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ANALYSIS OF BRAND POSITIONING STRATEGIES: A STUDY ON PARLE COMPANY

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ABSTRACT
The article examines the brand positioning strategies of Parle Company, a leading player in the Indian biscuit industry since its establishment in 1929. It explores the historical context of the biscuit market, highlighting Parle's evolution from a luxury item to a staple in Indian households. The study identifies key strategies employed by Parle, including targeting family values, utilizing diverse media platforms, emphasizing nutrition and value, and maintaining an extensive distribution network. Through a review of relevant literature and research methodologies, the article underscores how Parle has successfully navigated the competitive landscape, fostering consumer loyalty and brand equity. The findings illustrate the importance of adaptability and consumer-centric approaches in sustaining market relevance.

KEYWORDS: *Parle Company, Brand Positioning, Biscuit Industry, Consumer Behaviour, Marketing Strategies, Nutrition.*

INTRODUCTION
The biscuit industry in India has undergone significant transformation since its inception. Initially, biscuits were considered a luxury item, primarily consumed by the affluent. The Parle Company, established in 1929, has become a household name in India, particularly known for its iconic biscuit brand, Parle-G. Over the decades, Parle has successfully navigated the competitive landscape of the biscuit industry, adapting its strategies to meet changing consumer preferences and market dynamics. This article explores the brand positioning strategies employed by Parle, highlighting its historical significance, marketing approaches, and the impact of its advertising campaigns. Brand positioning is a strategic marketing approach that defines how a brand is perceived in the minds of consumers relative to its competitors. Brand positioning strategies are essential marketing approaches that define how a brand is perceived in the minds of consumers relative to its competitors However, with the introduction of affordable and nutritious options like Parle-G, biscuits became accessible to the masses. Parle's strategic focus on affordability and nutrition has been pivotal in capturing a large market share, making it a staple in Indian households.

REVIEW OF LITERATURE
The insights presented in this article are derived from a comprehensive study that utilized various research methodologies. Key studies referenced include:

Singh and Pandey (2015): Their evaluation of Parle's advertising strategies through case studies and content analysis provided valuable insights into the effectiveness of Parle's campaigns in building brand equity.

Rao and Kothari (2016): This comparative analysis of Parle's market position against competitors utilized market share data and consumer perception surveys, highlighting Parle's distinct advantages in the Indian market.

Chattopadhyay and Bhattacharya (2011): Their historical analysis documented Parle's strategic milestones, particularly the introduction of Parle-G, which was pivotal in capturing the mass market.

Mishra and Mishra (2012): This study analysed the positioning of Parle-G as a nutritious product, focusing on its health benefits. The research utilized content analysis and consumer surveys to assess the nutritional perception of Parle-G among health-conscious parents, highlighting how effective communication of health benefits can enhance brand loyalty.

Kapoor and Mehta (2017): Their research in the Journal of Advertising assessed the effectiveness of Parle's emotionally resonant advertising campaigns. By analyzing advertisements and conducting consumer recall surveys, they found that such campaigns significantly enhance brand recall and create a positive brand image.

Bansal and Gupta (2018): This study in the Journal of Brand Strategy revealed that Parle's competitive edge lies in its consistent product quality and widespread availability. The research compared Parle's positioning with competitors like Britannia and ITC, emphasizing the brand's focus on delivering value through affordability and quality.

RESEARCH GAP
Despite existing studies on Parle Company's brand positioning strategies, several research gaps remain. There is limited exploration of emerging consumer trends such as health consciousness and sustainability, which significantly influence purchasing decisions. Moreover, a detailed comparative analysis with competitors could highlight Parle's strengths and weaknesses. Addressing these gaps will enhance understanding of Parle's positioning strategies in a dynamic market environment.

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OBJECTIVES OF THE STUDY

1. To determine the Brand Positioning of Parle Company from the Consumer point of view.
2. To compare Parle's brand positioning strategies with those of its main competitors

STATEMENT OF THE PROBLEM

In a rapidly evolving consumer goods market, Parle Pvt. Ltd. faces challenges in maintaining its brand relevance amid shifting consumer preferences and increasing competition. This study aims to evaluate the effectiveness of Parle's brand positioning strategies and their adaptability to contemporary market dynamics, ensuring sustained customer loyalty and market share.

