

CHAPTER I

INTRODUCTION

1.1 Research Object Overview

1.1.1 Company Overview



Figure 1.1 Logo of Parle Products

Source: Parle Products Website

Parle Products was established as a confectionery maker in the Vile Parle suburb of Mumbai, in 1929. Parle Products began manufacturing biscuits in 1939. In 1947, when India became independent, the company launched an ad campaign, showcasing its Gluco brand of biscuits as an Indian alternative to British-branded biscuits. Parle-G biscuits were earlier called 'Parle Gluco' Biscuits until the 1980s. The "G" in the name Parle-G originally stood for "Glucose", though a later brand slogan also stated "G for Genius". In 2013, Parle-G became India's first FMCG brand to cross the ₹5,000 crore mark in retail sales. Primarily eaten as a tea-time snack, Parle-G is one of the oldest brand names in India. For decades, the product was instantly recognized by its iconic white and yellow wax paper wrapper. The wrapper features a young girl (an illustration by Everest creative Maganlal Daiya back in the 1960s).

As of January 2013, Parle-G's strong distribution network covered over 6 million retail stores in India. The Brand Trust Report ranked Parle-G as the 42nd most trusted brand of India in 2014. The low price is another important factor in Parle-G's popularity. Outside India, it is sold for 99 cents for a 418-gram pack as of 2012. A more common 80-gram "snack pack" is sold for as low as 15 cents (5 INR) at Indian grocers, and 40 cents at major retailers. Rs 2 packs of Parle-G are also sold. By 2016, smaller 56.4-gram packs were being sold as eight for one dollar at Indian grocers in the United States. In more recent times with India remaining in lockdown in 2020, Parle is facing a huge crunch in staff and demands for its product is surging. Parle is gearing up for a major shift in the retail landscape and technology will play a big role in its factories. Parle made a sizable investment in the last few years in ERPs and process automation. But now it is looking at scaling IT investments. During the work from home scenario between 2019 to 2021, adding the kids are also home attending online class, the consumption of food goes up. Owing to this, Parle products have seen at least 40-50 % increase in demand in the basic items and products.



Figure 1.2 The Iconic Parle-G Wrapper

Source: Parle Products Website

1.1.2 Parle Legacy

The House of Parle is the first factory of the legendary confectionary brand which was first founded by Mr. Mohanlal Dayal in 1928 with just 12 employees. The figure 1.3 shows the timeline of the Parle Legacy and the picture of House of Parle is also shown in the figure.



Figure 1.3 Parle Legacy (1928-30)

Source: Parle Products Website

During the period 1946 to 1950, Parle Products broke record of creating India’s longest oven which measured at 250 feet long. Apart from that, the legendary brand also introduced the idea of innovative packaging techniques using technology and machinery. The figure 1.4 shows the picture of 250 feet long oven and Parle factory workers using the oven to bake and package the biscuits.

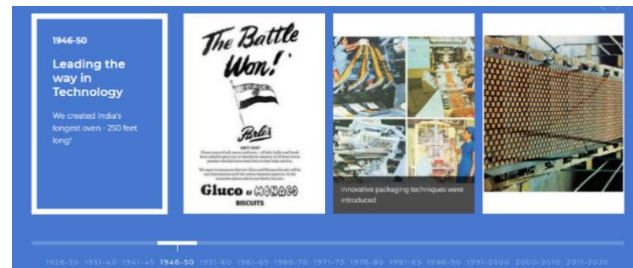


Figure 1.4 Parle Legacy (1946-50)

Source: Parle Products Website

Parle Gluco was the obsession back in 1980’s era, and that’s when the Parle-G makers decided to give the popular brand of biscuit a makeover and decided to rechristened Parle Gluco into Parle-G where G stood for Glucose. The figure 1.5 shows the packaging of the Parle-G as well as the advertisements during the early 1980’s.



