

# A Study on Analysis of Indigenous FMCG Brand- Parle-G

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**Abstract-** Bread and biscuits constitute the largest segment of consumer food in India. Both Biscuits and Bread are items of mass consumption in our Country. Almost 2 million tons of biscuits are produced in India each year and consumption is growing at 10-12 per cent annually. Parle-G or Parle Glucose biscuits are one of the most popular confectionary biscuits in India. For decades, the product was instantly recognized by its iconic white and yellow wax paper wrapper with the depiction of a young girl covering the front. The objective of the research is to find out the reasons for the preference of people in Glucose biscuit and to know why Parle-G is no.1 in glucose biscuit market. Further, it also brings to focus the infrastructure available to the company which helps it to maintain supply and the awards it has won over the years. This case study also looks back into the history of this brand and highlights the ideals on which it was formed. Their strategies in terms of public relations and advertisements which resulted in its huge market share have also been touched upon. Moreover, the availability of the product in India and its Exports has also been mentioned.

**Keywords-** Parle -G, FMCG,

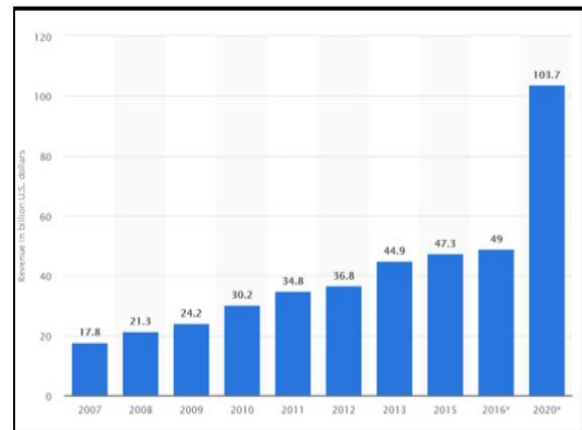
## I. INTRODUCTION

Fast-moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending.

### 1.1 Contribution To GDP

In the year 2017, India's GDP was to the tune of 2,597,491 million USD of which 574 million USD was the contribution of FMCG sector. This statistic shows the revenue

of a fast-moving consumer goods market (FMCG) in India from 2007 to 2020. In 2015, India's FMCG market generated revenue of about 47.3 billion U.S. dollars, with revenue forecast to reach 103.7 billion U. S. dollars in 2020.



**Fig.1 Revenue in Billion (U.S Dollars) Source : ibef.org**

## II. OBJECTIVES

### 2.1 Primary Objectives: -

1. To understand the comparative analysis of Parle-G with other biscuit manufacturing brands and their demand analysis.
2. To find out the marketing strategy used by Parle and Parle -Agro.

### Secondary Objectives: -

1. To find out the competitive activity and merchandising through retailers of Parle-G biscuits.
2. To find out the consumer preference.
3. To find out the satisfaction level towards service provide by Parle-G.
4. To find out the major competitors of Parle-G.

**III. METHODOLOGY**

Both primary & secondary research as undertaken to generate information on various aspects related to the objectives of the study.

The process by which this research would be done will initially include collection of research papers, journals & a survey. The survey will have a list of nominal, ordinal, interval and ratio scales-based questions. The data would be collected through questionnaires from respondents through online google survey forms mailed to them.

Before primary research is undertaken a thorough review of understanding of research issues were undertaken along with the consultation of experts of the related field.

**A. Primary Data**

The data is collected through questionnaires from respondents through online google survey forms mailed to them.

**B. Secondary Data**

Secondary data are those data which are already collected by someone for some purpose and are available for the present study; secondary data are already collected by the company’s records and other library’s books. • Secondary data are collected through different Magazines, Newspapers, Websites, Books, e-Journals.

**C. Sample Size & Sampling Technique:**

The sample size is nearly of 70 respondents was collected. Simple random sampling was used to collect the data.

**D. Data Analysis Techniques:**

The techniques used were Co- relation coefficient and Chi-Square test. along with the graphs prepared by google forms for analysis.