TYPE OF RESEARCH

The study employs Descriptive research, which is a methodological approach aimed at systematically observing and documenting the characteristics of a population, phenomenon, or situation without manipulating any variables, it does not establish cause-and-effect relationships. This type of research is foundational in various fields, providing a comprehensive overview of the subject matter that aids in understanding, categorizing, and interpreting data.

The sampling unit consists of individual consumers who purchase or consume Parle products. The study involves a sample size of approximately 150 participants, ensuring a diverse representation of consumer segments. The research utilizes random sampling to select respondents from a list of Parle product purchasers, along with convenience sampling for participants readily available in specific retail outlets.

SCOPE OF THE STUDY

The research focuses on understanding consumer perceptions, preferences, and behaviors related to Parle products, particularly in the context of changing market dynamics and competition.

SOURCES OF DATA COLLECTION

Data is collected from both primary sources, such as structured surveys and focus groups, and secondary sources, including academic journals, industry reports, and online articles.

STATISTICAL TOOLS AND TECHNIQUES

The study employs descriptive statistics for summarizing data, hypothesis testing (t-tests and chi-square tests) for analyzing relationships, and regression analysis to understand the impact of various factors on consumer purchase decisions.

HYPOTHESIS 1

H_{10} (Null Hypothesis): There is no significant relationship on Parle's Brand Reputation and consumer purchase behaviour.
H_{11} (Alternative Hypothesis): There is a significant relationship on Parle's Brand Reputation and consumer purchase behaviour.

HYPOTHESIS 2

H_{20}(Null Hypothesis): There is no significant relationship between consumer awareness of Nutrition positioning and Purchase decision.
H_{21}(Alternative Hypothesis): There is a significant relationship between consumer awareness of Parle's Nutrition positioning and Purchase decision.

Table 1: What comes to your mind when you think of Parle?

	No. of Respondents	Percentage (%)
Logo / Symbol	**80**	**53.3**
Celebrity	7	4.7
Punchline	5	3.3
Package	17	11.3
Trust or Indian Brand	41	27.3
Total	**150**	**100**

Analysis: The above table depicts that 53.3% of respondents think Logo/symbol when they think of Parle Brand. 27.3% of respondents think Parle as Indian Brand and Trust when they think of Parle Brand. 11.3% of respondents think about Package. 4.7% of respondents think about celebrity. Only 3.3% of respondents think of Punchline when they think of Parle Brand.

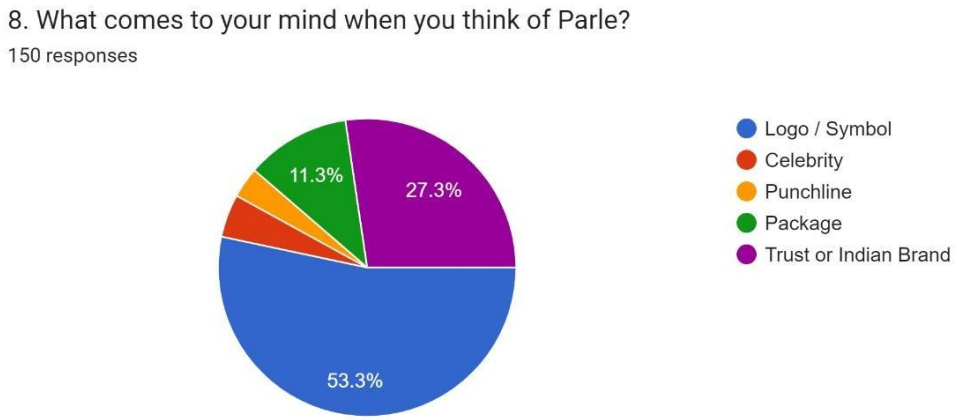


Figure 1: Graph showing percentage analysis for Consumer association with brand

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Interpretation: From the above chart, it can be interpreted as, Majority of the respondents think of logo whenever they think of Parle, followed by trust. This concludes that the consumers have depicted the logo in them whenever they associate with Parle brand, which in turn says that Parle has imprinted their logo in the minds of its consumers and they least think of Celebrity. suggests that the logo serves as a strong visual identifier for the brand. This indicates that Parle has successfully established a recognizable logo that consumers associate with the brand, which is crucial for brand recall and recognition in a competitive market.