Figure 1.5 Parle Legacy (1981-85)

Source: Parle Products Website

In the much recent times specially from 2011 to 2020, Parle Products now leads multiple products innovations and unveiled Parle Platina which is a range of premium exotic products. In Parle Platina range, the products are like cookies and cream sandwiches whose recipe are much more globally recognized.



Figure 1.6 Parle Legacy (2011-2020)

Source: Parle Products Website

1.1.3 Worldwide Presence

Parle biscuits and confectionaries are fast gaining acceptance in international markets, across all continents. The major first world markets like U.S.A., UK, Canada, Australia, New Zealand and Middle East are relishing Parle products. As part of the efforts towards a larger share of the global market, Parle has received some globally recognized certifications (FSSC:22000, ISO:22000 and Halal Certification) and they have the membership of some of international associations like BCMA, (USA) etc. Today, the Parle brands have found their way into the hearts and homes of people all over India and abroad. Parle now has manufacturing units in 7 countries outside of India such as Cameroon, Nigeria, Ghana, Ethiopia, Kenya, Ivory Coast, Nepal. In 2018, Parle also added a new manufacturing plant at Mexico.

1.1.4 Products

Parle has four product categories which are biscuits, confectionary, rusk and snacks which each have variety of ranges with distinctive advertising, recipe and packaging, they are:

1. Biscuits

The Parle Biscuits brand consist of the most famous product Parle-G which is a sweet energetic biscuit made from wheat flour and sugar mainly apart from that they have cheese, chocolate, nutritious, milky, crispy and salty flavored biscuit as well-known as Monaco, Krackjack, Marie, Milk Shakti, Nutricrunch, Hide&Seek etc.

2. Confectionary

The confectionary brand only contains candies range launched by Parle which consist of orange bite, mango bite, poppins, kismi, eclairs, caffechino and many more.

3. Rusk

Parle premium rusk are crispy dried cake with two main flavors which are milk and cardamom. They are mostly enjoyed with Indian tea as tea is mainly enjoyed by whole family early in the morning as well as in the evening and therefore comes in family pack.

4. Snacks

Snacks brand include nacho chips called Mexitos which comes in three flavors like jalapeno, cheese, and mustard & herbs. Apart from that, there is Fulltoss, Parle Wafers, and Chatkeens.

1.1.5 You are my Parle-G Campaign

Table 1.1 You are my Parle-G Campaign

| Campaign Title | Objective | Description |
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|----------------|---|--|
| Maa | <p>Understanding and realizing the importance of mother in her child's life.</p> <p>Acknowledging the changes in the relationship between a mother and her son as they grow old and become busy in their married and personal life.</p> | <p>This real-life story is of Mohit Luthra from Mohali where the story begins with Mohit (son) and his wife complaining about using too much oil in cooking to Mohit's mother. The couple going to movies without inviting Maa (mother) because it is English and the son realizing the importance of his mother and how lonely and excluded, she feels now that her child is all grown up and married. In the end, when he receives the news of him getting promotion, he comes running to his mother to give her good news first handed and to his wife next and they share hug and eat Parle-G together while drinking evening tea.</p> |
| Husband & Wife | <p>A husband-and-wife relationship and how within time they become one soul and one body working together as a team, supporting each other and becoming a habit to one another.</p> | <p>This real-life story is of Nilesh Naik from Mumbai. The story begins from waking up to a normal life of a husband and wife. The husband is narrating a poem which describes how his wife became a habit in his life and then eventually a necessity. From wife making hot tea for the husband to start the morning, to finding his wallet before he leaves for work and daily</p> |

