

# Revitalize in Marketing Strategies of Parle Company After Covid 19

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## ABSTRACT:

The study will be carried out on Parle company. The objectives of the study are to access the post-COVID marketing strategy available to consumers by Parle, to study the level of awareness and preference among retailers and customers for different segments of biscuits, snacks, chocolates and soft drinks, and to know the degrees retailers' satisfaction with the services and marketing. Provided by Parle based on feedback from retailers about the services and promoting products, programs and practices they adopt. The main data were collected from the 100 respondents. The survey was conducted for both consumers and retailers in the city of Mumbai. Parle uses various marketing strategies to promote themselves. Carry out sponsorship activities, use brand ambassadors and a variety of advertising campaigns, using in-store promotional brochures and social media ads, etc. Now let's understand your advertising strategy in detail by looking at Parle company.

**KEYWORDS:** Marketing strategy, parle products, problem in marketing, promoting brand

## INTRODUCTION:

Parle Private Limited is an Indian food company that owns the famous biscuit brand Parle G, also known as the perfect tea accompaniment for Indian families. The company is known for producing cookies of the highest quality, nutritional value and taste. Has come a long way in the last 8 decades. Parle is known as one of the top-selling biscuit brands in the world. The company was founded by the Chauhan family, based in Mumbai, Maharashtra. They have a range of more than 150 products, 36 popular brands and more than 21 export destinations. They are also known as one of the oldest brands in India. It is said to be a recognized brand after the success of its products like the Parle-G biscuit and products among cold drinks. It manufactures products in different segments that make them unique and successful. In addition to knowing the brand, it is extremely important to know the marketing mix of the company.

## REVIEW OF LITERATURE:

K. M. Mubarak Ali (1993) in his examine endeavoured to discover the buying sample logo preference, logo loyalty and propose and appropriate measures to enhance the logo loyalty. To examine became concluded that a cautiously selected promoting approach is for use to boom the logo loyalty of the product.

Brown et al. (2000) reported 4 that the need for powerful dietary schooling for younger clients has turn out to be more and more apparent, given their general meals conduct and behaviour, mainly during childhood and analysed that the interplay among younger clients' meals choices and their dietary consciousness behaviour, inside three environments (home, college and social). The outcomes indicated that the perceived dominance of home, college and social interplay seems to be somewhat overshadowed with the aid of using the younger clients, while growing an 'independence' trait, mainly during the adolescent years. The authors advised that meals choices of younger clients are frequently of a 'speedy meals' kind and therefore their meals conduct can also additionally gasoline the intake of meals with bad nutrition. While younger clients are aware about wholesome eating, their meals desire behaviour did now no longer continually appear to mirror such knowledge, mainly inside the college and social environments.

Vincent (2006) elicited<sup>18</sup> that first-rate is a vital thing that attracts customers towards branded merchandise. Branded merchandise is conventional as suitable first-rate merchandise. People do now no longer thoughts paying more for branded merchandise, as they get price for money. Media is a key

constituent in selling and influencing a brand. A child's insistence affects family's shopping for behaviour. Children are enormously aware and aware of branded items. Although unbranded merchandise now and again provides identical delight as branded merchandise, clients could nevertheless decide upon to buy a branded product.

Renuka and Hirekenchanagoudar (2008) in them on a "observe on patron shopping for behaviour of ready-to-consume meals merchandise". To determine the marketplace penetration of Britannia Marie biscuits via way of means of retailers. The data have been gathered from one hundred fifty respondents. The gear utilized in are simple percent and correlation co efficient. It is concluded that the principle factors influencing emblem choice for biscuits, chips, fruit juice and ice lotions have been quality, flavour and affordable price. Thus, the observe found out that the more youthful technology preferred extra ready-to-consume meals merchandise than the alternative age groups. The patron behaviour additionally varies from product to product.

