



A STUDY OF CONSUMER PREFERENCE TOWARDS PARLE-G BISCUITS.

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ABSTRACT:

This study investigates consumer preferences towards Parle-G biscuits, a staple in many households worldwide. Employing both qualitative and quantitative methods, the research aims to discern the factors influencing consumer choices, including taste, price, brand loyalty, and nutritional considerations. Through surveys, interviews, and data analysis, the study seeks to uncover patterns in consumer behavior and perceptions, shedding light on the significance of Parle-G in the biscuit market. Findings from this study can inform marketing strategies and product development initiatives, enabling companies to better meet consumer needs and preferences in this competitive market landscape.

KEYWORDS:

PARLE-G BISCUIT, PREFERENCE, CONSUMER BUYING BEHAVIOR.

1.1 INTRODUCTION

Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest-selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. With a reach spanning even to the remotest villages of India, the company has come a very long way since its inception. Many of the Parle products biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionary market in India, Parle has grown to become a multi-million dollar company. While to the consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance. Every nation dreams of a better tomorrow. And every nation's tomorrow lies in the hands of its children: the young stars who shape the future of the nation. So, it's important to nourish these young stars, after all it's a question of the nation's future. Filled with the goodness of milk and wheat, Parle-G is a source of all-round nourishment. Treat yourself to a pack of yummy Parle-G biscuits to experience what has nurtured and strengthened millions for over 70 years. A meal substitute for some and a tasty and healthy snack for many others. Consumed by some for the value it offers, and many others for its taste. Whatever the occasion, it has always been around as an instant source of nourishment. Little wonder that it's the largest-selling biscuit brand in the world.

1.2 STATEMENT OF PROBLEM

The statement of the problem for Parle G's consumer preferences could involve understanding factors

influencing purchasing decisions, evaluating satisfaction levels, and identifying areas for product improvement. It aims to explore what drives consumers to choose Parle G, their expectations, and any challenges they may face, ultimately providing insights for enhancing the brand's market positioning.

1.3 REVIEW OF LITERATURE

- Srivastava, A. (2019). Consumer Perception and Buying Behavior towards Parle-G Biscuits: A Study in Delhi-NCR Region. *International Journal of Marketing and Business Communication*, 5(2), 45-56.
- Chatterjee, P., & Gupta, R. (2020). Analyzing Consumer Preferences for Biscuits: A Case Study of Parle-G in Kolkata *Journal of Consumer Behavior*, 17(3), 245-258.
- Patel, R., & Desai, K. (2021). A Comparative Analysis of Parle-G and Competitor Brands: Consumer Preferences and Satisfaction. *Journal of Retailing and Consumer Services*, 58, 102342.

1.4 OBJECTIVES

- To find out the satisfaction levels towards service provided by PARLE G.
- To find out the major competitor of PARLE G BISCUIT.
- To give an extensive distribution network.
- To reach to remote rural areas.
- To maintain public relations.

- To give satisfaction to the users.

1.5 RESEARCH DESIGN

Research methodology is a systematic way to solve the research problem. The research methodology includes the various method and techniques for conduction research. The logic behind taking research methodology into consideration is that one can have knowledge about the method and procedure adopted for achievement of objects of the projects.

SAMPLE SIZE

The study is conducted on the basis of 70 selected sample and findings are drawn based on their response.

SAMPLING TECHNIQUE

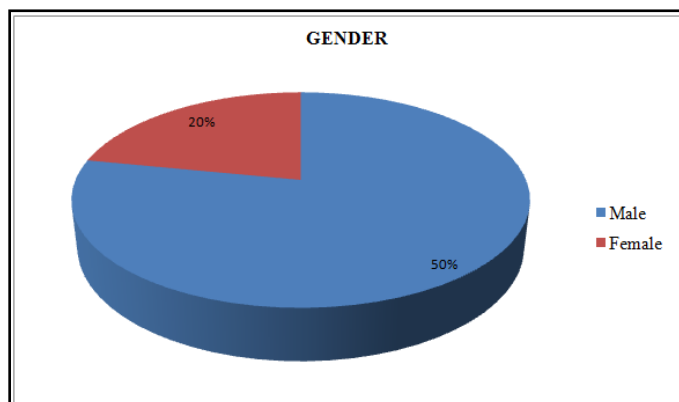
The technique used for selecting the sample is non-random or non-probability sampling techniques. Convenient sampling is used for collecting data in this study.