Table 2: What motivates you to purchase Parle products?

	No. of Respondents	Percentage (%)
Quality	49	32.7
Price	34	22.7
Taste	**51**	**34**
Brand Reputation	16	10.7
Total	**150**	**100**

Analysis: The above table depicts that 34% of respondents purchases Parle products for Taste. 32.7% of respondents purchases Parle products for Quality. 22.7% of respondents purchases Parle products for Price and other 10.7% of respondents purchases Parle products for its Brand Reputation.

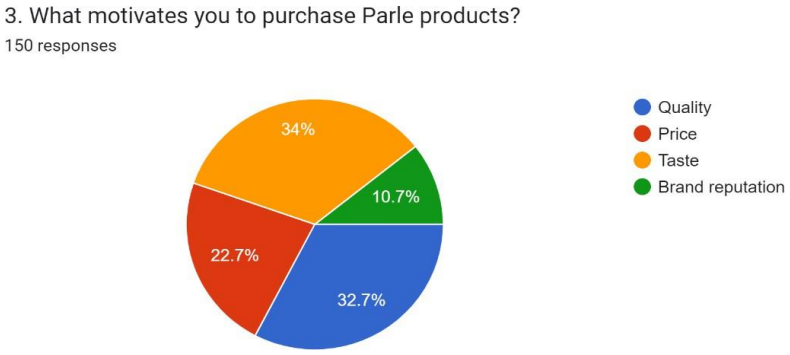


Figure 2: Graph showing percentage analysis Motivations Behind Purchasing Parle Products

Interpretation: From the above chart, it can be interpreted as, the majority of respondents have voted to Taste for their motive to purchase Parle products, followed by quality of it. This concludes that the consumers are having good impression on the taste of Parle's products and least with its reputation. This satisfaction can lead to repeat purchases, as consumers are likely to return to a brand that consistently delivers enjoyable taste experiences.

Table 3: What factors do you consider when choosing between Parle and its competitors?

	No. of Respondents	Percentage (%)
Brand Reputation	45	30
Product Variety	30	20
Nutritional Information	**46**	**30.7**
Packaging Design	3	2
Availability in stores	26	17.3
Total	**150**	**100**

Analysis: The above table depicts that 30.7% of respondents consider Nutritional Information when choosing between Parle and its competitors. 30% of respondents consider Brand Reputation. 20% of respondents consider Product variety. 17.3% of respondents consider Availability in stores. 2% of respondents consider Packaging design.

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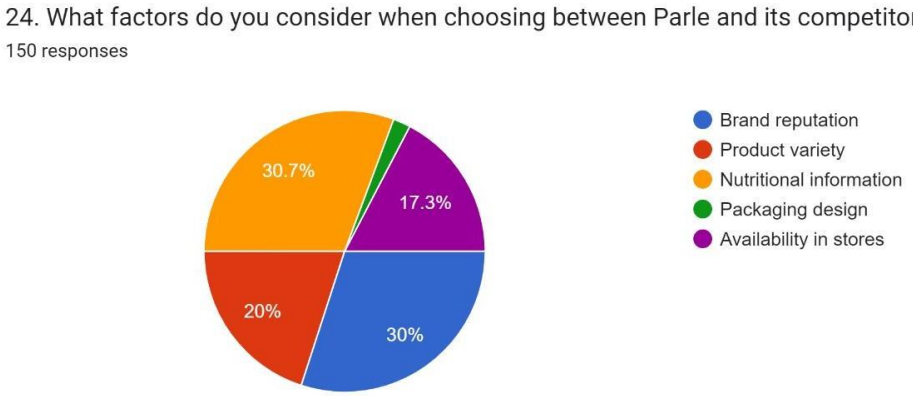


Figure 3: Graph showing percentage analysis of Factors Influencing Consumer Choice Between Parle and Its Competitors

Interpretation: From the above chart, it can be interpreted as, respondents chose nutrition information as the main factor for while considering Parle among its competitors, followed by brand reputation. The preference for nutritional information suggests that consumers are increasingly health-conscious and prioritize understanding the health benefits of the products they consume. This trend reflects a growing awareness of dietary choices and the impact of nutrition on overall health. Consumers are likely to seek out products that align with their health goals, making nutritional information a critical factor in their purchasing decisions.

