



# A STUDY ON CONSUMER PREFERENCES AND SATISFACTION ON PARLE BISCUITS AT VIJAYAWADA

Ms. M. Lisha Joseph<sup>1</sup>

Reg No: 1951H04

III BMS

Maris Stella College  
Vijayawada

Dr. H. Kanaka Durga<sup>2</sup>

HOD, Department of Commerce and Management Studies

Maris Stella College  
Vijayawada

**Abstract:** The present research is entitled on the consumer preference towards Parle biscuits and to study the increase in sales of Parle biscuits during the pandemic. Consumer preference varies from brand to brand based on quality, price, taste, advertising, and peer influence. In modern business, it's essential to know the consumer preferences and give them the satisfaction. In March 2020, there was a nationwide lockdown due to Covid-19 due to which the biscuits were in huge demand. Questionnaire has been prepared and google form were shared with mothers who have under 10 years' age group children are there. Pie diagrams were used to measure the satisfaction level.

Key words: Consumer preference,

## Introduction

Parle Products Private Limited comes under the FMCG industry. The Fast-Moving Consumer Goods (FMCG) sector is the key contributor of the Indian economy. They are inexpensive products that require little shopping efforts. These are non-durable products which are sold in packaged forms. These products are purchased by the end-consumer in small quantities and frequently.

Parle Products Private Limited is India's largest manufacturers in biscuit and confectionaries for over 80 years. Parle Products company was founded in 1929 in British India by the Vile family of Vile Parle, Bombay. Parle began manufacturing biscuits in 1939. The company launched an ad campaign, showcasing its Gluco biscuits as an Indian alternative to the British biscuits.<sup>[5]</sup> The Parle brand became well known in India following the success of products such as the Parle-G biscuits and the Frooti cold drink.

The original Parle company was split into three separate companies, owned by the different factions of the original Chauhan family, with most of it owned by Parle Agro products. All three companies continue to use the family trademark name "Parle".

The Parle name symbolizes quality, nutrition, and superior taste. Parle has a very wide market reach due to its widespread distribution network strength. It is available to customers from big metropolitan cities to the remotest and smallest of villages. However, compared to its competitors, it has more focus and penetration in rural and suburban areas than city areas. Major reason is the strategic location of its manufacturing units, which are closer to rural and suburban areas. Since they entered at the food competition of Monde Selection in 1971, the brands have received consistently gold and silver Quality Awards at the World Quality Selections. The major categories of products are biscuits, cakes, rusk, snacks, confectionery, and platina range.

The present research is entitled on the consumer preference towards Parle biscuits and to study the increase in sales of Parle biscuits during the pandemic. Consumer preference varies from brand to brand based on quality, price, taste, advertising and peer influence. In modern business, it's essential to know the consumer preferences and give them the satisfaction. In March 2020, there was a nationwide lockdown due to Covid-19 due to which the biscuits were in huge demand.

**Review of Literature:**

1. Parle Products has been one of the foremost pioneers of the biscuit and confectionery industry in India. Since its inception in 1929, Parle has been synonymous with quality, nutrition, taste, and affordability in India. Having more than 40 brands across different product categories in its portfolio, Parle Products has come a long way. Due to the enormous success of brand Parle-G, the mother brand Parle has been associated with values of affordability and quality. Parle has always been a strong player in the value segment and thus customers associate all brands of the company as being the affordable brand with quality. (<https://journals.sagepub.com/doi/abs/10.1177/2278533720923519>)
2. 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 definitely 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. Today, the great strength of Parle Products is the extremely widespread distribution network ([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3835777](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3835777))

**Research Gap:**

Though it is a popular brand need to study the gap in an area like Vijayawada. Vijayawada is an urban area surrounded with small villages. So always there is a scope to study the consumer preferences in this area.

**Objectives**

- To evaluate the consumer preference towards the Parle biscuits in Vijayawada
- To evaluate the factors influencing the increase in sales of Parle biscuits in Vijayawada.

**Research Methodology**

In this research is on primary sources of data. Questionnaire has prepared. The sample size consists of 100 respondents and through a questionnaire sampling method the data was collected. Simple Random sampling method has been used. Collected data from mothers who have under 10 years of age group children are there.

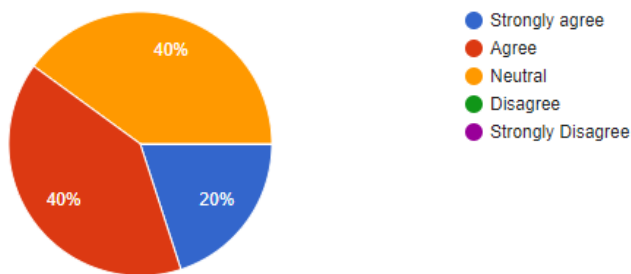
**Limitations:**

1. Sample size small.
2. Due to some constraints unable to collect data from different demographical factors.

**Data Analysis**

Given below are the response from the respondents with graphical representation of the data.