Bed Nath Sharma (2008) studied<sup>23</sup> the branding, packaging and labelling of recent purchaser merchandise in Nepal. The paper centred on existing exercise of branding, packaging and labelling of recent merchandise in purchaser product production units. They have a look at technique turned into Descriptive presentation of data accumulated via questionnaire survey worried with specific varieties of purchaser merchandise (soap, biscuit, noodles and cigarettes). They have a look at similarly investigated the purchaser product packaging and labelling reputes in production units. Majority of the producing units (84.3 percent) are using product label as an easy tag connected to the product or an elaborately designed picture this is a part of the package.

## Marketing Mix on Parle

Marketing Mix is a marketing model that helps us understand a business on the pillars of the 4Ps: Product, Price, Placement and Promotion. We will delve into the marketing aspects of the company and analyse Parle's business model by analysing its marketing mix. They are as follows:

- **Parle Product Strategy:** Parle offers a wide range of products. It has categorized its offering into biscuits, confectionery, snacks and the Premium Platina range. As a result, it offers niches in every category at affordable prices.
- **Parle Pricing Strategy:** The company follows a low-cost strategy to lead the market position. She eventually helps them battle with the competition. The pricing strategy is the backbone of the business. In addition, it could manage the low-cost due to the high production volume. The focus is on quality, which helps them reach a large audience, as Parle G keeps their prices a bit lower and focuses on the volume strategy.
- **Parle Placement & Distribution Strategy:** Parle products are widely distributed in all countries. The company has over 23 manufacturing facilities and over 1,500 wholesalers across India. They also have warehouse agents to help them with the distribution channel. Because of this, Parle products are available in every corner of the country. Distribution channel, so products are available everywhere, from small shops, supermarkets, hotels to large retailers. This is why Parle is the top choice over other brands due to its wide distribution and availability.
- **Parle Brand Promotion Strategy:** Parle uses all promotional sources such as TV, newspaper, online advertising etc. They are also very active in TV commercials, especially when Parle G biscuit presented the promotions with their mascot Neerja Despande. the young girl of Parle G products. Parle has remained so distinctive with its packaging that few of its products are subconsciously rooted solely for its packaging, which captures the consumer's attention. The brand uses slogans like "Bharat ka Apna Biscuit", "Melody Itni Chocolaty Kyun Hai" to delight consumers. Emotions of your customers.

## Competitive Background of Parle:

The principal competition of Parle are Britannia tiger, Horlicks biscuits, and nearby glucose biscuits. The marketplace wherein Parle operates is overcrowded with a big quantity of competition overtaking every different. It has an aggressive gain over different companies. They have a robust legacy of extra than 70 years that is assisting in being competitively beforehand of its competition. It has additionally saved the pricing the identical for its merchandise for plenty years. Without compromising at the great this enables them in rising as the most important promoting biscuits with inside the world.

Thus, to compete with their competition the organisation needs to be steady if you want to lead the marketplace.

## SWOT Analysis on Parle

SWOT analysis of the company with its Strengths, Weaknesses, Opportunities and Threats. The strengths and weaknesses are the internal factors while the opportunities and threats are the external factors. Let's take a look at Parle's SWOT analysis.

### The strength of Parle:

- Parle is one of the most popular and trusted brands.
- It offers products at a very cheap price, which gives them a price advantage over other companies.
- They have a strong supply chain network.
- Diverse portfolio with cookies, sweets and snacks.
- Parle G is the world's best-selling biscuit brand.
- Various CSR activities initiated by the company.
- Strong digital presence in social networks

### The Weakness of Parle

- Produce similar products like Marie, Bourbon, Cookies and Crackers, Cream Cookies, etc.
- The company relies on its Parle G-Cookie for most of its sales.
- There are many regional competitors in the market.
- The same old cookie taste will bore the consumer.

### The Opportunities on Parle

- Increasing marketing communications efforts.
- Increasing demand for innovative packaging.
- Innovative new advertising techniques.
- Expansion into the rural market.

### The Threats of Parle:

- Parle face's close competition from Britannia and ITC products.
- Due to the increase in sales, Parle has become obsolete.
- It has reached the mature market stage as the product tastes the same as ever.