**IV. DATA INTREPRETATION**

Please find below data generated so far in graphical format along with their interpretations:

Table1: Frequency analysis – Demographic profile of the respondents

Sl No	Particulars	Frequency	Percentage
1	<b>Age group</b>		
	15-25years	34	48.5
	25-35years	22	31.4
	35-45years	2	2.8
	Above 45years	12	17.1
2	<b>Gender</b>		
	Male	40	57.1
	Female	30	42.9
	Others	0	0
3	<b>Occupation</b>		
	Student	38	54.3
	Self-employed/Businessman	4	5.7
	Employee public/private	21	30
	Others	7	10

Table1: Frequency analysis – Demographic profile of the respondents

Table 2: Brand Preference

Sl No	Particulars	Frequency	Percentage
	<b>Biscuits Brand preference</b>		
1	ITC	17	23.7
2	Parle-G	20	28.9
3	Britannia	26	38.2
4	Others	7	9.2

Table 2: Brand Preference

From Table1 1 & Table 2, it is inferred that majority of 28.6% respondents are consuming Parle-G, among which 65% of the respondents are male(s). Among the respondents 54.3% are students, and 48.5% respondents are in the Age Group of 15-25 years.

It is inferred that majority of respondents are preferring Britannia biscuits, Parle-G stands second at 28.9% and ITC has been standing at 23.7% preference

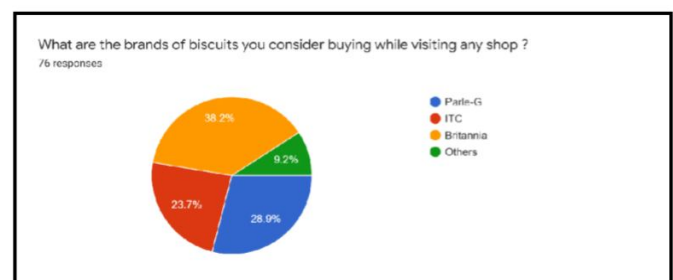


Chart 1 : Brands of Biscuits people consider buying while visiting a Shop

**A. Factors influencing the Consumers to buy biscuits: Garret’s Ranking Analysis**

To identify the various factors influencing the consumers to buy biscuits, scale conversion method and Garrett’s ranking technique have been used. Each Biscuits has its own merits. The consumer considers some factors like price, convenience, quantity, packaging, taste, easy availability, quality etc., Hence it was decided to know the factors which are influencing the consumer for biscuits.

$$\text{Percentage} = 100(\text{Rij}-0.5) \text{ Nj}$$

Where, Rij=Rank given for the ith item by jth individual  
 Nj=No of items ranked by jth individuals d)

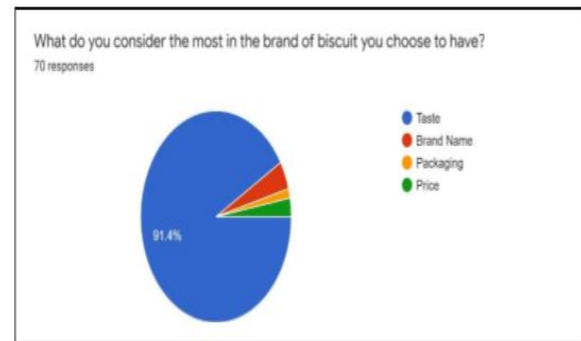


Chart 2. Factors that influence people to buy a biscuit

From the above chart we can make out that Taste is an important factor which has been chosen by 91.4% of the respondents as an influencing factor for buying a biscuit brand.

