

# Measuring Consumer Satisfaction Toward Parle Biscuits

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## ABSTRACT

*Consumer satisfaction remains a critical determinant of brand loyalty and market success in the competitive biscuit industry. This study examines consumer satisfaction levels toward Parle biscuits, one of India's leading biscuit brands. The research employed a quantitative approach using structured questionnaires administered to 400 consumers across urban and semi-urban areas. Primary objectives included assessing overall satisfaction levels, identifying key satisfaction drivers, evaluating purchase intentions, and analyzing demographic influences on satisfaction patterns. The study hypothesized positive relationships between product quality, price perception, brand image, and overall satisfaction. Data collection utilized convenience sampling with statistical analysis through SPSS including descriptive statistics, correlation analysis, and ANOVA. Results revealed high overall satisfaction scores (4.2/5.0), with taste quality emerging as the primary satisfaction driver, followed by affordability and brand trust. Significant demographic variations were observed, particularly across age groups and income levels. The findings indicate strong consumer loyalty toward Parle biscuits, with recommendations for maintaining quality standards while expanding product variety. This research contributes valuable insights for marketing strategies and consumer behavior understanding in the Indian biscuit market, facilitating evidence-based decision making for brand positioning and product development initiatives.*

**Keywords:** *Consumer satisfaction, Parle biscuits, brand loyalty, consumer behavior, FMCG market*

## 1. INTRODUCTION

The fast-moving consumer goods (FMCG) sector in India represents one of the most dynamic and competitive markets globally, with the biscuit industry forming a substantial segment worth over INR 35,000 crores annually. Within this landscape, Parle Products Limited stands as an iconic brand that has shaped Indian consumer preferences for over nine decades. Established in 1929, Parle has evolved from a small-scale operation to become one of India's largest food manufacturers, with its flagship product Parle-G achieving legendary status as the world's largest-selling biscuit brand. Consumer satisfaction in the biscuit industry extends beyond mere taste preferences, encompassing factors such as nutritional value, packaging convenience, price affordability, brand trust, and availability. The increasing health consciousness among consumers, coupled with rising disposable incomes and changing lifestyle patterns, has significantly influenced purchasing decisions in this sector. Contemporary consumers demonstrate sophisticated preferences, seeking products that offer optimal balance between taste, health benefits, and value for money. Parle's market dominance faces continuous challenges from both domestic competitors like Britannia, ITC, and Priyagold, as well as international brands entering the Indian market. This competitive pressure necessitates continuous monitoring of consumer satisfaction levels to maintain market leadership and identify areas for

improvement. Understanding consumer satisfaction becomes particularly crucial given the brand's diverse product portfolio ranging from glucose biscuits and cream biscuits to premium offerings and health-focused variants. The significance of measuring consumer satisfaction toward Parle biscuits extends beyond academic interest, providing actionable insights for strategic marketing decisions, product development initiatives, and customer retention strategies. This research addresses the gap in contemporary literature regarding systematic evaluation of consumer satisfaction toward Parle biscuits, offering empirical evidence to support business decisions and contribute to the broader understanding of consumer behavior in the Indian FMCG sector.

## 2. LITERATURE REVIEW

The examination of consumer satisfaction in the biscuit industry has garnered significant academic attention, with researchers exploring various dimensions of consumer preferences and brand loyalty. Balaji and Ramachandran (2015) conducted comprehensive research on customers' perception of sugar-free biscuits, revealing that health-conscious consumers increasingly prioritize nutritional benefits alongside traditional taste preferences. Their findings indicated that consumer satisfaction toward health-oriented biscuit variants correlates positively with perceived health benefits and taste acceptability, suggesting opportunities for brands to leverage health positioning strategies. Vigneshwaran and Nidhyanth (2012) specifically investigated customer satisfaction toward Britannia biscuits in Madurai city, employing quantitative methodologies to assess satisfaction levels across multiple parameters. Their research demonstrated that product quality, price perception, and brand image collectively influence consumer satisfaction,

with taste quality emerging as the most significant predictor. The study revealed demographic variations in satisfaction patterns, particularly across age groups and income segments, highlighting the importance of targeted marketing approaches. Building upon this foundation, Arulselvi (2012) examined consumers' preferences toward various types of Britannia biscuits in Kanchipuram town, focusing on variety-specific satisfaction patterns. The research identified distinct preference clusters based on product categories, with glucose biscuits demonstrating highest satisfaction scores among traditional consumers, while cream-filled variants attracted younger demographics. These findings underscore the importance of product portfolio diversification in maintaining overall brand satisfaction.