## Parle promoting and Advertising Campaigns

Parle promoting and Advertising Campaigns, promoting campaigns are the guts and soul of any business. They increase traffic, conversion rates, product awareness, acquisition and retention. they'll be long and expensive, however once done right, they can help. an organization grows and leaves a robust complete impression.

Here are a number of Parle' standard ad campaigns

- You Are My Parle G
- G Maane Genius
- Bharat ka Apna Biscuit
- Melody Itni Chocolaty Kyun Hai
- My Kind of Size Zero

### Social Media of Parle

The digital presence of the corporate refers to however an organization seems on-line which incorporates the content that you simply will management like your websites and social media platforms and things that you cannot control like online reviews from customers.

antecedent Parle company used solely televisions and newspapers as a supply to market their product and because it is important to follow the modification the company has hyperbolic the number to be spent on digital promotion to 15-20%. the corporate has dedicated pages on numerous social media platforms for Parle-G that is used to connect with young customers.

### Research Methodology

**Sources of knowledge:** To accomplish the objectives of the study, the analysis's need to rely upon each primary and secondary data.

**Primary information:** Primary data sources were face to face interaction, interview with retailers and customers, filed survey. Adequate and relevant queries that cover all the aspects of the study.

**Secondary information:** The theoretical background of the current study was collected from varied secondary sources, which embrace magazines, journals and websites and different connected research work on it.

**Sample Size:** Sample size thought-about for his study was one hundred respondents.

### RESULTS:

Are you aware that Parle have 150 plus products ?

101 responses

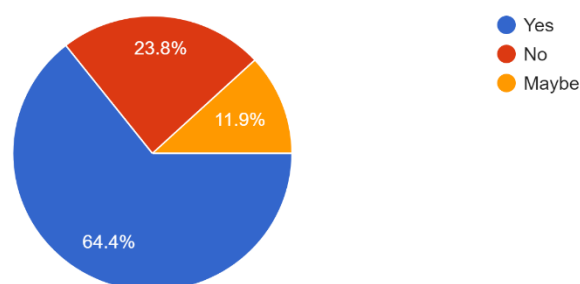


Fig 1.1

Majority of the respondents i.e 65 (64.4%) are aware that parle have 150 plus products. 24(23.8%) are not aware that parle have 150 plus products. 12 (11.9%) are not sure that parle have 150 plus products.

Which media of advertisement influence your purchase ?

101 responses

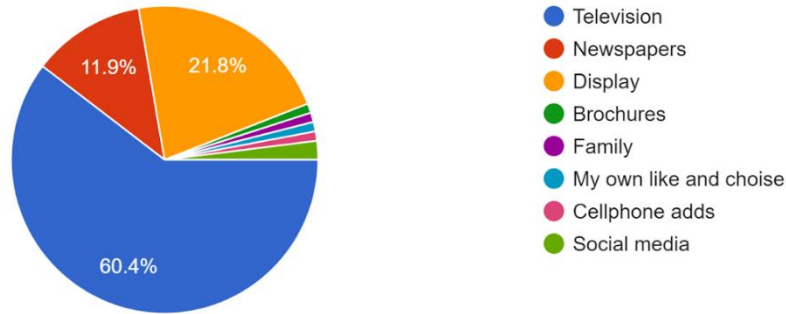


Fig 1.2

Majority of respondents i.e. 60 (60.4%) television advertisement influence more peoples to purchase. 22 (21.8%) display advertisement influence more peoples to purchase. 12 (11.9) newspapers advertisement influence peoples to purchase. 2 (2%) social media advertisement influence for purchase. 1 (1%) of brochures, family, my own like and choice, cell phone adds advertisements influence peoples to purchase.

How would you rate Parle products overall ?

100 responses

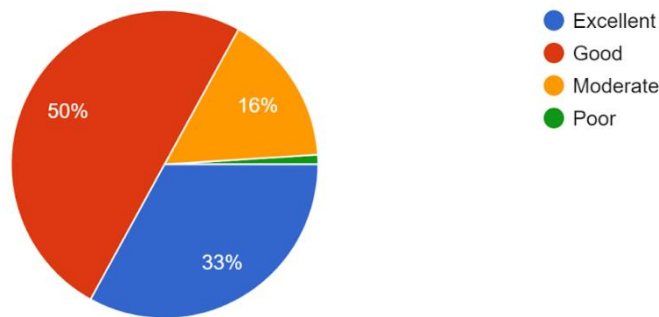


Fig 1.3

Which of these factors affect your purchase ?

