

# Impact of Packaging Strategy of Lays Product on Consumer Buying Behavior with Special Reference to Navi Mumbai City

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**Abstract:** *In the era of globalization the cosmetic goods are becoming quite popular amongst all the classes of the consumers. Both supply and demand sides are showing positive response to the changing marketing scenario. The packaging strategy have become prominent in most of the cities. Consumers become very choosy about different snacks products; in that young consumer have choosy for good taste. The Title of this research paper “Impact of Packaging Strategy of Lays Product on Consumer Buying Behavior with special reference to Navi Mumbai City”. The objectives of this study were to know different factors packaging strategy of lays, to know customer's satisfaction towards different strategy of lays, to define Impact of packaging strategies on improving customer purchasing decision of lays product, to determine different factors affecting consumer buying behavior, to do study on impact of promotional strategy on consumer buying behavior, to identify customer's preferences towards new packaging strategy of Lays “Smile deke dekho”. The Hypothesis were Ho = Marketing strategy provided by marketer and consumer buying behavior are not associate by each other and H1 = Marketing Strategy provided by marketer and consumer buying behavior are Associate by each other. Primary data have been collected using the structured questionnaire with personal interviews to 100 consumers. Simple Random sampling method was adopted for the study. Secondary data were collected from television, newspapers, magazines, text books and related websites. The present study is descriptive in nature. The collected data were analyzed through graphical presentation. This study will help us to know the packaging strategy on consumers buying behaviour, factors influence on buying behavior.*

**Keywords:** Buying behaviour, Advertising, Snacks products

## I. INTRODUCTION

Lay's is the brand name for a number of potato chips varieties, as well as the name of the company that founded the chips brand in the U.S. It has also been called Frito-Lay with Fritos Lay's has been owned by PepsiCo through Frito-Lay since 1965. Lays is the company's primary brand, with the exception of limited markets where other brand names are used: Walkers in the UK and Ireland; Smith's in Australia Chipsy in Egypt and the West Balkans Tapuchips in Israel Margarita in Colombia; Sabritas in Mexico; and, formerly, Hostess in Canada.<sup>(1)</sup>

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Philip Kotler and Gary Armstrong “Consumer buying behavior refers to the buying behavior of final consumers-individuals and households who buy goods and services for personal consumption.”

## II. OBJECTIVES

1. To know different factors packaging strategy of lays
2. To know customer's satisfaction towards different strategy of lays.
3. To define Impact of packaging strategies on improving customer purchasing decision of lays product.
4. To determine different factors affecting consumer buying behavior.
5. To do study on impact of promotional strategy on consumer buying behavior.
6. To identify customer's preferences towards new packaging strategy of Lays “Smile deke dekho”.

**A) Hypothesis**

1.  $H_0$  = Marketing strategy provided by marketer and consumer buying behavior are not associate by each other.
2.  $H_1$  = Marketing Strategy provided by marketer and consumer buying behavior are Associate by each other.

**B) Research Design**

This Research is Descriptive or precisely answers of research prepared questions. The selection of the techniques used to assign from the collection of data and data analysis by online survey method.

**C) Define the Problem**

Changes in consumer behavior due to packaging strategy of lays snacks as they purchase for not only for the prices and tastes flavors but also for the packaging design gets attracted.

**D) Sample Size**

- a) **Sampling unit:** 100 Respondents
- b) **Sampling Techniques:** Simple Random Technique is used for data collection. This techniques provided every elements or unit an equal chance of being selected in the sample. Random technique used for collecting data from respondents with appropriate answers.
- c) **Area of data analysis:** Data collection has been collected taken from Navi Mumbai Area

**E) Sources of Data Collection**

- 1) **Primary Data:** It has been collected from the structured questionnaire and online survey method.
- 2) **Secondary Data:** It has been collected from the various research papers, journals, books and publications, and websites etc.

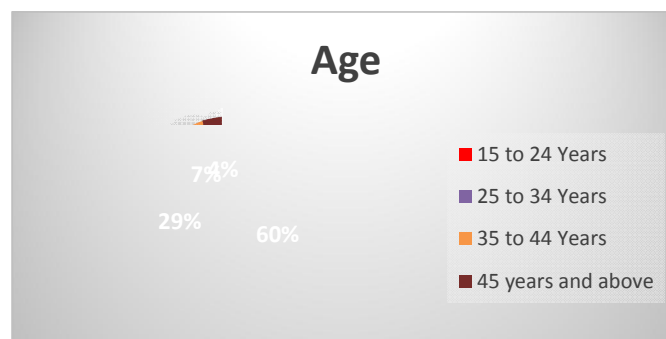
**III. REVIEW OF LITERATURE**

Jegan, A. and Dr. Sudalaiyandi, S.( 2013) A study on consumer buying behavior towards various types of pepsico lays in Kovilpatti is conducted to know the consumers' preferable taste, awareness about various brands, about the choice and their frequency of preference, satisfaction of lays. The result of the study shows that lays have a good market share in Kovilpatti city.