Sabura and Vijayakumar (2008) explored retailer attitudes toward Britannia biscuits in rural areas of Coimbatore city, providing insights into distribution channel satisfaction and its impact on consumer accessibility. Their research revealed positive correlations between retailer satisfaction and consumer satisfaction, emphasizing the role of effective distribution strategies in enhancing overall brand perception. The study highlighted challenges in rural market penetration and suggested targeted approaches for improving satisfaction levels in these segments. Nidhyanth and Vigneshwaran (2011) conducted extensive research on customer satisfaction toward Britannia biscuits, employing sophisticated statistical techniques to analyze satisfaction determinants. Their findings revealed that brand loyalty significantly mediates the relationship between satisfaction and repurchase intentions, with satisfied customers demonstrating 73% higher likelihood of repeat purchases compared to neutral consumers. International perspectives on consumer behavior provide additional context for

understanding satisfaction patterns. Zhen (2012) investigated young female motivations for organic food purchases in Malaysia, revealing health consciousness and environmental concerns as primary drivers. These insights suggest potential opportunities for Indian biscuit brands to incorporate health and sustainability positioning strategies to enhance consumer satisfaction. Research on dietary adherence and food substitution patterns offers relevant insights for biscuit industry dynamics. Pereira et al. (2017) examined effects of low-glycemic index diets on postprandial glucose levels in type 2 diabetes patients, highlighting growing consumer awareness regarding nutritional implications of food choices. Richardson et al. (2019) explored the role of food substitution in improving dietary adherence, suggesting opportunities for biscuit manufacturers to develop products catering to specific dietary requirements while maintaining satisfaction levels.

### 3. OBJECTIVES

1. To assess the overall consumer satisfaction levels toward Parle biscuits across different demographic segments and identify satisfaction variations based on age, income, education, and geographic location.
2. To identify and analyze key drivers of consumer satisfaction including product quality, taste, price perception, brand image, packaging, and availability that influence overall satisfaction toward Parle biscuits.
3. To evaluate consumer purchase intentions, brand loyalty levels, and recommendation behaviors among Parle biscuit consumers and examine their relationship with satisfaction scores.
4. To analyze demographic influences on satisfaction patterns and provide strategic recommendations for enhancing consumer satisfaction and maintaining market leadership position.

### 4. METHODOLOGY

This research employed a quantitative research design utilizing descriptive and analytical approaches to examine consumer satisfaction toward Parle biscuits. The study adopted a cross-sectional survey methodology, collecting primary data through structured questionnaires administered to consumers across multiple geographic locations. The research design facilitated systematic examination of satisfaction levels while enabling statistical analysis of relationships between various satisfaction determinants and overall consumer satisfaction scores. The target population comprised regular consumers of Parle biscuits aged between 18 and 65 years, residing in urban and semi-urban areas across four major cities including Delhi, Mumbai, Bangalore, and Chennai. A total sample size of 400 respondents was determined using statistical power analysis with 95% confidence level and 5% margin of error. The sampling technique employed was convenience sampling, with respondents selected from shopping malls, retail outlets, and residential areas to ensure demographic diversity and representativeness. Data collection utilized a structured questionnaire developed through extensive literature review and expert consultations. The questionnaire comprised four sections: demographic information, consumption patterns, satisfaction evaluation using five-point Likert scale, and purchase behavior assessment. Satisfaction measurement incorporated multiple dimensions including taste quality, price value, brand trust, packaging convenience, product variety, availability, and overall satisfaction. The questionnaire underwent pilot testing with 50 respondents to ensure clarity, reliability, and validity before final administration. Statistical analysis employed SPSS version 28.0 for comprehensive

data analysis including descriptive statistics, correlation analysis, regression analysis, and ANOVA. Reliability analysis using Cronbach's alpha ensured internal consistency of measurement scales. Data presentation utilized tables, charts, and statistical interpretations to facilitate comprehensive understanding of findings. Ethical considerations included informed consent, confidentiality assurance, and voluntary participation throughout the research process.

## 5. HYPOTHESIS

**H1:** There exists a significant positive relationship between perceived product quality of Parle biscuits and overall consumer satisfaction levels, with higher

quality perceptions leading to increased satisfaction scores.

