



## A STUDY CUSTOMER SATIFICATION TOWARDS PARLE-G BISCUIT IN MADURAI CITY

**SUVEKA U**

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

**KOWSALYA S**

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

**DR. ISWARYALAKSHMI P**

ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625004, TAMILNADU, INDIA.

**ABSTRACT:**

Parle-G biscuits are one of the most popular and widely consumed biscuit brands in India. This study aims to explore the consumer behavior and market dynamics of Parle-G biscuits. A mixed-methods approach was employed, combining both qualitative and quantitative data collection and analysis methods. A survey of 200 respondents and 3 focus group discussions were conducted to gather data on consumer demographics, purchasing patterns, and preferences. Additionally, in-depth interviews with industry experts and retailers provided insights into the market share, competition, and distribution strategies of Parle-G biscuits.

The findings of this study reveal that taste, price, and brand loyalty are the key factors influencing consumer purchasing decisions. The study also highlights the dominance of Parle-G biscuits in the Indian biscuit market, with a significant market share and widespread distribution network. The results of this study provide valuable insights for marketers, brand managers, and industry take holders seeking to understand the dynamics of the Indian Biscuit market and the consumer behavior of Parle-G biscuit consumers.

**KEYWORDS:**

**PARLE-G BISCUITS, CONSUMER BEHAVIOR, MARKET ANALYSIS, INDIAN BISCUIT MARKET, BRAND LOYALTY.**

**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 reach spanning even to their remote villages of India, the company has come a very long way since its inception. Many of the Parle Products Biscuits And 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 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.

**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.

**OBJECTIVES:**

- To find out the satisfaction level towards services

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.

**RESEARCH METHODOLOGY:**

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.

**SAMPLING METHODOLOGY:**

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

**PRIMARY AND SECONDARY DATA:**

**PRIMARY DATA:**

The sources of primary data include direct personal investigation, interview, indirect oral investigation, received through customers, drafting questionnaire, information with respect to the products services of retailer’s distribution. The primary data in the present study was obtained by questionnaire. A survey was conducted on the consumer satisfaction on parle -G, 20-20 cookies, information in the survey is being collected from the customers in Madurai City

**SECONDARYDATA:**

Sources of secondary data can be categorized in to two board categories namely published statistics and unpublished statistics. Various sources are available namely central and state government publications, technical and trade journals, books, magazines, newspapers, business and industry publications statistical reports etc. internal sources a business organisation has to maintain records of financial accounting, sales records, reports ofsalesmen etc

**SAMPLESIZE:**

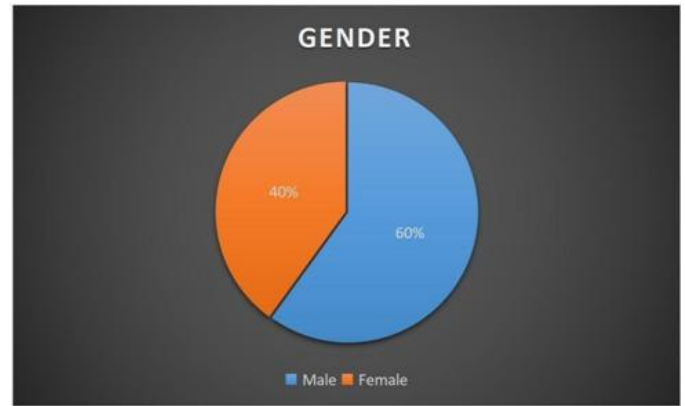
A sample size of 75 respondents in Madurai city will be surveyed

**DATAANALYSIS:**

**TABLE-1 CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE**

Sl.NO	Particulars	No.of Responded	Percentages
1	Male	45	60%
2	Female	30	40%

Total	75	100
-------	----	-----

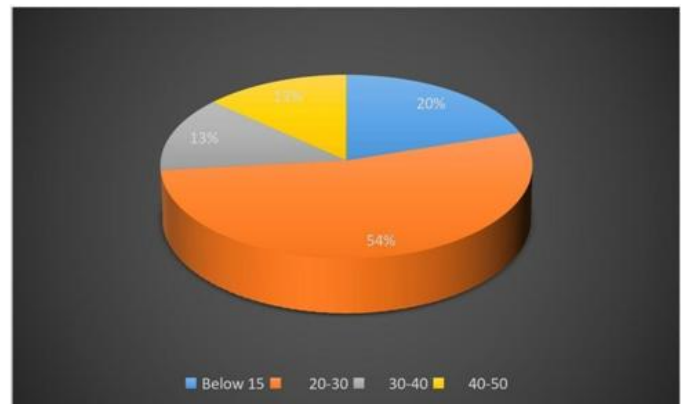


**INTERPERATATION:**

In the above table data indicates that 40% of respondents were male 60% wear Female.

**TABLE-2 AGE (RESPONSE OF AGE WISE CLASSIFICATION)**

Sl.NO	Particulars	No.Of Responded	Percentages
1	Below15	15	20%
2	20-30	40	54%
3	30-40	10	13%
4	40-50	10	13%
Total		75	100



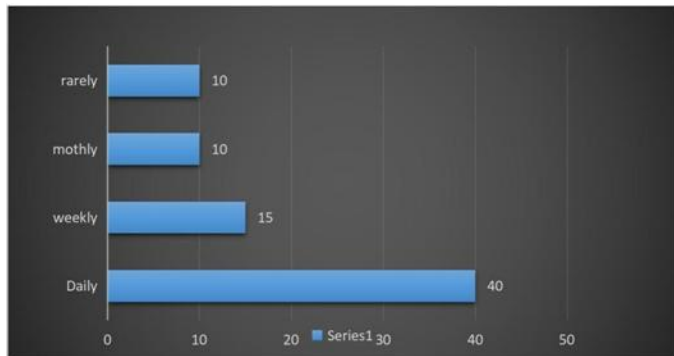
**INTERPERATATION:**

In the above table data indicates that 20% of respondents agebelow 15 year 54% of respondents age between 20-30 year, 13% of respondents age between 30-40 yearand 13% of respondents age between 40-50 year.

**TABLE-3 HOW OF TENDO YOU CONSUME PARLE-G BISCUIT**

Sl.NO	Particulars	No.Of Responded	Percentages
1	Daily	40	54%

2	weekly	15	20%
3	mothly	10	13%
4	rarely	10	13%
Total		75	100



**INTERPERATATION:**

In the above table data indicates that 54% of respondents consume Parle-G Biscuit daily. 20% of respondents consume Parle-G Biscuit weekly. 13% of respondents consume Parle-G Biscuit mothly. 13% of respondents consume Parle-G Biscuit rarely.

**FINDINGS:**

- Majority 60% are female gender.
- Majority 54% of respondents age between 20-30
- Majority 40%of respondents daily consume parle-G biscuit

**SUGGESTIONS:**

Businesses should design customized advertising campaigns based on different age groups and demographic segments to maximize consumer reach and product acceptability.

The growing popularity of social media and digital platforms, companies should invest more in online advertisements to attract younger consumers who are more active on digital media

**CONCLUSION:**

This paper 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.

**REFERENCES**

1. <https://www.scribd.com/doc62314456project.onparle-Ghttps://www.parleproduct.com/brands/parle-Ghttps://en.wikipedia.org/wiki/parle-G>