101 responses

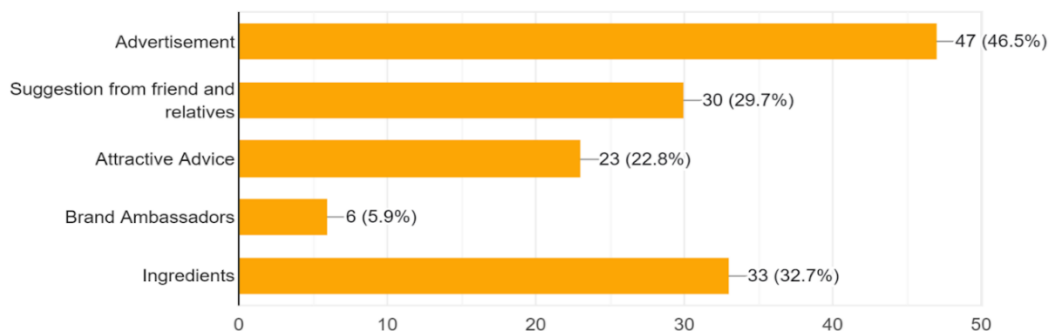


Fig 1.4

Majority of respondents for which factors affect purchase are as follows. Advertisement 47(46.5%), Suggestion from friend and relatives 30(29.7%), Ingredients 33(32.7), Attractive advice 23(22.8%), Brand ambassadors 6(5.9%).

If not Parle company product which other company's product do you purchase ?

101 responses

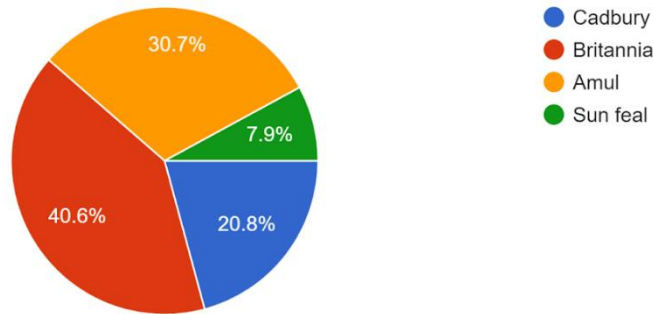


Fig 1.5

Majority of the respondents i.e. 41(40.6%) of Britannia, 30(30.7%) of Amul, 21(20.1%) of Cadbury and 8(7.9%) of Sun feal if not parle company product then can choose above company.

The factors which influence the sales of Parle ?

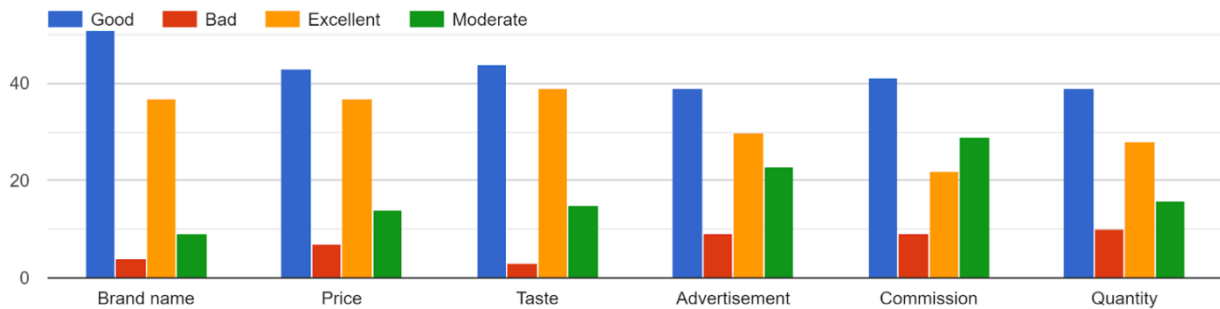


Fig 1.6

Majority of the respondents for which factors influence the sales of parle are as follows: Brand name 51, Price 43, Taste 44, Advertisement 39, Commission 39, Quantity 41 are good. : Brand name 37, Price 37, Taste 39, Advertisement 30, Commission , Quantity22 are excellent.