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| | | calling him at the exact same time to make sure the husband has reached his office safely. The story ends with husband and wife sharing Parle-G biscuit and Chai (tea) and him realizing that everyone in their life is a Parle-G and for him it's her; his wife. |
| Armed Forces | Highlighting the sacrifices and bravery of Indian soldiers who stay away from their families and miss the precious time just to serve the country and to uphold the sovereignty and safety of their people. | This real-life story is of Ankit Singh from Satna. Ankit is a soldier in the Indian military armed forces and the story begins with him returning home for holidays. As he enters his home, he surprises his mother and she hugs him tightly then he sees his wife and son who has now grown taller since he last saw him. In the next scene, he is seeing changing light bulb and his shirt getting lifted exposing his stitched abdomen from an injury from his duty in the army. It continues with him narrating war stories to kids in his locality and spending time with his mother to repay for the lost time with his family. In the end as he returns back to his job, he is seen eating Parle-G on his bus ride while narrator speaks that Indian soldiers are the unsung heroes and whole India's |

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| | | Parle-G who by nature are humans just like us but they carry the burden and safety of whole country on their strong shoulders. |
| Sis | Depicting the strong bonding between brother and sister and no matter how much they fight and tease each other at the end of the day they will remain close and find their way back to each other becoming a strong support system to cheer each other during hard times. | This real-life story is of Omar Todkar from Pune. It is a story of an elder brother and his younger sister. He enjoys teasing her while she is playing or eating and his sister getting annoyed and complaining to her mother. One day, the brother runs to his sister's room and scares her by wearing dinosaurs mask but she just sits silently and watching him which shocks him. Then she goes on to show him her injured leg plastered and that she is unable to play with him anymore. Upon looking on her injured leg, becomes very sad and bored without teasing his sister and then makes a tower from Parle-G biscuits to cheer his sister. |
| Papa | Showing the relationship and love of a single father and his daughter and how he had struggle to give her enough love so that she doesn't miss her mother and | This real-life story is of Debjani Chundar from Howrah. It shows the relationship between a single father and his daughter. How the father had to give her the love of both father and mother including feeding her milk |

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| | to provide for her until she is grown into an adult. | when she was a baby, to tieing her hair in braid and eating half burnt chapatti made by the daughter. He had sacrificed so much for her and now it is her turn to give it back to her father. To take care of him and to include him in her life from now on as she is now grown into adult. The story ends with them spending time in the park again as they use to when she was a toddler. |
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1.2 Research Background

Creative marketers have been using human emotions to make connection with the mass audience to form a long-lasting relationship with them. Emotions play a vital role in consumer decision making - it isn't associate degree assumed notion however an undeniable fact. Emotional advertising is the new yet a touching marketing strategy used by various brands whether they are small medium enterprise or well-established companies. Brands do know that once you connect to the customers and engage them emotionally, you get a step close to their wallets and come a step closer into building a reputable image of the brand in the consumer's knowledge.

The impact of the emotional advertising becomes even much stronger when the target is into a much more rooted and traditional society as they less prone to capitalism or modernization. In this case is one of the largest culturally rich democracy India, which is the main reason behind having Parle-G brand of biscuits as the object of this research. To impact on buying behavior is the major aim of advertising, however, through customer's memories this impact about brand is either changed or strengthened frequently. The brand name is consumer's mind is associated with the memories that the

consumer has formed about the brand. In most cases, whether a consumer dislikes or likes the advertisement of the product advertised can have a strong influence on the consumer buying behavior. A good quality promotion is probably going to influence customers into shopping for that product whereas a poor-quality promotion can do the other.

You are my Parle-G campaign launched by Parle Products, India's leading manufacturer of biscuits and confectionary is the main objective of this study. The campaign is an honest endeavor to re-establish the meaning and importance that Parle G has had in everybody's lives over the years. This campaign was launched during the Indian Premier League (IPL) 2018 season, of which Parle Products is also an associate sponsor. Speaking about the campaign, Mayank Shah, Category Head, Parle Products said that over the years, Parle-G held a position as a healthy and nutritional biscuit that people would enjoy over tea, or kids after school dismissal. However, the brand soon discovered from consumer research that they conducted in 2018 that the brand of biscuit was more than just food but it was more of an emotion.

