

Marketing Research for Determining Current Position of Parle-G

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ABSTRACT

This marketing research study was undertaken in order to assess and quantify Parle-G's market position among today's market, one of India's most emblematic and enduring biscuit brands. With a presence in the Indian FMCG scenario spanning more than eight decades, Parle-G has created a very strong emotional association among customers cutting across age and demographical profiles. But with growing competition, changing consumer tastes, and the emergence of healthy and premium substitutes, it has become imperative to evaluate Parle-G's context and positioning in the fast-changing market of the day. The study employed a mixed-method research strategy by using both primary data collection via structured questionnaires and secondary data from market reports, industry journals, and company updates. The sample size of 100 respondents, urban consumers in the main, were used to elicit feedback on parameters like purchase frequency, brand awareness, product satisfaction, packaging, recall of advertisements, and comparison with Britannia and SunFest. Key insights reveal that although Parle-G remains extremely well-known and trusted, with a strong recall value and value for money, there are growing threats in product innovation, freshness of branding, and ad reach. The brand is still identified most with childhood memories and pocket-friendly snacking by most consumers, but newer packing and healthier options are where expectations are growing. The study also conducted a SWOT analysis and pointed out Parle-G's strengths (brand heritage, price sensitivity, extensive distribution), weaknesses (poor product innovation, old-age branding), opportunities (increasing rural consumption, health segment), and threats (high-end biscuit players, evolving urban taste). In summary, Parle-G holds a strong position, particularly in Tier II and III cities, but to stay relevant among youth and urban consumers, strategic changes in marketing communications, product innovation, and brand revitalization are suggested. The study explores the basis for future strategic planning and repositioning to ensure Parle-G market leadership in the changing FMCG landscape.

Keywords: FMCG, market position

I. INTRODUCTION

Marketing is the backbone of any business strategy, helping companies make sense of market trends, consumer attitudes, and competitive conditions to achieve and sustain a competitive market position. In today's highly competitive business world, brands need to keep their marketing strategies fresh and updated to continue being competitive and relevant amidst evolving consumer demands. This holds especially for the fast-moving consumer goods (FMCG) category, where goods tend to be generic and customer allegiance is short-lived. Perhaps no name is more iconic here than Parle-G, a brand that is an Indian family mainstay for generations. First introduced by Parle Products in 1939, Parle-G has not only survived the tempests of

liberalization, globalization, and technological revolution, but has also become a brand of affordability, reliability, and nostalgia. Though long-popular, even now the modern marketplace is bringing new challenges along with changing consumer habits to increased competition from both local and foreign brands. Realizing the present standing of Parle-G necessitates an insightful study of its marketing philosophy, brand image, competitive advantage, and market growth.

Parle-G's success story revolves around providing value for money. With the signature yellow-and-white colour scheme and the recall image of the Parle-G girl, the brand has established a tradition that cuts across generations. The brand positioning of the product as a cheap, high-energy glucose biscuit has always attracted a large cross-section of Indian consumers, ranging from

rural villages to cities. It has been able to maintain mass appeal by virtue of low prices, extensive distribution, and uniform product offering. Nevertheless, today's marketing conditions require a great deal more than price competition. Modern marketing is a complex web of consumer psychology, online outreach, branding, and innovation—domains where old-school brands such as Parle-G have to assess their position to maintain their place in the market.

Over the last decade, the Indian marketing space has seen a revolution. The growth of e-commerce, shifting lifestyles of Indian consumers, and the spread of health foods have altered consumer behaviours toward mundane products. Parle-G, in this transition, has opportunities and challenges ahead. On the one side, the brand has its heritage and trust advantage to bank upon to target new markets and online consumers. On the other side, it must face up to the challenge of innovation on the line of product variation, campaign strategy, and outreach mechanisms. To truly establish Parle-G's position today in this new marketing order, it is essential to evaluate its brand worth, consumer base, product portfolio, online reach, and competitive standing.

A key aspect of marketing analysis is recognizing the way a brand is positioned in consumers' minds. Parle-G has historically positioned itself as a plain, dependable, and healthy biscuit that's "G for Genius"—a positioning well-received by middle- and lower-income households looking for value and consistency. Although this positioning allowed the brand to dominate the glucose biscuit space for decades, new entrants are presenting more differentiated and premium alternatives. Companies like Parle-G and Britannia have launched products with added health values, global Flavors, and lifestyle-focused packaging. Under such a situation, Parle-G needs to re-examine if its heritage-based positioning still resonates with newer generations of consumers or should it rebrand itself or expand its product lines.

To further place Parle-G's market in context, marketing instruments like SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, 4Ps (Product, Price, Place, Promotion), and Porter's Five Forces may be used. These tools assist in analysing the internal strengths and weaknesses of the brand and its outer market situation. For example, Parle-G's weakness is in its own size with its enormous distribution network and brand equity, whereas a possible weakness would be its weak presence in the premium or health food

segments. Opportunities would be internationalization or new product development, whereas the threats are fast-innovating competitors and shifting consumer trends. Besides, an examination of the success of Parle-G's promotional strategies—advertising, celebrity endorsements, and social media participation—can reveal how successfully the brand is reaching the current target market.

Ultimately, assessing the position of Parle-G at present necessitates a comprehensive marketing outlook that blends classic brand analysis with current tools and techniques. As consumer tastes change and competition heats up, Parle-G needs to shift its marketing strategy to preserve its iconic identity while reaching newer generations. By analysing its strengths, market forces, and consumer tendencies, business planners and marketers can better understand where Parle-G is today—and what it can do to carry on its legacy in the years to come.