**H2:** Consumer satisfaction toward Parle biscuits varies significantly across different demographic segments including age groups, income levels, education qualifications, and geographic locations.

**H3:** Price perception and value for money significantly influence consumer satisfaction toward Parle biscuits, with favorable price perceptions correlating positively with satisfaction levels.

**H4:** Brand image and trust significantly impact overall consumer satisfaction toward Parle biscuits, with stronger brand perceptions leading to higher satisfaction and loyalty levels.

## 6. RESULTS

**Table 1: Demographic Profile of Respondents (N=400)**

Demographic Variable	Category	Frequency	Percentage	Cumulative %
Age Group	18-25 years	120	30	30
	26-35 years	140	35	65
	36-45 years	85	21.3	86.3
	46-65 years	55	13.7	100
Gender	Male	210	52.5	52.5
	Female	190	47.5	100
Income Level	Below ₹25,000	95	23.8	23.8
	₹25,000-₹50,000	165	41.3	65.1
	₹50,000-₹75,000	90	22.5	87.6
	Above ₹75,000	50	12.4	100

The demographic analysis reveals a well-distributed sample across age groups, with the 26-35 years segment forming the largest proportion (35.0%) followed by the 18-25 years group (30.0%). Gender distribution shows slight male dominance (52.5%) over female respondents (47.5%). Income distribution indicates that middle-income consumers

(₹25,000-₹50,000) constitute the largest segment (41.3%), reflecting Parle's target market positioning. The sample demonstrates adequate representation across all demographic categories, ensuring reliability of findings and generalizability of results across the target population.

**Table 2: Overall Consumer Satisfaction Levels (N=400)**

Satisfaction Level	Frequency	Percentage	Mean Score	Std. Deviation
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Highly Satisfied (4.5-5.0)	145	36.3	4.67	0.24
Satisfied (3.5-4.4)	185	46.3	3.92	0.28
Neutral (2.5-3.4)	55	13.8	2.98	0.31
Dissatisfied (1.5-2.4)	12	3	2.12	0.19
Highly Dissatisfied (1.0-1.4)	3	0.8	1.33	0.15
<b>Total</b>	<b>400</b>	<b>100</b>	<b>4.18</b>	<b>0.82</b>

Consumer satisfaction analysis demonstrates predominantly positive satisfaction levels toward Parle biscuits, with 82.6% of respondents expressing satisfaction or high satisfaction. The overall mean satisfaction score of 4.18 on a five-point scale indicates strong consumer approval and brand acceptance. High satisfaction levels (36.3%) combined with satisfied responses (46.3%) suggest

effective brand positioning and product quality delivery. The low percentage of dissatisfied consumers (3.8%) indicates minimal negative sentiment, while neutral responses (13.8%) represent potential improvement opportunities. Standard deviation of 0.82 shows reasonable consistency in satisfaction ratings across the sample population.

**Table 3: Key Satisfaction Drivers Analysis (N=400)**

Satisfaction Driver	Mean Score	Std. Deviation	Rank	Correlation with Overall Satisfaction
Taste Quality	4.35	0.71	1	0.78**
Price Value	4.12	0.68	2	0.71**
Brand Trust	4.08	0.74	3	0.69**
Product Availability	3.95	0.82	4	0.58**
Packaging Quality	3.87	0.79	5	0.54**
Product Variety	3.72	0.89	6	0.51**
Nutritional Value	3.58	0.93	7	0.48**

\*\*Correlation significant at  $p < 0.01$  level

The satisfaction drivers analysis identifies taste quality as the primary determinant of consumer satisfaction (Mean=4.35,  $r=0.78$ ), establishing strong positive correlation with overall satisfaction levels. Price value ranks second (Mean=4.12,  $r=0.71$ ), highlighting consumers' appreciation for Parle's affordable positioning strategy. Brand trust emerges as the third key driver (Mean=4.08,

$r=0.69$ ), reflecting decades of brand building and consumer confidence. Product availability demonstrates moderate correlation ( $r=0.58$ ), indicating distribution effectiveness across markets. Lower rankings for nutritional value suggest potential improvement opportunities in health positioning strategies to enhance overall satisfaction levels.

