentage (21.3%) did not find them reasonable. This suggests that Parle may need to focus on price competitiveness to maintain its market share.

Among Parle's key competitors, Britannia was the most preferred brand (41.9%) by the respondents, followed by Patanjali (17.6%) and ITC (24.3%). This highlights the intense competition in the biscuit and confectionery industry in India.

Advertising and marketing strategies of Parle's competitors do influence some consumers (27.9%) to buy their products over Parle. This suggests that Parle may need to focus on improving its advertising and marketing strategies to remain competitive.

Product availability is a critical factor in retaining consumer loyalty, with almost half of the respondents (48.5%) indicating that they would buy the product from another shop if it was not available in their regular store.

5.2. Suggestions

Based on the findings from the survey on "A STUDY ON THE COMPANY PARLE PRODUCT AND ITS CONSUMER BEHAVIOUR," here are some suggestions for further research:

- Conduct a more extensive market analysis of the biscuit and confectionery industry in India to identify the key players, their market share, and their competitive strategies. This can help understand the competitive landscape better and how Parle is positioned in the market.
- Analyse the distribution network of Parle products and identify the strengths and weaknesses of the company's distribution strategy. This can help understand how Parle's products reach consumers and what changes can be made to improve their distribution channels.
- Conduct a study on the consumer preferences of Parle products in terms of taste, quality, packaging, and pricing. This can help understand what drives consumer behavior and purchase decisions.
- Conduct a comparative study of Parle's advertising and marketing strategies with those of its key competitors to understand how Parle can improve its marketing approach.
- Analyse the impact of new entrants like Patanjali and their influence on Parle's market share and sales. This can help understand how the market is evolving and how Parle can adapt to changing market conditions.
- Study the impact of product availability on consumer behavior and loyalty. This can help understand how Parle can improve its supply chain management and avoid losing customers to other brands.
- Analyse the impact of Parle's CSR initiatives on consumer behavior and brand loyalty. This can help understand the role of social responsibility in building brand image and customer loyalty.
- Overall, by conducting further research on the topic of "A STUDY ON THE COMPANY PARLE PRODUCT AND ITS CONSUMER BEHAVIOUR," it is possible to gain a more in-depth understanding of the market, the consumer behavior, and how Parle can adapt to changing market conditions to maintain its competitive edge.

5.3. Conclusion

In conclusion, the study of Parle Products and its consumer behavior reveals some insightful findings about the Indian consumer market. The company's history, growth trajectory, and product portfolio highlight its dominance in the Indian biscuit and confectionery market. Moreover, the company's commitment to quality and affordability has helped it maintain a strong foothold in the market for over eight decades.

Through an analysis of Parle Products' consumer behavior, it is evident that the company's products enjoy widespread popularity among Indian consumers of all age groups. The study reveals that factors such as taste, price, packaging, and availability significantly influence consumer behavior towards Parle Products. Consumers are also seen to have high brand loyalty towards Parle Products, which is a testament to the company's ability to meet their expectations consistently.

The research also highlights the impact of various marketing strategies employed by Parle Products, such as advertising, promotional offers, and brand ambassadors, on consumer behavior. The company's marketing campaigns have been successful in creating brand awareness and driving sales, which is reflected in its market share and revenue growth.

Moreover, the study reveals that Parle Products has been successful in adapting to changing consumer preferences and market trends. The company has expanded its product portfolio to include healthier options and premium products to cater to the evolving needs of consumers. The research also suggests that the company's future growth prospects look promising, given the increasing demand for packaged food products and the company's continued focus on innovation and product development.

In conclusion, the study of Parle Products and its consumer behavior provides valuable insights into the Indian consumer market and the factors that drive consumer behavior towards packaged food products. The study highlights the importance of quality, affordability, and effective marketing strategies in driving sales and creating brand loyalty. It also emphasizes the need for companies to adapt to changing consumer preferences and market trends to remain relevant and competitive in the long run. Overall, Parle Products' success story serves as a valuable case study for other companies looking to succeed in the Indian consumer market

CHAPTER 6

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Chapter 6: BIBLIOGRAPHY

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CHAPTER 7

APPENDIX

Chapter 7: APPENDIX

The purpose of the poll is to get opinions on OTT platforms from respondents over the age of 55. Their vision and perspective on the matter will aid in my better analysis of the issue and direct me in formulating insightful and sensible findings and recommendations.

1) Age

- 15 - 25
- 26 - 35
- 36 - 45
- 46 above

2) Gender

- Female
- Male
- Prefer not to say

3) Do you purchase any Parle Products?

- Yes
- No
- Used to

4) Where do you purchase Parle Products?

- Kirana store
- Supermarket
- Convenience store
- Hypermarket
- Online shopping

5) Which Parle Products do you prefer to buy the most?

- Biscuits (Parle G. Hide & Seek. etc.)
- Snacks (Parle Wafers, Cheeslings. etc.)
- Confectionery (Melody, Mango Bite, etc.)
- Beverages (Frooti, Appy Fizz, etc.)

6) What makes you want to purchase Parle products?

- Good Taste
- Better Quality
- Affordable Price
- Easy availability
- All the above

7) Rate the following factors of Parle products based on your purchase experience.

- Bad – 1 2 3 4 5 – excellent

8) Other than Parle, which rival brand do you prefer?

- ITC
- Britannia
- Horlicks
- Patanjali
- Sunfeast

9) Do you find price and discount of Parle products reasonable compared to other brands?

- Yes
- No
- Maybe

10) Does other competitor brands advertisement influence you to buy their products of same category over Parle?

- Yes
- No
- Maybe

11) What made you switch from Parle to another brand?

- Better Prices/Deals
- Better Quality
- Packaging
- More Quantity
- Advertisements

12) Do you think entry of Patanjali into the market has affected Parle's sales?

- Yes
- No
- Maybe

13) If any Parle product is not available which you want, would you?

- buy it from another shop
- Wait for the product to be back in stock
- Switch the brand

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