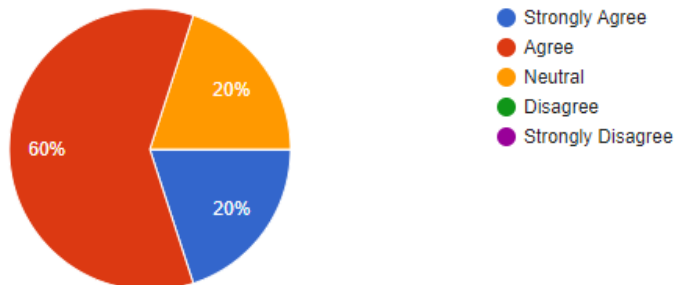
1. Do you like to eat Parle Biscuits?



Around 20% strongly agree that they like to consume Parle biscuits. 40% agree that they like Parle biscuits. 40% of the sample unit is neutral in that they like Parle biscuits.

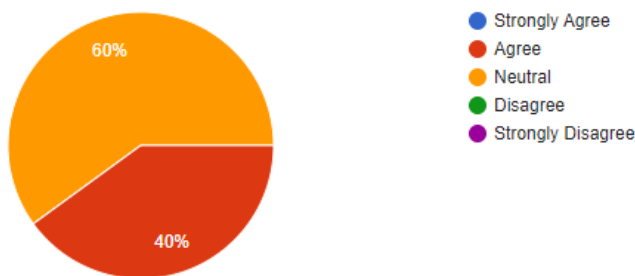
- 2.

Do you find the quality of Parle Biscuits good?



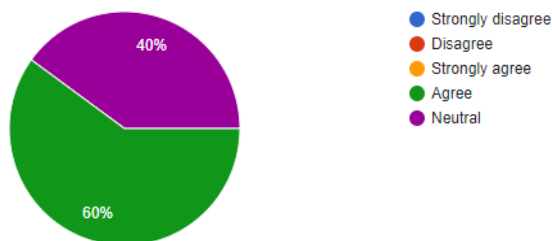
20% of the unit strongly agree that the biscuits are of good quality. 60% agree that the biscuits are of good quality. 20% of the units are neutral and the biscuits are of good quality.

3. Are the rates of Parle Biscuits are affordable?



40% of the unit agree that the rates are affordable. 60% are neutral that the rates are affordable.

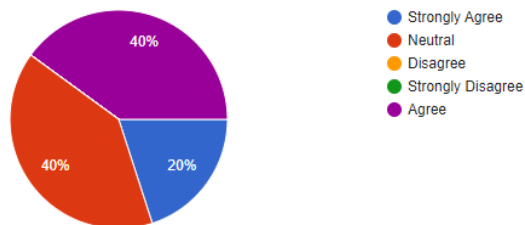
4. Did you purchase Parle Biscuits during the pandemic?



60% of the unit have agreed that they have purchased the biscuits during the pandemic. 40% are neutral that they have purchased during the pandemic.

5.

Will you recommend Parle Biscuits to your family and friends?



Around 20% of the unit have strongly agreed that they would recommend the biscuits with their family and friends. 40% of the unit have agreed that they would recommend the biscuits with their family and friends. 40% are neutral that they would recommend the biscuits with their family and friends.

**Findings:**

Researchers found that it’s not a clear picture about satisfaction. Some results were neutral also.

1. Most of the respondents prefer Parle biscuits over other brands.
2. Consumption of the biscuits were high because people bought more during the lockdown, made new dishes and hoarded food, as a result snacking occasions in India went up.”
3. The main factor for increase in sales was that the company targeted the rural areas before the lockdown.

**Suggestions:**

1. Children priorities are ever changing. So Company needs to update as per their taste and priorities.
2. To attract more consumer’s, products must be available at their door steps. Company must plan different marketing strategies to reach out consumers.

**Conclusion**

The research reveals that consumers prefer Parle products. In order to keep the existing consumers satisfied, there is a need for awareness about the quality and taste which must be created in the minds of the consumers.

**Bibliography**

1. <https://economictimes.indiatimes.com/industry/cons-products/fmcg/82-year-old-parle-g-books-best-sales-in-covid-times/articleshow/76275237.cms?from=mdr>
2. <https://www.parleproducts.com/>
3. [https://en.wikipedia.org/wiki/Parle\\_Products](https://en.wikipedia.org/wiki/Parle_Products)
4. A report on marketing study of Parle: Payal Shankar  
<https://www.slideshare.net/payalawere/project-on-marketing-study-of-parle>