Table 3: Scale and Score Values for Factors : Garrett’s Ranking Analysis

Sl.No	Factors	Rank	Scale Value										Total Score	Mean Score	Rank
			I	II	III	IV	V	VI	VII	VIII	IX	X			
1.	Taste	f	61	4	2	3	0	0	0	0	0	0	70	79.7	I
		fx	5002	280	126	171	0	0	0	0	0	0	5579		
2.	Quality	f	7	29	17	4	4	3	3	1	0	2	70	63.57	II
		fx	574	2030	1071	228	208	141	126	36	0	36	4450		
3.	Quantity	f	1	14	13	11	5	9	8	5	2	2	70	54.3	III
		fx	82	980	819	627	260	423	336	180	58	36	3801		
4.	Price	f	1	13	8	9	9	12	0	7	6	6	70	51.07	IV
		fx	82	910	504	513	468	564	0	252	174	108	3575		
5.	Availability	f	0	2	11	14	8	8	7	11	2	8	70	47.35	V
		fx	0	140	693	798	416	376	294	396	58	144	3315		
6.	Flavours	f	0	2	7	12	14	7	9	5	7	7	70	45.84	VI
		fx	0	140	441	684	728	329	378	180	203	126	3209		
7.	Ingredients	f	0	2	8	4	16	4	9	5	16	6	70	43.17	VII
		fx	0	140	504	228	832	188	378	180	464	108	3022		
8.	Packaging	f	0	2	2	2	5	4	17	17	16	5	70	38.68	IX
		fx	0	140	126	114	260	188	714	612	464	90	2708		
9.	Brand Image	f	0	2	1	5	7	1	8	6	6	34	70	31.95	X
		fx	0	140	63	285	364	47	336	216	174	612	2237		
10.	Advertisement	f	0	2	1	6	2	22	9	13	15	0	70	42.34	VIII
		fx	0	140	63	342	104	1034	378	468	435	0	2964		
Total		f	70	70	70	70	70	70	70	70	70	70			

x = Scale value f: No. of customers fx: Score value

Table 3 reveals the factors influencing the customers to buy biscuits.

There are 10 factors considered to buy biscuits. Garrett ranking analysis has been applied to rank the factors according to their influence level. Among the various factors, Taste is the important factor which influencing the consumers to buy biscuits, with the mean score of 79.7, Quality is ranked as second with the mean score of 63.57, Quantity is ranked as third with the mean score of 54.3, followed by Price, Availability, Flavours, Ingredients, Packaging, Brand Image, Advertisement with the score value of 51.07, 47.35, 45.84, 43.17, 42.34, 38.68 and 31.95 respectively. It is concluded that Taste is an important factor to influence purchase of biscuits.

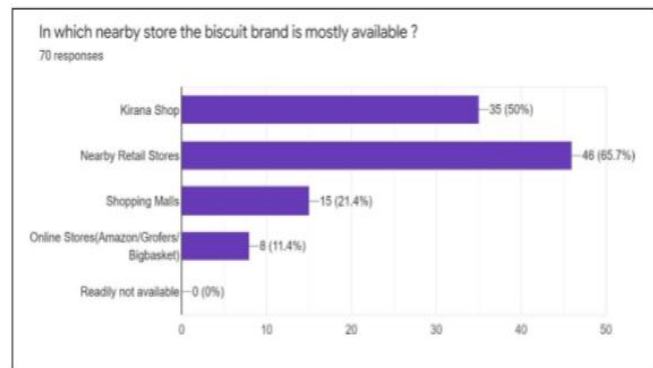


Chart 3: Availability of the brands according to respondent’s purchase

From this chart we can understand that 50% of the respondents are getting their preferred brands from Kirana Shops, 65.7% of people are visiting Nearby Retailers for their preferred brand, few (21.4%) are visiting Shopping Malls to buy biscuits. So it can be inferred that if we consider the buying behaviour of respondents they are aware from where they can get their preferred brand and also they are likely to purchase it from nearby retail stores and Kirana Shops.

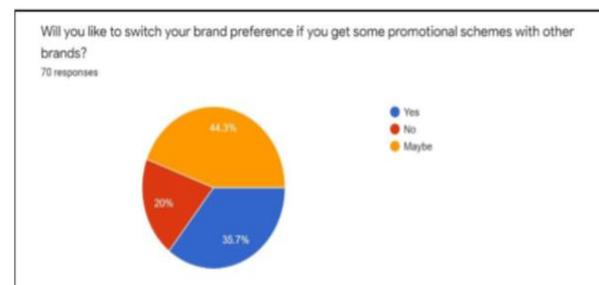


Chart 4. Switching of brands by a consumer

From the Chart we can understand around 20% the respondents are firm that they won't change their brand preference, rest 80% are dicey customers. They may or may not be loyal to a brand depending on the promotional schemes they receive from other brands. Suppose in D-Mart they receive an offer on buying Good-Day(Britannia ) that if they buy 4packts one is free, they may switch their brand loyalty to that brand.

