

Consumer Behaviour Towards Parle

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ABSTRACT

One of the goals of the current research is to determine why Parle biscuit sales increased during the pandemic. The current study is named "Consumer Demand for Parle Biscuits." A few of the many variables influencing customer preference, which varies from brand to brand, include advertising, peer pressure, quality, price, taste, and other elements. The interests of customers must be recognized and respected by modern companies. The demand for biscuits has considerably increased as a result of the nationwide lockdown brought on by COVID-19 in March 2020. The study's goal is founded on a partial assessment of Parle's products, programs, and business practices in relation to the calibre of Parle Biscuits and other companies currently operating in the market. The poll aims to ascertain retailers' preferences for biscuits as well as their familiarity with and satisfaction with Parle services. The material was primarily gathered from 200 people. In Kolkata, screening of city residents and business owners was done simultaneously. Most patrons of Parle cookies choose to eat the glucose, cream, and puff varieties. Consult with your pals. The research discovered that factors affecting customer satisfaction were largely unaffected by demographic factors like age, gender, and occupation. The research discovered that Britannia Good Day biscuits outperformed Parle's Parle-G biscuits in terms of customer preference after adjusting for all other variables.

INTRODUCTION

In this sector, FMCG companies like Parle Things Private Limited are active. The fast-moving consumer products (FMCG) industry is one of the main engines of the Indian economy. Simple is the way of wisdom. The accessories are prepared to be inserted. These products are acquired once, in smaller amounts that are closer to the final consumer. Indian food and confectionery manufacturer Parle Things Private Limited has more than 80 years of expertise. In 1929, the bizarre Parle family established Parle Things in Bombay, British India. In 1939, Parle began producing the confection. Due to the variety of goods it offers, including Parle-G bread rolls and conventional cold snacks, the Parle name has gained popularity in India. One of the association's most noteworthy innovations was the promotion of Gluco Bread Rolls as an Indian substitute for English bread. The main Chauhan family has split the Parle association into three distinct organizations, the majority of which are supported by Parle Agro Things. However, the family name "Parle" is used by all three couples. The Parle name is renowned for its excellent flavor, quality, and nutritional value. A large market exists for Parle because there are many different producers. It is available everywhere in cities, including in upscale stores. It concentrates its authority and has a greater impact on the capital and common districts than the metropolis, in contrast to its rivals. A larger component that is located nearer to urban and rural areas makes up a significant portion of contemporary resistance. The associations have regularly earned gold and silver quality distinctions since entering the Monde Assurance food competition in 1971. The Platinum collection of

bread rolls, cakes, rolls, flasks, and confectionery is the highlight. Increasing customer interest in Parle Bread Rolls and incorporating Parle Rolls into pandemic plans are two goals of Energy Research. An ordinary brand is extraordinary because of growth, peer pressure, quality, price, taste, and other variables that affect consumer interest. The interests of the customers must be recognized and respected in today's partnerships. The cross-country lockdown brought on by Covid has increased the expense of the rolls in Walk 2020. When a client is chosen, acquired, and courted, their decisions, emotions, and external attitudes are represented by a customer lead. or institution. Gross revenue for Parle. The expansion also includes different treatments and healing. The Indian Union issued 1.1 million TPA rolls worth an estimated Rs 35 billion. A portion of the effort is involved in fuzzy conjunctions. The company is anticipated to expand at a CAGR of 6% to 7% annually. Less than 1.5 kg of bread rolls are consumed annually per person, which indicates tremendous room for expansion. The critical mass was in a difficult situation prior to 1997 because creativity was only permitted for specific justifications. True regional corporations Parle and Britannia make up a sizable chunk of the coordinated regional economy. Local rivals Beckman, Champion, Incline, and Priya are included in the total number of extra cases, along with Smith Kline Consumer, Kellogg's, Sarah Lee, Heinz, Ecclesia (Settle), and Incorporated Bread Roll.

CONSUMER BEHAVIOURS

When a shopkeeper is asked for a "biscuit," he only specifies one because Parle-G biscuits are frequently consumed in India with chai or chai. It can be challenging to comprehend customer behaviour. In rural regions, Parle Ji is known as "biscuit." By examining customer behavior, one can learn more about consumer preferences and consumption habits. According to some evidence, the following elements affect customer purchases: Since Parle-G is a consumable, things like societal considerations have no bearing on how much one buys. Reference group, family, social status, and status are the three subcategories of social factors, as was previously stated.