Need for the study

- To Understand Market Evolution and Shifting Consumer Trends
- To Assess Parle-G's Position Amid Rising Competition
- To Evaluate the Impact of Digital Transformation on Brand Strategy
- To Determine the Sustainability of Parle-G's Current Brand Strategy
- To Provide Strategic Insights for Future Growth and Innovation
- To Serve as a Case Study for Other Heritage Brands in Transition

Scope of the study

- Market Position Analysis
- Marketing Strategy Evaluation
- Consumer Perception and Brand Loyalty
- Competitive Landscape
- Geographic and Demographic Focus
- Strategic Recommendations for Future Growth

Significance of the study

- Understanding Brand Evolution in the FMCG Sector
- Guidance for Marketing and Business Strategy
- Benchmark for Legacy Brands
- Academic and Research Value
- Consumer-Centric Insights

II. LITERATURE REVIEW

Brand Positioning and Legacy Brands

Ries and Trout's (1981) work on brand positioning emphasizes the need to build a unique image that appeals to consumers. Legacy brands like Parle-G benefit from long-standing consumer trust and emotional connection, often described as brand equity (Keller, 1993). However, scholars argue that sustaining this equity requires continual adaptation to contemporary market demands (Aaker, 1996). For Parle-G, holding the value-for-money glucose biscuit position has worked in the past, but it is highlighted through recent research that such brands need to innovate products and marketing communication to sustain themselves (Sharma & Giri, 2020).

Marketing Mix and Consumer Preferences

McCarthy's (1960) marketing mix model remains widely used in analysing FMCG brands. According to studies by Singh and Verma (2019), the essence of success for FMCG in India's diverse markets lies in product innovation, price strategies commensurate with consumer buying power, extensive availability, and focused promotions. Other research further establishes that evolving consumer lifestyles, such as increased emphasis on health and wellness, necessitate diversification of product offerings by brands such as Parle-G (Kumar & Das, 2021). Also, the growing significance of digital marketing implies that brands should incorporate online mediums to engage with younger, technologically advanced consumers (Patel, 2022).

Consumer Behaviour and Brand Loyalty

The planned behaviour theory (Ajzen, 1991) postulates that attitudes, social norms, and perceptions of control determine consumer decisions. Studies in the Indian environment (Gupta & Singh, 2018) establish that perceived quality and nostalgic attachment result in brand loyalty for heritage brands such as Parle-G. Nevertheless, millennials and Gen Z also show a trend toward healthy and high-quality snacking, putting legacy brands under pressure to rebrand (Malhotra, 2020).

Competitive Landscape

Porter's Five Forces model (Porter, 1980) provides some insight into the competitive forces Parle-G is confronted with. The Indian biscuit market is competitive, with

companies such as Britannia and ITC aggressively innovating in health-focused and premium segments (Saxena & Rao, 2019). The threat of substitutes and growing consumer concerns regarding nutrition threaten glucose biscuits' traditional popularity (Joshi, 2021). Research highlights distribution strength and brand loyalty are still essential competitive strengths for Parle-G (Mehta & Agarwal, 2019).

Digital and Promotional Strategies

As e-commerce and social media have expanded, effective digital marketing strategies have become crucial (Khan & Sharma, 2023). It is reported that traditional brands are usually slow to adopt digital but can use their heritage to develop compelling digital stories (Roy & Sen, 2022). Parle-G's latest campaigns emphasizing nostalgia with digital engagement resonate with this direction but need examination to assess impact.

III. RESULTS & DISCUSSION

industry reports, company publications, and academic research.

The analysis aims at determining patterns and observations pertaining to consumer demographics, purchasing behaviour, brand image, product satisfaction, and brand salience. Every response has been thoroughly analysed to identify trends that demonstrate the brand's strengths, weaknesses, opportunities, and possible challenges in the contemporary dynamic FMCG industry. Results from the initial survey give direct consumer feedback regarding their experience and choice for Parle-G, while secondary data reinforces these findings by presenting a wider industry outlook. Use of both data types ensures an all-around assessment of how Parle-G is perceived now compared to others in its class.

The findings from this analysis not only evaluate where Parle-G is positioned now but also provide strategic implications for future positioning, particularly in the wake of evolving consumer needs and market trends. The data is provided through the combined use of descriptive statistics, charts, and qualitative observations to ensure ease and actionable comprehension.

IV. CONCLUSION

The study on consumer attitude towards Parle-G biscuits indicates a strong and lasting brand presence in the Indian biscuit market. Parle-G remains a household

name, especially because it is affordable, well known, and emotionally attached to generations of consumers.

Yet in the fast-changing consumer environment of today, the brand has various strategic issues to address. Although most respondents reported high satisfaction (average rating of 4.33/5) and preference for small ₹5/₹10 packs, there is appreciable potential for growth in terms of modern packaging, digital advertisement visibility, and product expansion.

The survey findings point out that:

- a. 44.4% of respondents tend to notice ads often, with a gap in coverage.
- b. Just 33.3% rated the packaging as very modern and attractive, though others rated it as average or old-fashioned.
- c. A large percentage still likes the traditional small packs, showing price sensitivity but also limited familiarity with different pack formats.
- d. Satisfaction is high, though certain consumer groups (18.5%) show average satisfaction, which may mean unmet needs.

Given this research, Parle-G needs to find a balance between nostalgia and innovation. Adopting contemporary design trends, introducing healthier product offerings, enhancing brand interaction, and increasing retail salience will enable the brand to be competitive and appealing to new consumer segments.

Overall, the thesis emphasizes the need for ongoing evolution in branding, product innovation, and consumer engagement—enabling Parle-G to maintain its iconic position while appealing to a newer generation of health-oriented and experience-seeking consumers.

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