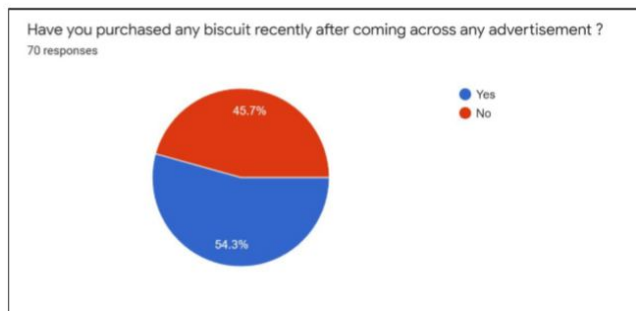


Chart 5. Attracting a Consumer based on advertisement

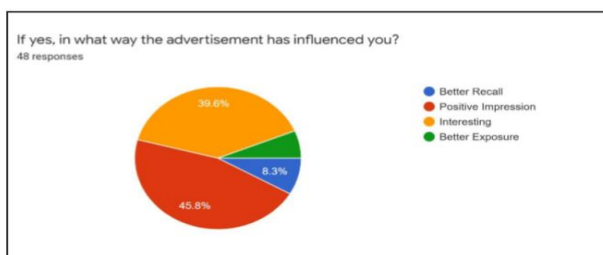


Chart 6: How advertisement influenced customers

From the previous chart we can see that around 54.3% of people has tried out biscuits based on recent advertisements they have seen on Television or other mediums like OOH, Newspapers, Hoardings, etc. Among them around 45.8% of people has advised that the ad has given a positive vibe about the product they market. So, in FMCG brands advertisement plays a major role, and so lots of marketing agencies are working day and night to make an ad impressive and create a taboo in the society about the ads. Also, creative and interesting ads are preferred by 39.6% of the people.



Chart 7: Availability of discounts in stores

From the above chart we can see that around 57.1% people are sometimes getting offers and discounts from the shops from where they buy biscuits. The main motive is to understand that whether that customer falls in that category of switching brand loyalty if he/she is getting higher discounts in other brands.

**A. Consumer Preference and their recommendation to other people: -**

Researcher have conducted a Chi- Square test based on the assumption that Satisfaction level and recommendation has a co-relation based on 70 sample space we have collected. Null Hypothesis and Alternate Hypothesis based on the assumptions were taken.

**Null Hypothesis-** There is no co-relation between Satisfaction Level and Recommendation.

**Alternate Hypothesis-** There is co-relation between Satisfaction Level and Recommendation. Satisfaction Level y.

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Unsatisfied	2	2.9	2.9	2.9
Neutral	3	4.3	4.3	7.1
Satisfied	34	48.6	48.6	55.7
Highly Satisfied	31	44.3	44.3	100.0
Total	70	100.0	100.0	

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	142.745 <sup>a</sup>	12	.021	.000		
Likelihood Ratio	120.955	12	.000	.000		
Fisher's Exact Test	109.554			.000		
Linear-by-Linear Association	59.132 <sup>a</sup>	1	.000	.000	.000	.000
N of Valid Cases	70					

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .03.

Table 4. Satisfaction Level and Chi-square test

The key result in the Chi-Square Tests table is the Pearson Chi-Square. • The value of the test statistic is 142.745 • The corresponding p-value of the test statistic is p = 0.021. From the above table, we can see that Significance value =.021 which is less than 0.05. So we can say there has been a significance relation with Satisfaction level and Recommendation to other persons.

## V. CONCLUSION

This study was undertaken mainly with view to do the comparative study of different brands in Indian glucose biscuit category and to see the consumer behavior regarding Parle - G biscuit brand of Parle Products pvt. ltd. The data was collected by means of a book, magazines, web articles, newspapers etc. The Indian Glucose Biscuit Industry is mostly dominated by the brands like Parle, Britannia and ITC. It has been found that the Parle's product, Parle-G still leading in the Indian market though from the study we found that Britannia is mostly liked as the brand by many. The Parle-G is much ahead in all areas of marketing mix as compared to its rivals. It is very tough challenge for the products like Tiger and Sunfeast to beat the Parle-G. Consumers behaviour towards Parle-G is extremely good. The Parle-G is very rightly described as "SWAD BHARE, SHAKTI BHARE" means full of taste, full of health".

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