Table 4: What motivates you to purchase Parle products?

	No. of Respondents	Percentage (%)
Quality	49	32.7
Price	34	22.7
Taste	**51**	**34**
Brand Reputation	16	10.7
Total	**150**	**100**

Analysis: The above table depicts that 34% of respondents purchases Parle products for Taste. 32.7% of respondents purchases Parle products for Quality. 22.7% of respondents purchases Parle products for Price and other 10.7% of respondents purchases Parle products for its Brand Reputation.

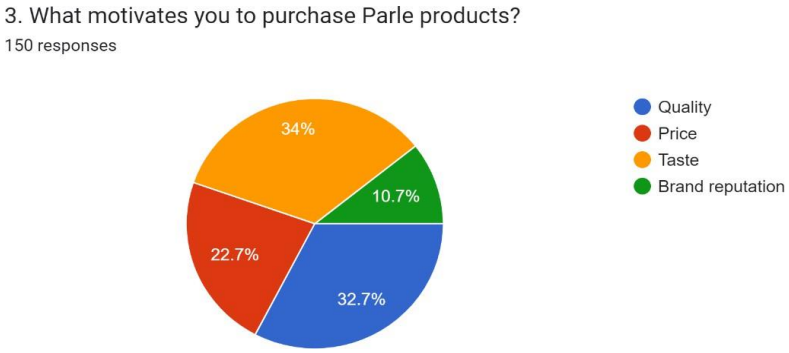


Figure 4: Graph showing percentage analysis of Motivations Behind Purchasing Parle Products

Interpretation: From the above chart, it can be interpreted as, the majority of respondents have voted to Taste for their motive to purchase Parle products, followed by quality of it. This concludes that the consumers are having good impression on the taste of Parle's products and least with its reputation. The strong emphasis on taste implies that consumers are satisfied with the flavour profiles of Parle products. This satisfaction can lead to repeat purchases, as consumers are likely to return to a brand that consistently delivers enjoyable taste experiences.

Hypothesis Testing: CHI – SUARE TEST
Hypothesis 1:

- **H0 (Null Hypothesis):** There is no significant association between Parle's Brand Reputation and consumer purchase behaviour.
- **H1 (Alternative Hypothesis):** There is a significant association between Parle's Brand Reputation and consumer purchase behaviour.

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```
main.r                                                    Share  Run
11 print(chi_square_test_result)
12
13 # Interpretation
14 alpha <- 0.05  # Significance level
15 cat("\nDegrees of Freedom:", chi_square_test_result$parameter,
       "\n")
16 cat("Significance Level (alpha):", alpha, "\n")
17 cat("P-Value from Chi-Square Test:", chi_square_test_result$p
       .value, "\n")
18
19 if (chi_square_test_result$p.value < alpha) {
20   cat("Reject the null hypothesis: There is a significant
         association between the purchase_decision and
         consumer_perception.\n")
21 } else {
22   cat("Fail to reject the null hypothesis: There is no
         significant association between the purchase_decision and
         consumer_perception.\n")
23 }
```

```
Output                                                    Clear
Rscript /tmp/lFBl5UhKUC.r
                    [purchase_decision] [consumer_perception]
[Price]                10   20
[Taste]                30   40
[Quality]              50   15
[Brand_Reputation]     25   35
[Nill]                 45   55

