A STUDY ON CONSUMER PREFERENCE TOWARDS PARLE G BISCUITS WITH REFERENCE TO CHENNAI CITY

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Abstract: *The research work is the result of consumer preference of "Parle G Biscuits in Chennai city". The objective of the study is to evaluate the consumer preference on Parle G Biscuits and this was done with the help of customer survey. The study also finds the consumer segment & awareness level, brand loyalty and competitor's strategy. The study was conducted with the help of a questionnaire. The analysis of the responses was done using the statistical tools like simple percentage, Mean score, and Chi-square. Based on the analysis, findings are made and it was found that most of the consumers are satisfied with Parle G Biscuits, enjoys an excellent perception of brand value and suggestions were given to improve the factors influencing the consumer.*

Key words*: Brand value, Consumer, Loyalty, Preference.*

INTRODUCTION TO THE STUDY

Today organizations are confronting hardened rivalry. Just client focused organizations are tending to assemble Customers instead of building Product. An excessive number of organizations imagine that the Job of Marketing is to obtain clients. "Promoting is a Social and Managerial Process by which individual and gathering get what they need and need through Creating, Offering and Exchanging result of qualities with each other".

OBJECTIVES OF THE STUDY

1. To clarify the recurrence of procurement and feeling about the Parle G Biscuits.

2. To discover market fragment and the real contenders of Parle G Biscuits.

3. To learn about the mindfulness level of retailers and customers towards Parle G Biscuits.

4. To assess the components which impact individuals to purchase Parle G Biscuits.

5. To look at the brand dependability of Parle G Biscuits.

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RESEARCH METHODOLOGY

Research in like manner speech alludes to a quest for learning. The outline utilized as a part of this examination work is Descriptive Type. The sample area is Parle G Biscuit Consumers in Chennai City and Non-Probability Convenience Sampling Technique was used in this review. The accompanying systematic apparatuses are utilized to examine the information gathered from 100 respondents. They are Simple Percentage Analysis; Mean Score, and Chi – Square.

DATA ANALYSIS AND INTERPRETATION

Demographic Informations

Sl.No	Particulars	Respondents	Percentage
1	Age		
	BELOW 20 Yrs	23	23%
	20-30 Yrs	26	26%
	30-40Yrs	32	32%
	Above 40 Yrs	19	19%
2	Gender		
	Male	58	58%
	Female	42	42%
3	Educational Status		
	SSLC	26	26%
	HSC	20	20%
	UG	32	32%
	PG	16	16%
	POST PG	6	6%
4	Occupation		
	Service	14	14%
	Retailer	50	50%
	Individual	21	21%
	Professional	15	15%

Source: Primary Data

INFERENCE

➢ It is inferred that 32% of the respondents are in the age group of 30-40yrs, 26% belongs to 20-30yrs, 23% falls below 20 yrs, and 19% above 40years of age.

➢ It is inferred that 58%of the respondents gender are male and 42% are female.

➢ It is inferred that 32%, 26%, 20%, 16% and 6% of the respondents are qualified with UG, SSLC, HSC, PG and POST PG respectively.

➢ It is inferred that 50% of the respondents occupation are retailers, 21% are individual, 15% are professional and 14% belongs to service.

CONSUMERS' OPINION REGARDING THE PARLE G BISCUITS

Factors	No. of respondents	Percentage
Excellent	41	41%
Good	55	55%
Average	4	4%
Poor	0	0
Very poor	0	0
Total	100	100

Source: Primary Data

INFERENCE

It is clear that 55% of the respondent opinion is good 41% is excellent, and 4% opinion is average.

FREQUENCY OF PURCHASING OF PARLE G BISCUITS

Frequency	No. of. respondents	Percentage
Daily	10	10%
Weekly	27	27%
Monthly	20	20%
Occasionally	43	43%
TOTAL	100	100

Source: Primary Data

INFERENCE

It is clear that 43% of the respondents are occasional buyers, 27% are weekly buyers, 20% are monthly buyers and 10% of them are Daily buyers.

SEGMENT ATTRACTED BY PARLE G BISCUITS

Opinion	No. of percentage	Percentage
Children	34	34%
Teenagers	25	25%
Adult	24	24%
Old aged	17	17%
TOTAL	100	100

Source: Primary Data

INFERENCE

It is clear that 34% of the respondents attracted are children, 25% are Teenagers, 24% are Adult and 17% of the respondents are old aged.

MAJOR COMPETITORS OF PARLE G BISCUITS

Brand	No. of respondents	Percentage
Britania	52	52%
Sunfeast	18	18%
Dukes	10	10%
True	20	20%
TOTAL	100	100

Source: Primary Data

INFERENCE

It is inferred that 52% of the respondents prefer Britania as first competitor, 20% prefers True, 18% prefers Sunfeast and 10% of them prefers Dukes.