Do you find the quality of Parle product good ?

101 responses

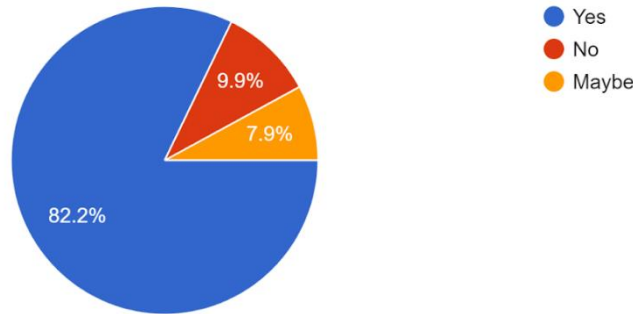


Fig 1.7

Majority of the respondents for the quality of parle product good are as follows: 83 (82.2%) peoples say yes, 12 (9.9%) peoples say no and 8 (7.9%) peoples say maybe.

Are the rate of Parle product are affordable ?

101 responses

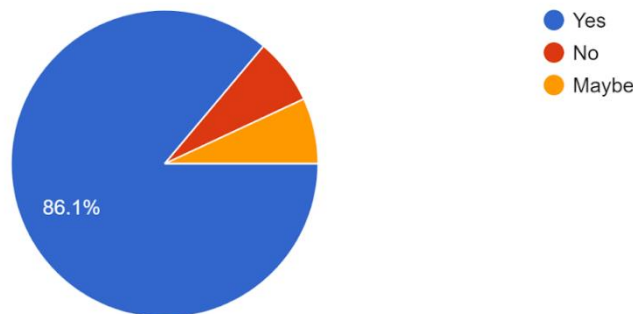


Fig 1.8

Majority of the respondents for parle product are affordable are as follows: 87 (86.1%) peoples say yes, 7 (6.9%) peoples say no and 7 (6.9%) peoples say maybe.

Which is best product in Parle ?

101 responses

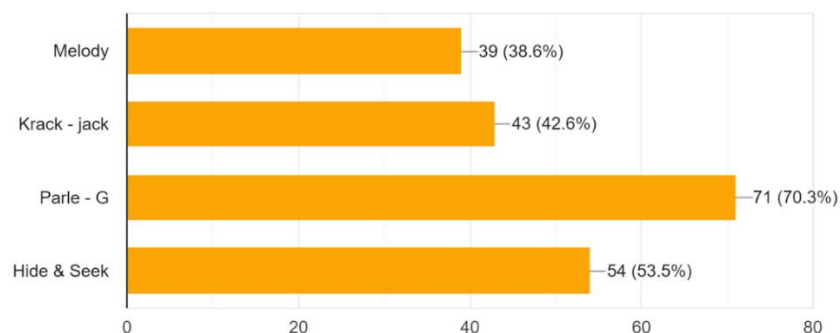


Fig 1.9

Majority of the respondents for best product in parle are Parle-G 71(70.3%), Hide & Seek 54(53.5%), Krack-jack 43 (42.6%), Melody 39(38.6%).

## CONCLUSION:

Parle talks about however triple-crown the whole is. The shoppers have large trust within the brand thus it's one amongst the leading brands of India. rather than merchandising a similar recent merchandise, the brand ought to introduce new products and variants in the market. the corporate is especially keen about one goodwill revenue generated from the Parle-G biscuit. the recognition of Parle products has remained unchanged for several years.

As a brand, the company desires to capture the audience therefore they're making fascinating and targeted content to push their products through digital mediums.

These are the marketing methods enforced by the Parle Company that helps them to realize the corporate goals as selling is vital for the expansion of the company.

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