1) Reference group

Children in particular are affected by those in their immediate environment. Being influenced by their friends, family, and particularly their older siblings, they will want to eat Parle-G biscuits if they see someone else doing so.

2). Family

If family members regularly consume coloured ji with tea and coffee in this scenario, young children or new family members visiting the tea party may either pick up the same habit or be served the same biscuits.

PSYCHOLOGICAL FACTORS

1. Motivation

1. Motivation Customers purchase Parle-G primarily to satisfy their hunger. Customers are drawn to Parle-G products as a consequence. Customers are encouraged to purchase Parle-G while drinking tea because biscuits are regarded as a snack.

2. Perception

Customers think Parle-G is a high-quality, reasonably priced product. They both concur that the theatre is coming to life.

MAJOR COMPETITORS OF PARLE PRODUCTS LTD

The major rivals of Parle are Britannia, Sunfeast, Priya Gold, Cadbury, and other local brands.

1 Britaniya

With \$295 in initial capital, this association was founded in 1892. Quick Home Remedies Up and Down in Central Kolkata. The Gupta family recently assumed control of the company under the name "VS Family," with well-known supporter Nalin Chandra Gupta. In 1918, Holmes, Kolkata-based C.H. British Transporter Britannia Roll Alliance Limited entered the group. (BBCO). In 1924, BBCO grew to include Mumbai, and Luke Freens acquired a controlling interest in England. The bakery sector suffered during the time of extraordinary conflict that followed.

2 Biscuits

A sudden change in conditions that prompted the emergence of unions. The business eventually changed its name to Britannia Experience Limited in 1979. Nabisco Brands, Inc. is an American company. He started purchasing a range of houses in 1982.

Every year, Connection's producers produce 433,000 tons of two biscuits. The following products are available on the Vita Marie website in various configurations: Gold, Tiger, NutriChoice Junior, Great Day, 50-50, Cleanliness, Mindfulness, Dairy Milk, Morning Misunderstanding, Bourbon, Constipation, Prominent, and Small Heart Treatment are just a few of the products that are on sale. The company sold 20% of all products in the US and Australia under the trade name Tiger in 2006, resulting in sales of \$150.75 million. The business revealed that Dano had misused the Tiger brand name in some nations and had broken the adjustments it had supported in 2006. Regarding the concentration of authority, despite disagreements, a consensus was reached. According to Britannia, which offers some information on it, the Tiger brand was first utilized in Indonesia in 1998, followed by Malaysia, Singapore, Pakistan, and Egypt in 2004. Britannia tried to use the term "Tiger" in her reply. These nations asserted in September 2007 that the plan was uncertain at the time, despite the fact that it was first made public in December 2006. After Kraft purchased the Dano's Rolls company in September 2008, the Tiger Rolls brand in Malaysia changed its identity to Kraft Tiger Bread Rolls. Britannia submitted a dossier of evidence against Danone in Singapore in September 2007. Denon paid \$2,220 million as part of the 2009 litigation settlement to use the trademark as the only prerequisite for using the Tiger brand name.

Gold Priya. Priyagold cookies have been produced and sold by Surya Food & Agro Limited since the company's establishment in November 1992. To boost customer demand for our products, we have steadily increased our manufacturing capacity and made sizable investments. In the FMCG sector, Hak Se Mango and Priyagold have emerged as two of the most well-known brands. It has pledged money to invest in initiatives that will boost product output, distribution, and reputation.

It is available in Surat, Greater Noida, and Lucknow in addition to other locations. We also lease a building in Hyderabad to meet some of our needs. Your 1,50,000 MT annual manufacturing capacity, brand development, and distribution abilities enabled you to capture a sizeable portion of the biscuit market despite rivalry from well-known market players.

They entered the biscuit industry using their already powerful brand and delivery system. They continue to use this tactic in an effort to spot and grasp profitable expansion opportunities. In Greater Noida, Uttar Pradesh, the manufacturing facility started making fruit juices in January 2006 through its fully owned subsidiary Surya Fresh Foods Limited. They continue to strive to create a reputation that draws customers in, demands premium prices, and encourages loyal patronage. The enterprise value of the firm is anticipated to rise as a result of all of these factors increasing revenue. The return value of the Priagold umbrella name in particular has increased considerably as a result of this brand-building strategy. To increase the market for fruit drinks, we came up with names like "Taze Altyn" and "Bejergi" and made calculated investments.

to evaluate consumer satisfaction with Parle and Britannia biscuits, as well as the variables that have contributed to an increase in Parle Biscuit sales in India. People in that country eat cookies.

