



PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026  
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## A STUDY ON CONSUMERS BUYING PREFERENCE BETWEEN PARLE AND BRITANNIA BISCUITS

**Mrs.M.Shanmuga Priya**

*Assistant professor,*

*PG Department of Commerce with Computer  
Applications,*

*Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

**M.Midhun Rishi**

*Student,*

*PG Department of Commerce with Computer  
Applications,*

*Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

**P.Mohamed Fazil**

*Student,*

*PG Department of Commerce with Computer Applications,  
Mannar Thirumalai Naicker College,  
Madurai, Tamil Nadu, India.*

### Abstract

This study examines consumer buying preferences between Parle and Britannia biscuits in the Madurai region. The main objective of the research is to analyze the factors influencing consumer choice, such as price, taste, quality, packaging, brand loyalty, and health considerations. The study is based on primary data collected through a structured questionnaire from 102 respondents using convenience sampling. Secondary data were gathered from books, journals, websites, and company reports.

**Keywords:** Consumer Buying Behavior, Customer Satisfaction, Purchases Decision, Customer Attitude, Sustainable Production

### Introduction

The importance of doing business in a sustainable way as well as consumers' attitude towards sustainable production and consumption is a significant topic to study nowadays. The central idea of this research is to examine the overall consumer buying behaviour and consumers' attitude on sustainable production and consumption in the food and beverage sector, while promoting public awareness about sustainable food choices.

### Statement of the Problem

The biscuit industry in India is highly competitive, with leading brands such as Parle and Britannia dominating the market. Both companies offer a wide variety of products at

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different price ranges, targeting diverse consumer segments across urban and rural areas. With changing consumer lifestyles, increasing health awareness, rising price sensitivity, and the impact of advertising and digital marketing, consumer buying behavior has become more complex. Customers now evaluate products based on multiple factors such as taste, quality, price, packaging, brand image, availability, and health aspects before making a purchase decision.

Despite the strong presence of both Parle and Britannia in the market, it is not clearly understood which factors most strongly influence consumer preference between these two brands, particularly in the Madurai region. There is a need to identify whether consumers prioritize affordability over quality, taste over health considerations, or brand loyalty over promotional influence

### Objectives of the Study

- To study the factors involved in determining the customer preference for different brands of biscuits.
- To know the consumer preference level associated with the two brands of biscuits.
- To study the factors (like price, age, income, taste, packaging and extra) affecting the purchase decisions with respect to biscuits.

### Methodology

#### 1. Sources of Date

- Primary Data: Collected directly from respondents through a structured questionnaire.
- Secondary Data: Collected from books, journals, company websites, magazines, and other relevant published materials related to consumer behavior and the biscuit industry.

#### 2. Sample Size

A total of 102 respondents were selected for the study to gather opinions and preferences regarding Parle and Britannia biscuits

#### 3. Sampling Technique

The study used a convenience sampling method, where respondents were selected based on availability and willingness to participate.

**Table 1: Data Analyses**

S. No	Age Group	Percentage	No. of Respondents
1	Below 19	5.4%	3
2	19	3.6%	2
3	20 to 25	63.6%	35
4	25 to 35	9.1%	5

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5	30+	18.3%	10
	<b>Total</b>	<b>55</b>	<b>100%</b>

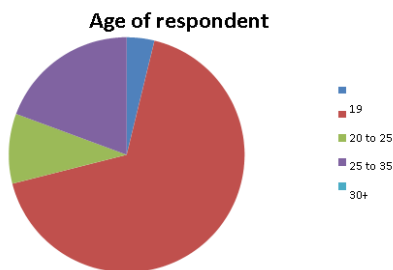
**Interpretation**

Majority (63.6%) of respondents belong to the 20-25 years age group, showing that young adults form the largest segment.

**Inference:**

The survey mainly represents the views of youth, making results more relevant to young consumer behavior.

**Chart**



**Fig 1: Age of Respondent**

**Findings**

- Most of the respondents belong to the age group of 20–25 years, indicating that young consumers, especially students, form a major segment of biscuit buyers.
- A large proportion of respondents are students, showing that biscuits are a popular and affordable snack choice among youth.

- The majority of respondents fall under the low- to middle-income group, highlighting that price plays a significant role in purchasing decisions.

**Suggestion**

- Focus on Taste Improvement: Both brands should continuously improve taste and introduce new flavors to attract young consumers.
- Competitive Pricing Strategy: Since price is a major factor, companies should maintain affordable pricing, especially for low- and middle-income groups.
- Introduce More Health-Oriented Products: Develop low-sugar, high-fiber, and multigrain biscuits to meet growing health awareness.

**Conclusion**

The study on consumer buying preferences between Parle and Britannia biscuits provides comprehensive insights into the dynamics of the Indian biscuit market, highlighting the factors that influence purchasing decisions and the strategies adopted by leading brands. Through the analysis, it is evident that consumer choices are influenced by a combination of product attributes, including taste, quality, price, packaging, and brand reputation. Parle, with its legacy products such as Parle-G, Krack Jack, and Hide & Seek, has maintained strong



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brand recognition through affordability, accessibility, and trust built over decades. Britannia, on the other hand, has leveraged quality, innovation, and health-oriented products like Good Day, Nutri Choice, and Bourbon to appeal to premium and urban consumers

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