Jorin (1987)Advertising and Consumer Behaviour The primary goal of advertising is to influence the buying behavior of the prospective customer. This study conclude that lays is considered as the most preferred brands inits category. Quality and advertising of product has a major influence on consumer preferences of brand lays.<sup>(9)</sup>

**IV. DATA ANALYSIS AND INTERPRETATION**

**A) Age**

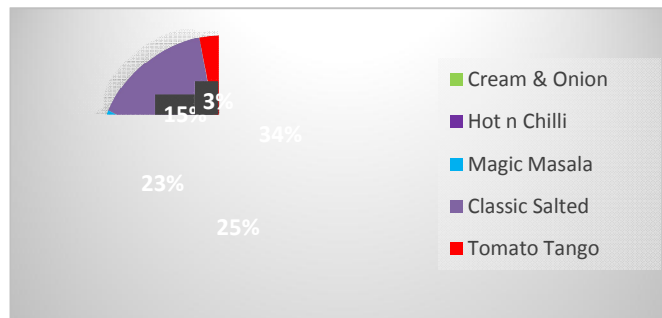


Sr. No	Particulars	No. of Respondents	% of Respondents
1	15 to 24 Years	72	72%
2	25 to 34 Years	20	20%
3	35 to 44 Years	5	5%
4	45 years and above	3	3%
	Total	100	100%

**B) Interpretation**

In the above Pie chart diagram, Most of the respondents belong to a youngster age group (15 to 24 Years) are 72%. After respondents of age group (25 to 34 Years) are 20%. Least number of respondents of age group (35 to 44 Years) are 5% and (45 Years and above) are 3%.

**Preference Towards Lays Flavour**

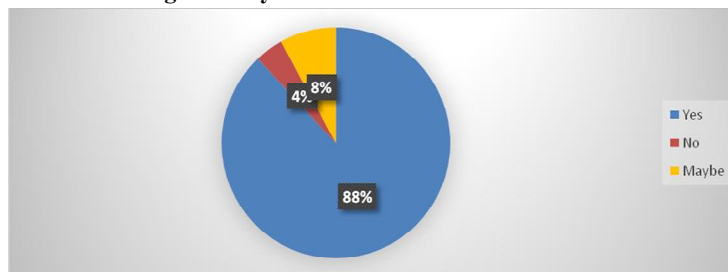


Sr. No	Particulars	No of Respondents	% of Respondents
1	Cream & Onion	34	34%
2	Hot n Chilli	25	25%
3	Magic Masala	23	23%
4	Classic Salted	15	15%
5	Tomato Tango	3	3%
	Total	100	100%

**D) Interpretation**

In the above Pie chart Diagram Mostly the respondents prefer Cream & Onion Flavors 34%. After Hot n chilli Flavors 25%. Later for the Magic Masala Flavors 23%. Least number of respondents for Classic Salted 15% and Tomato Tango 3%.

**Awareness Towards Different Packages of Lays Product**

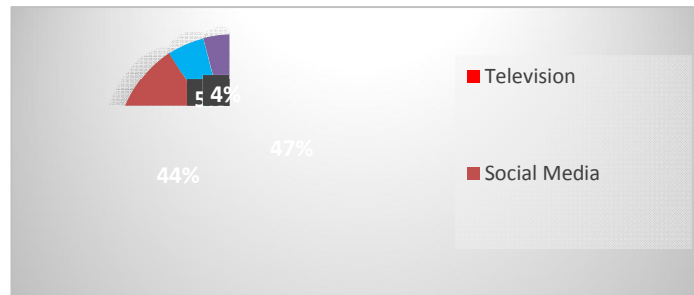


Sr. No	Particulars	No. of Respondents	% of Respondents
1	Yes	88	88%
2	No	8	8%
3	May be	4	4%
	Total	100	100%

**C) Interpretation**

In the above Pie Chart Diagram Maximum number of respondents are aware about the different packages are available in the market answered ‘Yes’ 88% and Minimum number of respondents answered ‘No’ 8%. Somewhat respondents are not aware 4%.