Parle and Britannia will be better able to gauge the degree of client satisfaction with their work if they can determine the needs and comprehension of consumers and retailers for different biscuit market segments.

STATEMENT OF THE PROBLEM

Small, sweet, flat, square, or round cakes are known as biscuits. In most cases, it is decided by the thoughts and deeds of the vast majority of individuals. Indian society favours eating biscuits over drinking liquids. The prisoners used the cakes as sustenance, eating them. Because the majority of children are now addicted to them, sweets and biscuits are frequently given as presents to both children and adults. The study examines factors that affect consumer behavior, how it shows up in kids, and the motivations behind purchases of foods like biscuits and other rapidly consumed items.

LITERATURE REVIEW

In his study on brand and consumer behavior, Hemant J. Katole paid special attention to the biscuit sector. (2018). Gender and age are two variables that are taken into account when consumers purchase biscuits to determine business preference and degree of health awareness. The researchers used survey and questionnaire techniques to determine the precise times that customers bought the biscuits. Research has shown that people, regardless of gender, prefer to purchase goods that are viewed as healthy, particularly when purchasing cookies.

Dr. V. Kannan looked at biscuits consumed for breakfast and supper in a 2017 study. Britannia and Parle G items are being taken off the market because dairy products are commonly used in cookies, cakes, pastries, cakes, and cakes. The retailers are the middlemen who deal most frequently with the final consumer of Britannia goods. They are currently demonstrating how customers react to different products and activities. Because Britannia Biscuits never loses a client, it's crucial to pay close attention to client attitudes, tastes, and beliefs.

For nearly 80 years, Parle Products has dominated the Indian cookie and confectionery sectors. The Parle brand is present on a variety of well-known goods, including Parle-G, the biscuit with the highest worldwide sales. It symbolizes elegance, riches, and grace. Since its inception, the company has expanded significantly and is now recognized in even the most isolated Indian villages. Since 1971, Monde Selections has had the distinction of calling Parle home. A top seller in every category, Monde Selections offers a wide variety of candies and confectionery products. Parle has grown into a multimillion dollar company with a 40% market share in Indian cookies and a 15% market share in

confectionery. Contrary to what some of its rivals might believe, Parle has a reputation for appreciating consumer feedback.

According to Of. M.'s study, an effective marketing strategy is necessary to raise consumer fidelity to a particular brand name. In order to "explore brand preference, brand loyalty, and suggest appropriate measures to increase brand loyalty," Mubarak Ali conducted a study in 1993.

Renuka and Hirkengoudar (2008) examined "consumer purchase of ready-to-eat foods" using data from 150 interviewees to ascertain how effectively retailers promoted Britannia Marie biscuits. Are. The instruments are simple numbers and intricate ratios.

The chi square test and percentage analysis were both used, and the sample size for this research was 100 people. The findings show that customer evaluations have a big impact on people's decisions to purchase Britannia Biscuits in Coimbatore. In order to gather information directly from the individuals, interviews or questionnaires are used.

Customer attitudes toward brands, products, ads, and other marketing incentives, according to Moye and Kinkade, operate independently of consumers' preferences or lack thereof. Customers are more likely to choose a company's goods when there is positivity than when there is criticism.

Venkateswarlu was one of them. 76% of respondents to a 1987 poll said they purchased cookies at least once a week. Because they are more portable and have a nicer appearance, packaged biscuits are reportedly eaten more frequently than unpackaged biscuits. However, it is up to the parents and kids to decide whether or not to eat the treats.

In spite of the fact that the participants in a study conducted in 2001 by Mittal and Kamakura claimed to be content, the researchers discovered that their purchasing habits differed significantly depending on their age, education, marital status, gender, and location. Habitat. Retailers have been using brand names to draw consumers and foster customer loyalty for the past ten years.

Young women are crucial to the consumer market because of their substantial influence on how consumer power is distributed among various product categories, such as clothing, according to Margaret Hogg's 1998 research.

The acquisition, purchase, use, evaluation, or consumption of a good or service to meet one's requirements is what LG describes as consumer behaviour. Consumers should consider the following issues before making a purchase: what, why, how, when, where, for how long, and from whom.

CONCLUSION

Given the intense competition in the confectionery industry, every business must put in a lot of effort to meet the demands and preferences of their consumers. Strong competition exists, particularly in the biscuit industry. All manufacturers should be reminded of these suggestions because failing to do so increases the likelihood that they will lose their present clientele.

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