CHANNELS TO KNOW ABOUT PARLE G BISCUITS

Sl. No	Attributes	Maximum score	Mean score	Rank
1	Advertisement	314	3.14	I
2	Personal selling	200	2.00	IV
3	Shop keeper	242	2.42	III
4	Friends & relatives	244	2.44	II

Source: Primary Data

INFERENCE

It is inferred that the mean score of Advertisement is 3.14, Friends & Relatives is 2.44, Shop keeper is 2.42 and Personal selling is 2.00 and they are ranked as I, II, III & IV respectively.

MEDIA OF ADVERTISEMENT

Sl.No	Attributes	Maximum score	Mean score	Rank
1	TV	400	4.00	I
2	Magazine	256	2.56	VI
3	Point of purchase	340	3.40	III
4	Hoarding	362	3.62	II
5	Radio	260	2.60	V
6	News Paper	312	3.12	IV

Source: Primary Data

INFERENCE

It is observed that the mean score of TV is 4.00, Hoardings is 3.62, Point of Purchase is 3.40, Newspaper is 3.12, Radio 2.60 and Magazine is 2.56 and they are ranked as I, II, III, IV, V & VI respectively.

ECONOMICAL PACKAGE OF PARLE G BISCUITS

Opinion	No. of respondents	Percentage
Strongly agree	23	23%
Agree	59	59%
Neutral	18	18%
Disagree	0	0
Strongly disagree	0	0
TOTAL	100	100

Source: Primary Data

INFERENCE

It is clear that 59% of the respondents agree that the package is Economical, 23% are strongly agree, and 18% have neutral opinion that the package is economical.

CONFIDENCE OVER THE PRODUCT QUALITY OF PARLE G BISCUITS

Opinion	No. of respondents	Percentage
Strongly agree	30	30%
Agree	48	48%
Neutral	22	22%
Disagree	0	0
Strongly disagree	0	0
TOTAL	100	100

Source: Primary Data

INFERENCE

It is clear that 48% of the respondents Agree that they are confident of product quality at the time of purchase, 30% are of Strongly agree, and 22% of them have neutral opinion.

CONSUMERS' SATISFACTION LEVEL OF PARLE G BISCUITS

S. No.	Attributes	Maximum score	Mean score	Rank
1	Price	446	4.46	I
2	Taste	442	4.42	III
3	Flavor	433	4.33	V
4	Variety	436	4.36	IV
5	Availability	444	4.44	II
6	Packing	384	3.84	VI
7	Offers	335	3.35	VII

Source: Primary Date

INFERENCE

It is inferred that the mean score of Price of Parle G biscuits is 4.46, Availability is 4.44, Taste is 4.42, Variety is 4.36, Flavor is 4.33, Packing is 3.84, and Offers is 3.35 and they are ranked as I, II, III, IV, V, VI & VII respectively.
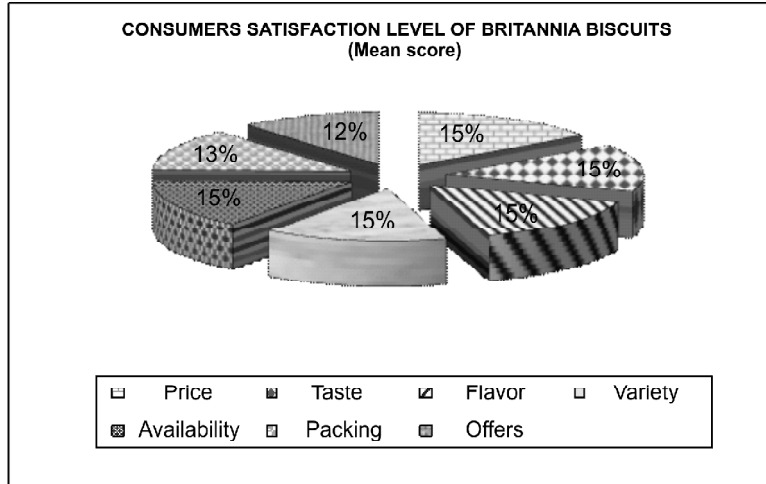
FACTORS TO BE IMPROVED IN PARLE G BISCUITS

Factors	No. of respondents	Percentage
Price	14	14%
Features	25	25%
Package	35	35%
Quality	11	11%
Taste	15	15%
TOTAL	100	100

Source: Primary Data

INFERENCE

It is clear that 35% of the respondents need changes in Package, 25% need changes in Features, 15% need changes in Taste, 14% need changes in Price and 11% of them need changes in Quality.