**Information about New Packaging of Lays**

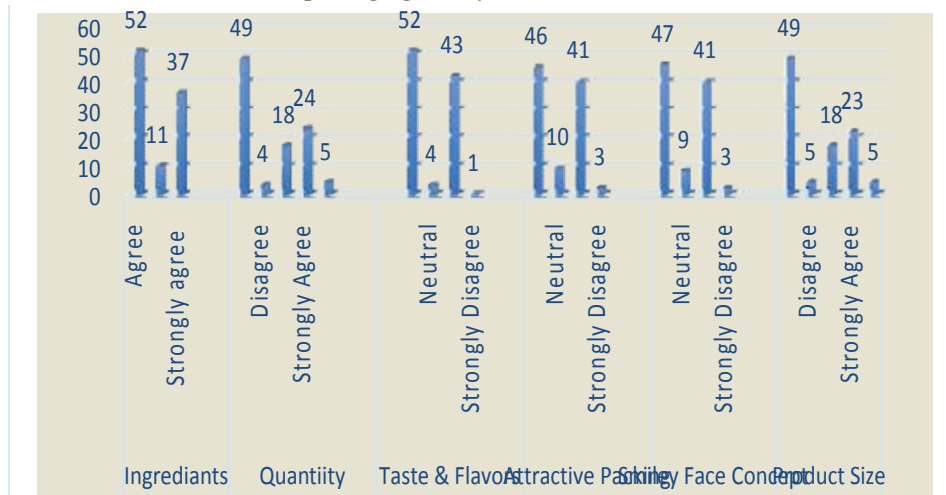


Sr. No	Particulars	No. of Respondents	% of Respondents
1	Television	47	47%
2	Social Media	44	44%
3	Word of Mouth (Friends, Relatives etc.)	4	4%
4	Display Advertising	5	5%
5	Radio	0	0%
	Total	100	100%

**D) Interpretation**

In the above Pie Chart Diagram Greater number of respondents for Television are 47% they came to know about the new packaging of lays. Later number of respondents for Social Media are 44%. Somewhat are came to know Display respondents are 5% Word of Mouth are 4%. Radio has 0% respondents.

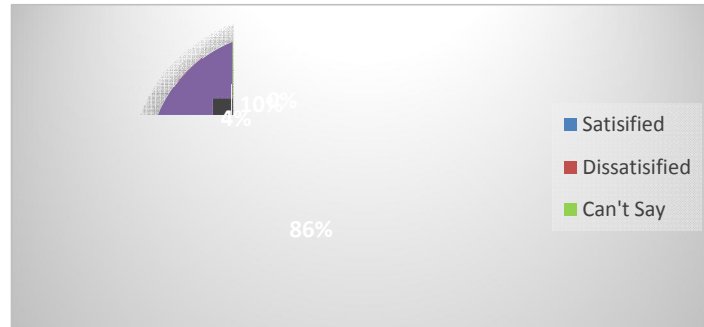
**Preference towards different factors of packaging of Lays**



**E) Interpretation**

In the above Bar Diagram Maximum number of respondents are like Ingredients 52% Agree and Taste and Flavors 51% both has equal percent of the lays products. Later Quantity and Product has equal number of respondent's i.e.49%. For smiley face of concept has 47% respondents and Attractive packing has 46%. Disagree lowest number of respondents for Taste and Flavors 1%.

**Customer Satisfaction towards Lays**

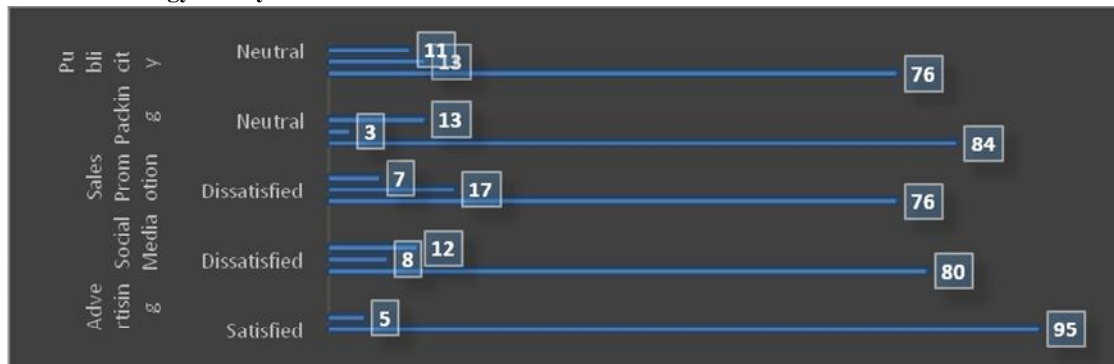


Sr.no	Particulars	No of Respondents	% of Respondents
1	Satisfied	86	86%
2	Dissatisfied	10	10%
3	Can't say	4	4%
	Total	100	100%

**F) Interpretation**

In the above Pie Chart Diagram Different strategies for Lays are provided by marketer Maximum number of respondents are Satisfied 86%. Minimum numbers of respondents are Dissatisfied 10%. Can't Say respondents are 4%.