    Pearson's Chi-squared test

data:  data_matrix
X-squared = 26.204, df = 4, p-value = 2.878e-05


Degrees of Freedom: 4
Significance Level (alpha): 0.05
P-Value from Chi-Square Test: 2.878416e-05
Reject the null hypothesis: There is a significant association
    between the purchase_decision and consumer_perception.
```

Interpretation: The results of Chi - square test has shown the P value as 2.875, which is above significance value of 0.05. Hence It is concluded that, there is a significance difference between the variables.

Thus, Null Hypothesis is rejected and Alternative hypothesis is accepted. It can be interpreted that, there is a significant association between Parle's Brand Reputation and consumer purchase behaviour.

Hypothesis 2: T - TEST

- **H0 (Null Hypothesis):** There is no significant difference between Nutrition positioning and Purchase decisions.
- **H1 (Alternative Hypothesis):** There is a significant difference between Nutrition positioning and Purchase decisions.

```
main.r                                                    Share  Run
1  # Sample data for two groups
2  Nutritional_Info <- c(45,30,45,3,26)  # n = 5, so df = 5 - 1 =
       4
3  Purchase_decision <- c(50,49,34,15,2)  # n = 5, so df = 5 - 1 =
       4
4
5  # Perform independent two-sample t-test
6  t_test_result <- t.test(Nutritional_Info, Purchase_decision)
7
8  # Print the T-test results
9  print(t_test_result)
10
11 # Interpretation
12 alpha <- 0.05  # Significance level
13 cat("\nDegrees of Freedom:", t_test_result$parameter, "\n")
14 cat("Significance Level (alpha):", alpha, "\n")
15 cat("P-Value from T-Test:", t_test_result$p.value, "\n")
16
17 if (t_test_result$p.value < alpha) {
18   cat("Reject the null hypothesis: There is a significant
```

```
Output                                                    Clear
data:  Nutritional_Info and Purchase_decision
t = -0.016382, df = 7.6972, p-value = 0.9873
alternative hypothesis: true difference in means is not equal to 0
95 percent confidence interval:
 -28.54608  28.14608
sample estimates:
mean of x mean of y
     29.8      30.0


Degrees of Freedom: 7.697213
Significance Level (alpha): 0.05
P-Value from T-Test: 0.9873459
Fail to reject the null hypothesis: There is no significant
    difference between the Nutritional_Info and Purchase_decision.

Additional Details:
T-Statistic: -0.01638244
Confidence Interval for the Difference in Means: -28.54608 28.14608
```

Interpretation: The results of T – test has shown the P value as 0.987, which is above significance value of 0.05. Hence It is concluded that there is no significant difference between Nutrition positioning and Purchase decisions.

Thus, Null Hypothesis is accepted and Alternative hypothesis is rejected. It can be inferred that, there is no significant difference between Nutrition positioning and Purchase decisions of consumers.

SUMMARY OF FINDINGS

- It is found 150 respondents, 34% of respondents purchases Parle products for Taste. 0.7% of respondents purchases Parle products for its Brand Reputation.
- It is found 38.7% of respondents describe Parle's brand image as Affordable.
- It is found 32% of respondents always consider the nutritional information when purchasing Parle products.
- It is found that, when it comes to association with Parle, 53.3% of respondents think Logo/symbol when they think of Parle Brand.
- It is found by the T - Test, there is no significant difference between Nutrition positioning and Purchase decisions of consumers.

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- It is found by the Chi - Square Test, there is a significant association between Parle's Brand Reputation and consumer purchase behaviour.

SUGGESTIONS

Redesign packaging for visual appeal and clear nutritional information. Introduce health-oriented options like low-calorie and organic products. Develop initiatives that connect with consumers' cultural values and nostalgia.

CONCLUSION

This article provides a comprehensive overview of Parle's brand positioning strategies, drawing on research and analysis to highlight the company's successful approach in the biscuit market.

Parle Company's brand positioning strategies have been instrumental in its success within the competitive biscuit industry. By focusing on family values, utilizing diverse media, emphasizing nutrition, and maintaining an extensive distribution network, Parle has established itself as a leader in the market. The company's ability to adapt to changing consumer preferences while staying true to its core values has ensured its continued relevance and popularity. As the biscuit industry evolves, Parle's strategic insights will likely serve as a model for other brands aiming to achieve similar success.

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