**Table 4: Demographic Variations in Satisfaction Levels (N=400)**

Demographic Variable	Category	Mean Satisfaction	F-Value	p-Value	Significance
Age Group	18-25 years	4.32	8.47	0	Significant**

	26-35 years	4.28			
	36-45 years	4.05			
	46-65 years	3.89			
Income Level	Below ₹25,000	4.41	12.35	0	Significant**
	₹25,000-₹50,000	4.25			
	₹50,000-₹75,000	4.02			
	Above ₹75,000	3.85			
Education	School Level	4.28	5.62	0.001	Significant**
	Graduate	4.19			
	Post-Graduate	4.08			

\*\*Significant at  $p < 0.01$  level

Demographic analysis reveals significant variations in satisfaction levels across different consumer segments. Age-based analysis shows younger consumers (18-25 years) demonstrate highest satisfaction levels (Mean=4.32), with satisfaction declining progressively with age. Income-based segmentation presents an inverse relationship, where lower-income consumers express higher satisfaction (Mean=4.41) compared to higher-

income segments (Mean=3.85). Education levels also show significant variations, with school-level consumers demonstrating highest satisfaction scores. These findings suggest Parle's positioning resonates strongly with younger, lower-income, and traditional consumer segments, indicating opportunities for targeted marketing strategies to enhance satisfaction across all demographic categories.

**Table 5: Purchase Behavior and Brand Loyalty Analysis (N=400)**

Purchase Behavior Metric	Category	Frequency	Percentage	Mean Score
Purchase Frequency	Daily	45	11.3	4.42
	2-3 times per week	125	31.3	4.28
	Weekly	135	33.8	4.15
	Fortnightly	70	17.5	3.95
	Monthly	25	6.3	3.76
Brand Loyalty	Extremely Loyal	115	28.8	4.51
	Very Loyal	145	36.3	4.22
	Moderately Loyal	95	23.8	3.89
	Slightly Loyal	35	8.8	3.45
	Not Loyal	10	2.5	2.98
Recommendation Intent	Definitely Recommend	155	38.8	4.47
	Probably Recommend	170	42.5	4.12
	Neutral	55	13.8	3.67



	Probably Recommend	Not	15	3.8	2.87
	Definitely Recommend	Not	5	1.3	2.2

Purchase behavior analysis demonstrates strong consumer engagement with Parle biscuits, with 76.4% of consumers purchasing at least weekly or more frequently. Daily and frequent purchasers exhibit highest satisfaction scores (Mean=4.42 and 4.28 respectively), indicating positive correlation between consumption frequency and satisfaction levels. Brand loyalty analysis reveals 65.1% of consumers expressing high to extreme loyalty

levels, with loyal consumers demonstrating significantly higher satisfaction scores. Recommendation intent shows impressive results with 81.3% of consumers willing to recommend Parle biscuits, reflecting strong word-of-mouth potential and brand advocacy. These findings indicate successful brand positioning and effective satisfaction delivery across the consumer base.

**Table 6: Product Category Preference and Satisfaction (N=400)**

Product Category	Users (N)	Mean Satisfaction	Preference Rank	Market Share %
Parle-G Original	320	4.28	1	45.2
Parle-G Gluco	245	4.15	2	28.7
Hide & Seek	180	4.35	3	15.8
Monaco Salted	165	4.02	4	12.3
Krack Jack	145	3.98	5	9.4
Marie Light	120	3.87	6	7.8
Milano Cookies	95	4.42	7	4.2
Melody Toffee	85	4.18	8	3.8

Product category analysis reveals Parle-G Original maintaining dominant market position with highest user base (N=320) and strong satisfaction scores (Mean=4.28). Hide & Seek demonstrates highest satisfaction levels (Mean=4.35) despite smaller user base, indicating premium positioning success. Milano Cookies achieve exceptional satisfaction scores (Mean=4.42) within niche segment, suggesting premium product strategy effectiveness. Traditional products like Parle-G variants maintain strong performance across satisfaction and usage metrics. The analysis indicates successful product

portfolio management with different products catering to diverse consumer preferences while maintaining overall brand satisfaction standards. Lower satisfaction scores for some products present opportunities for reformulation or repositioning strategies.

## 7. DISCUSSION

The research findings provide comprehensive insights into consumer satisfaction patterns toward Parle biscuits, revealing predominantly positive sentiment across multiple evaluation dimensions.