The main aim to this campaign is to celebrate the memories Indians have associated with Parle-G by showcasing it into television advertisement format reenacting real life stories that can be shared to Parle Products. Shah also added that these memories of Parle-G customers were unknown to them but it is the major contributor into making Parle-G what it is now. The whole campaign is conceptualized by Taproot Dentsu who has filmed five beautiful and emotional taken on the daily lives of Indians and the people they take granted for. The five advertisements in the You are my Parle-G campaign are titled (a) Maa, (b) Husband & Wife, (c) Armed Forces, (d) Sis and (e) Papa.

1.3 Problem Statement

A consumer's buying behavior depends on the marketing efforts of a brand whether it is through packaging, advertising or word of mouth. However, there are very frequent research conducted specifically on the emotional advertising strategies despite it being

a very common yet hot marketing strategy. Right now, a brand image is a very powerful tool to build customer loyalty and also to achieve success in the business world and it may also alter the buying behavior. The main components that form an emotional advertising are mainly how familiar is the story to the audience, how entertaining are the characters, how smoothly and interestingly the story is depicted in the video format and finally how much money is spent on the advertisement. There are lack of researches available on the contribution of these factors in the Parle-G successful campaign while also considering the legacy of the brand and how it has been successful in creating a defined image in the confectionary industry in India. Therefore, this paper aims to explore these four factors while taking in consideration the already built image of the legendary brand in the market. As from the marketing and business perspective, it is unknown if the success of the campaign was measured and analyzed by the company itself or any other external party suggested by research conducted from the public information. As for the question if the purpose behind creating an emotional and personal campaign is actually achieved is also unknown. Therefore, this research aims to help the Parle-G makers and marketing team through conducting primary research by collecting raw data directly from Parle-G customers which will help marketers in both confectionary industries as well as private marketing agencies.

1.4 Research Question

1. What is the rate of entertainment, familiarity, storytelling and advertisement spending on the level of importance? What is the value of parle-g's emotional advertisements based on entertainment, familiarity, storytelling and advertisement spending?
2. What is the image of the brand in consumer's minds? What is the image of Parle-g brand on consumer's minds?
3. What is the willingness of consumers to buy Parle-G biscuits after watching parle-g's emotional advertisements?

4. What is the impact of brand image on the influence of emotional advertisements on the consumer buying behavior?

1.5 Research Objective

1. To know the effect of emotional “You are my Parle-G” campaign on the consumer buying behavior.
2. To know the effect of brand image as a mediating variable on the consumer buying behavior.
3. To know the relevance of entertainment, familiarity, storytelling and advertisement spending factors on the consumer buying behavior.

1.6 Research Benefits

1.6.1 Business Aspect

1. To help Parle-G brand to evaluate their consumer buying behavior patterns and the image of the brand in their consumer’s minds
2. To provide a brand-new perspective and research based on primary data to aid the marketing of Parle-G brand.
3. To give recommendations to Parle-G brand regarding their marketing efforts and consumer management.

1.6.2 Academic Aspect

1. To be the comparison used by other researchers in consumer behavior field, especially related to marketing strategies.
2. To be used as a reference and a study to other parties that are interested in studying consumer behavior.

1.7 Systematic Writing

CHAPTER I: INTRODUCTION

This chapter shows the research object overview, research background, problem statement, research question, research objective, research benefits and research systematic writing.

CHAPTER II: LITERATURE REVIEW

This chapter talks about theories, previous researches and theoretical framework

CHAPTER III: RESEARCH METHODOLOGY

This chapter consists of type of research, operational variable, research stages, population and sampling technique, data collection and data source, validity and reliability test and data analysis technique.

CHAPTER IV: FINDINGS AND DISCUSSION

This chapter consists of respondents' characteristics, research result, and study of research result.

CHAPTER V: CONCLUSION AND SUGGESTIONS

This last part of the research contains conclusion and suggestions of the research.