**A STUDY ON MARKETING MIX AND CONSUMER PERCEPTION OF PARLE PRODUCTS**

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**ABSTRACT**

This research paper presents an in-depth study of the marketing strategies and consumer perceptions of Parle Products, a dominant force in India’s FMCG sector. The focus lies on understanding how Parle has managed to position itself as a trusted and affordable brand across rural and urban markets using an effective marketing mix. Through primary research, analysis of product-level strategies, distribution, pricing, and promotional methods, the study offers insight into Parle’s brand loyalty and its place in the competitive Indian biscuit and confectionery market. Findings highlight that Parle's reputation, broad distribution network, and consistent brand messaging have contributed significantly to its mass appeal and market share.

**Keywords**

Parle Products, Marketing Mix, Consumer Perception, Biscuits, Brand Loyalty, FMCG, Competitive Strategy

**1. INTRODUCTION**

Parle Products has been India’s biggest producer of biscuits and confectionery for over eight many years. With iconic products such as Parle-G, Monaco, Krackjack, Hide & Seek, Melody, and Poppins, the brand enjoys a legacy that few can healthful. Parle's task has constantly been to deliver best and cheap nutrients to the loads, which is obvious in its deep marketplace penetration—even in villages with populations below 500. This paper explores the application of advertising and marketing techniques and their effect on customer conduct and brand belief.

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**2. OBJECTIVES OF THE STUDY**

The maximum essential goal of this studies is to research the advertising and marketing strategies of Parle and have a look at their effectiveness in influencing purchaser conduct. Specifically, the take a look at aims to understand how product variety, pricing, place (distribution), and promotional procedures make contributions to brand desire. Furthermore, the studies examines how Parle keeps its marketplace feature against competition and adapts to evolving purchaser demands.

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**3. RESEARCH METHODOLOGY**

The study is based mostly on each number one and secondary information. Primary data became collected via a mounted questionnaire administered to 50 clients across diverse age corporations and occupations in Mumbai. Secondary records resources encompass articles, company websites, marketing journals, and studies papers. The research layout is descriptive and goals to evaluate both purchaser belief and the impact of the marketing mixture. Data analysis equipment consist of percent analysis and comparison tables.

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**4. COMPANY PROFILE**

Founded in 1929, Parle has grown from a small Mumbai-based manufacturing facility right into a main FMCG logo with over forty% percentage of the Indian biscuit market and 15% of the confectionery marketplace. The business enterprise’s recognition on affordability, nutrients, and believe has made its products family staples across numerous demographics. Parle merchandise are synthetic in current-day facilities throughout India and are exported to global markets. The emblem's positioning revolves spherical accessibility, trustworthiness, and dietary price.

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**5. MARKETING MIX ANALYSIS**

Product: Parle’s product method makes a speciality of delivering price through a wide range of biscuits and confectioneries. Its flagship product Parle-G symbolizes believe and nourishment, whilst brands like Hide & Seek and Bourbon cater to top rate tastes. The line extension approach has helped obtain segmented markets, from finances-aware customers to those looking for indulgence.

Price: Parle continues a price pricing model. For example, Parle-G is priced low to aim mass intake, and Hide & Seek is priced better to reflect its pinnacle class chocolate chip content material. Price changes are minimum to keep away from alienating the price-sensitive base.

Place: Parle has evolved one in each of the most important FMCG distribution networks in India, conducting greater than four.25 lakh shops with assist from 1,500 wholesalers and 31 depots. The logo is omnipresent, from rural grocery stores to urban supermarkets.

Promotion: Advertising campaigns similar to the long-lasting “Hindustan Ki Takat” and partnerships with celebrities and TV suggests have constructed sturdy emotional connections with consumers. Promotions also embody alternate reductions, public circle of relatives participants sports, and school-degree advertising to boost visibility.

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**6. CONSUMER INSIGHTS AND DATA ANALYSIS**

Survey outcomes display that 77.Eight% of purchasers decide on Parle’s biscuit variety, particularly Hide & Seek and Parle-G. Approximately sixty six.7% experience the pricing and discounts supplied are less costly as compared to competitors. Packaging, authentic flavor, and enormous availability were the top influencers for purchases. In assessment, 30.6% said they might switch to competitor producers if Parle merchandise have been out of stock. Brand loyalty emerge as obtrusive, however classified ads from competitors like Britannia and ITC impact forty seven.2% of respondents.

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**7. SWOT ANALYSIS**

Strengths: Affordable pricing, significant distribution, brand don't forget, sizeable product range, huge marketplace share.

Weaknesses: Breakage at some stage in delivery, restricted keep incentives, overdependence on Parle-G.

Opportunities: Rural marketplace enlargement, current packaging, product diversification, one-of-a-type shops.

Threats: Intense opposition, alternative products, and developing recognition of neighborhood bakery items.

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**8. FINDINGS**

Parle's dominance stems from its rate-based technique and strong deliver chain. While Parle-G is the hero product, one of a kind versions like Hide & Seek and Krackjack assist emblem energy. Promotions associated with emotional storytelling and adolescence nostalgia have created deep brand recollect. Consumers companion Parle with high-quality and affordability, however the logo need to spend money on present day packaging and rural engagement to hold market control.

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**9. RECOMMENDATIONS**

Parle ought to recognition on growing popularity and profits of its lesser-acknowledged products through nearby campaigns and influencer advertising. Packaging enhancements and improved supply chains might reduce breakage problems. Offering higher margins to shops and introducing domestic shipping in metro cities can also want to decorate attain. Creative advertising and marketing, specifically digital, is vital to preserving more younger clients in a aggressive market.

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**10. CONCLUSION**

Parle’s achievement is deeply rooted in its regular advertising and advertising mix that aligns with the Indian patron’s values and choices. With a big variety of offerings, sturdy charge positioning, and huge distribution, Parle remains a household name. However, continued innovation and edition to consumer tendencies are essential for destiny sustainability and growth.

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