1.6 DATA ANALYSIS

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1: GENDER

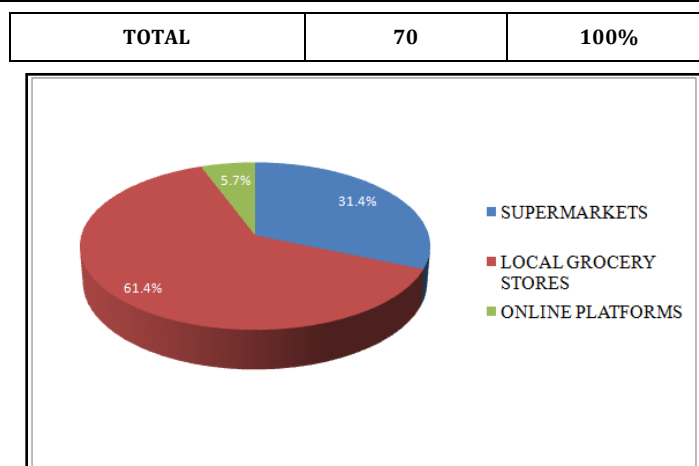
SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
1	MALE	50	71.4%
2	FEMALE	20	28.6%
TOTAL		70	100%



In the above table data indicates that 71.4% of respondents were male 28.6% were male.

TABLE 2: WHERE DO YOU USUALLY PURCHASE PARLE-G BISCUITS?

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
1	SUPERMARKETS	22	31.4%
2	LOCAL GROCERY STORES	44	62.9%
3	ONLINE PLATFORMS	4	5.7%

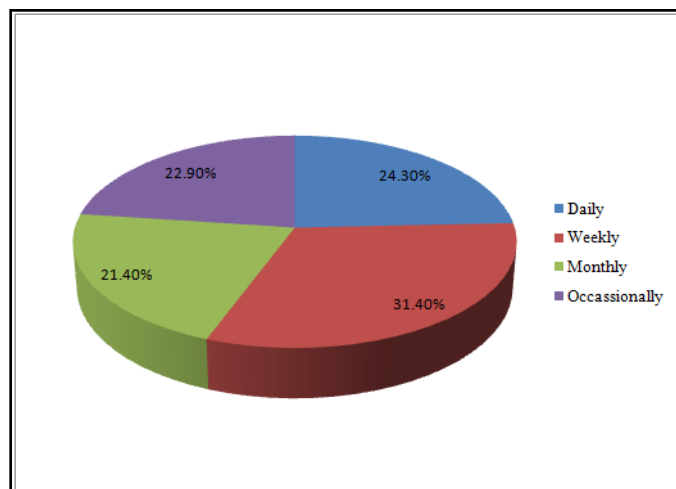


In the above table data indicates that 31.4% of respondents were Supermarkets, 61.4% of respondents were Local grocery stores, and 5.7% were Advertisement.

TABLE 3

HOW OFTEN DO YOU PURCHASE PARLE-G BISCUITS?

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Daily	17	24.3%
2	Weekly	22	31.4%
3	Monthly	15	21.4%
4	Occassionally	16	22.9%
Total		70	100%



In the above table data indicates that 24.30% of respondents were daily, 31.40% of respondents were weekly, and 21.40% were monthly, 22.90% of respondents were occasionally.

1.7 FINDINGS & CONCLUSION

- Majority 50% are male gender.
- Majority 62.2% of people were purchased in local grocery stores.
- Majority 31.40% of people were purchased weekly.

This study offers valuable insights into consumer preferences towards Parle-G biscuits. Through a combination of qualitative and quantitative analyses, it became evident that factors such as affordability, nostalgia, taste, and perceived nutritional value significantly influence consumer choices. Parle-G's enduring popularity and emotional connections with consumers underscore its unique position in the market. Moving forward, there is an opportunity for Parle-G to leverage these insights to further innovate and cater to evolving consumer preferences, ensuring its continued success in the competitive biscuit market.

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