STATISTICAL TESTS USING SPSS

Various tests were run using SPSS and the results were interpreted using the following criteria:

(i) ** denotes that p value is significant at 1% level of significance i.e. significance value is less than 0.01.

(ii) ***** denotes that p value is significant at 5% level of significance i.e. significance value is less than 0.05.

(iii) p value is not significant when significance value is greater than 0.05.

CHI-SQUARE ANALYSIS

ASSOCIATION BETWEEN AGE AND SEGMENT ATTRACTED BY PARLE G BISCUITS

Age\segment attracted	Children	Teenager	Adults	Old aged	Total
Below 20 yrs	10	6	6	5	27
20-30 yrs	8	5	8	6	27
30-40 yrs	9	6	5	5	25
Above 40 yrs	6	5	5	5	21
Total	33	22	24	21	100

Source: Primary Data.

Null Hypothesis (H_O): There is no association between Respondents Age and Segment attracted by Parle G Biscuits.

Chi-Square	p Value	Result
19.452	0.0002 **	Reject Null Hypothesis at 1% level of significance.

Source: SPSS Output

INFERENCE

Hence, there is association between Respondents' Age and Segment attracted by Parle G Biscuits.

ASSOCIATION BETWEEN OPINION REGARDING PARLE G BISCUITS AND FREQUENCY OF PURCHASING

Opinion \frequency of purchasing	Excellent	Good	Average	Total
Daily	13	7	8	28
Weekly	10	9	6	25
Monthly	11	9	6	26
Occasionally	6	10	5	21
Total	40	35	25	100

Source: Primary Data.

Null Hypothesis (H_O): There is no association between Respondents Opinion and frequency of purchasing.

Chi-Square	p Value	Result
7.117	0.0285 *	Reject Null Hypothesis at 1% level of significance.

Source: SPSS Output

INFERENCE

Hence, there is association between Respondents' opinion and frequency of purchasing.

FINDINGS

➢ About 55% of the respondents assessment of Parle G Biscuits is great.

➢ Most (43%) of the respondents buy Parle G Biscuits every so often.

➢ 34% of the respondents have said that are for the most part pulled in by Parle G Biscuits.

➢ Over 52% of the respondents told that Britannia rolls as the most grounded contender to Parle G Biscuits.

➢ 14% of the respondents have known Parle G Biscuits through ad.

➢ 4% of the respondents are in the assessment that TV is more appropriate means

➢ of promotions.

➢ Over 82% of the respondents concur that the bundle is sparing.

➢ About 48% of the respondents concur that the item quality is great.

➢ 4.46% of the respondents incline toward cost of the scones as most impacting component for leaning toward Parle G Biscuits.

➢ 35% of the respondents need a few upgrades in the bundle of the item

➢ It is found that, there is relationship between Respondents' Age and Segment pulled in by Parle G Biscuits.

➢ It is found that, there is relationship between Respondents' supposition and recurrence of buying.

SUGGESTIONS AND RECOMMENDATIONS

1. The majority of the respondents have the conclusion that ad is one of the approaches to impact the customer more. So the organization ought to center around there and vital strides must be taken in this respect, by propelling more compelling and creative commercial crusade. It incorporates,

   * Wall and shop painting.

   * Big Hoardings at the passage of towns and urban communities.

   * Signboards at the back of the transports and cars.

* Electronic and brand Ambassador for the item.

* Focusing the cut of life through tedious commercials in TV media.

2. The exploration uncovered that buyer fulfillment towards Parle G Biscuits is great. However, the organization ought to upgrade the taste and assortments of Parle G Biscuits.

3. For the most part the youngsters section get pulled in towards the Parle G Biscuits. So the organization needs to run with various deals advancement system to cover the other fragment individuals and to goes before the riotous rivalry keeping in mind the end goal to expand the deals, through

* Offering super family packs to draw in the families.

* Coupons and Gifts offered alongside the bundle ought to be given.

* Cartoon stickers and Tattoos ought to be offered openly so as to pull in the kids.

4. Bundle is considered as the quiet salesperson. So the organization needs to focus still more to build up the appeal of the wrapper to force shoppers towards the item at the business terminal.

CONCLUSION

The examination on the shopper inclination of Parle G Biscuits is to assess the buyer inclination towards the item. It is obvious from the examination that some more exertion is expected to showcase the Parle G Biscuits. So the organization may accentuation on change in showcasing blend methodology to enhance the Parle G Biscuits. By receiving better notice, upkeep of the quality level and more limited time plans to the shoppers, Parle G can get a decent position in the focused period.

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