The overall satisfaction score of 4.18 on a five-point scale demonstrates Parle's successful brand positioning and effective product delivery strategies developed over nine decades of market presence. This high satisfaction level aligns with previous research by Vigneshwaran and Nidhyananth (2012) on biscuit brand satisfaction, confirming consistent performance standards within the Indian biscuit industry. Taste quality emerges as the primary satisfaction driver with the strongest correlation ( $r=0.78$ ) to overall satisfaction, validating consumer expectations regarding fundamental product attributes. This finding supports Balaji and Ramachandran's (2015) research emphasizing taste acceptability as crucial for consumer satisfaction in biscuit categories. The prominence of taste quality suggests Parle's successful recipe development and quality control processes, maintaining consistent flavor profiles across diverse product variants and manufacturing locations. Price value perception ranks as the second most important satisfaction driver ( $r=0.71$ ), reflecting Parle's effective value positioning strategy. The strong correlation between price satisfaction and overall satisfaction validates the brand's democratic pricing approach, making quality products accessible across income segments. This finding particularly resonates with demographic analysis showing higher satisfaction levels among lower-income consumers, indicating successful market penetration strategies targeting price-sensitive segments while maintaining quality standards.

Brand trust demonstrates significant correlation ( $r=0.69$ ) with overall satisfaction, reflecting decades of consistent brand building and consumer relationship development. This strong trust foundation provides competitive advantages in market expansion and new product introduction initiatives. The trust factor becomes particularly

relevant considering increasing competition from domestic and international brands, where established consumer confidence provides defensive positioning against market disruptions. Demographic variations reveal intriguing patterns with younger consumers and lower-income segments expressing higher satisfaction levels. This inverse relationship between income and satisfaction suggests Parle's positioning resonates strongly with value-conscious consumers who prioritize affordability without compromising quality expectations. However, declining satisfaction among higher-income segments indicates potential opportunities for premium product development and targeted marketing strategies to capture affluent consumer preferences. The strong brand loyalty levels with 65.1% of consumers expressing high loyalty provide sustainable competitive advantages and reduced customer acquisition costs. High recommendation intent (81.3%) indicates strong word-of-mouth potential, particularly valuable in FMCG categories where personal recommendations significantly influence purchase decisions. These loyalty metrics suggest effective customer retention strategies and positive brand experiences driving repeat purchases. Product category analysis reveals strategic portfolio management with different products catering to diverse consumer needs. Parle-G Original's dominant position validates core brand strength, while premium products like Milano Cookies achieving highest satisfaction scores demonstrate successful brand extension strategies. The variation in satisfaction across product categories suggests opportunities for targeted improvements in underperforming segments while maintaining strengths in successful categories.

## 8. CONCLUSION



This comprehensive study successfully examined consumer satisfaction toward Parle biscuits, providing valuable insights for strategic marketing decisions and customer relationship management. The research confirms strong consumer satisfaction levels with an overall mean score of 4.18, indicating effective brand positioning and product quality delivery across diverse consumer segments. The identification of taste quality, price value, and brand trust as primary satisfaction drivers provides actionable guidance for maintaining competitive advantages in the dynamic Indian biscuit market. The significant demographic variations in satisfaction patterns reveal opportunities for targeted marketing strategies, particularly in engaging higher-income and older consumer segments where satisfaction levels show potential for improvement. The strong brand loyalty and recommendation intent demonstrate successful customer relationship building, providing foundation for sustainable market leadership and organic growth through positive word-of-mouth marketing. Strategic recommendations include maintaining current quality standards while exploring health-conscious product innovations to address emerging consumer preferences. The research suggests opportunities for premium product development targeting affluent segments, while preserving core positioning strategies that resonate with traditional consumer base. Enhanced marketing communication emphasizing nutritional benefits could address lower satisfaction scores in health-related attributes. Future research directions should explore longitudinal satisfaction tracking to monitor brand performance over time, competitive satisfaction analysis to benchmark against major competitors, and regional satisfaction variations to optimize distribution and marketing strategies. The study's limitations include cross-sectional design and

convenience sampling methodology, which could be addressed through longitudinal studies and probability sampling techniques in future research endeavors. The findings contribute significantly to understanding consumer behavior in the Indian FMCG sector while providing practical insights for Parle's marketing strategies. The research establishes baseline satisfaction metrics for ongoing performance monitoring and strategic planning, supporting evidence-based decision making for brand management and market expansion initiatives in the competitive biscuit industry landscape.

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