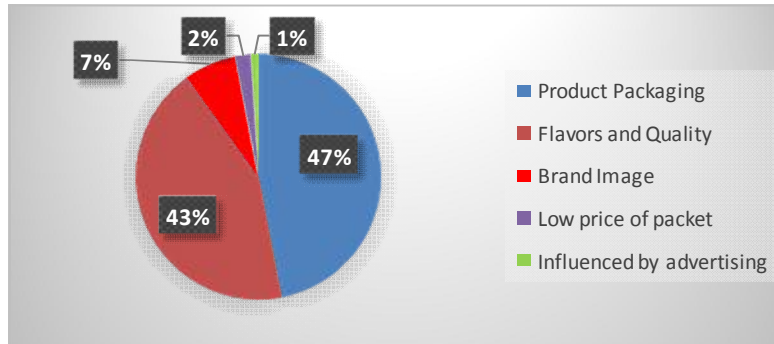
**Promotional Strategy for lays:**



**G) Interpretation**

In the above Bar Diagram Promotional Strategy for Lays are majority of respondents are 95% for Advertising were Satisfied. For Packing of Lays majority number of respondents are 84% satisfied. Social Media number of respondents are Satisfied 80%. Sales Promotion number of respondents are 76% Satisfied and equally for Publicity number of respondents are 76% Satisfied.

**New packaging of lays influences on purchasing power of customers**

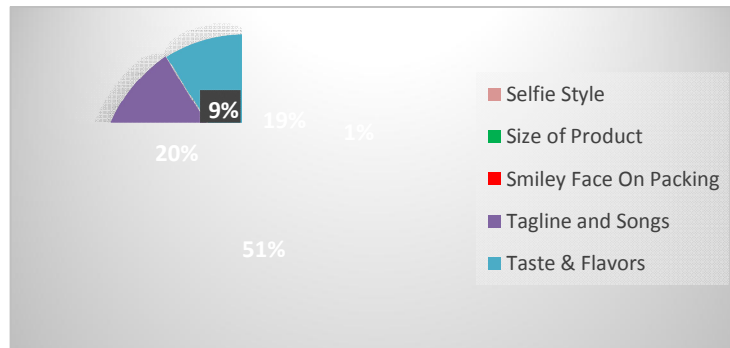


Sr. No	Particulars	No of Respondents	% of Respondents
1	Product Packaging	47	47%
2	Flavors and Quality	43	43%
3	Brand Image	7	7%
4	Low price of packet	2	2%
5	Influenced by advertising	1	1%
	Total	100	100%

**H) Interpretation**

In the above Pie Chart Diagram factors affecting while purchasing the lays products. Higher number of respondents are affected towards Product Packaging 47%. For the Flavors and Quality 43%. Lower number of respondents for Brand Image are 7% and Low price of packet 2%. Influenced by advertising are only 1% respondent.

**Impact of New concept of lays product packaging "Smile dekhe dekho" on customers:**



Sr. No	Particulars	No of Respondents	% of Respondents
1	Smiley Face on Packing	51	51%
2	Tagline and Songs	20	20%
3	Selfie Style	19	19%
4	Taste & Flavors	9	9%
5	Size of product	1	1%
	Total	100	100%

### **I) Interpretation**

In the above Pie Chart Maximum number of respondents are Smiley Face on Packing 51%. Later Tagline and songs and Selfie Style of Lays product concept i.e. “Smile deke dekho” Minimum number of respondents for Taste & Flavors 9% and lowest number of respondents for Size of Product is 1%.

### **IV. FINDINGS**

1. It has been found that Age group of youngster (15 to 24 Years) has maximum respondents because of the packaging of lays concept they targeted to youth.
2. Maximum number of the consumers like Cream & Onion also Hot n chilli Flavors in lays were mostly prefer to eat.
3. Most of the consumers are aware about the different packages of lays available in the market. Percent of 88% consumers are higher respondents were answered Yes.
4. Television and social media is the medium for customers to known about the new packaging of Lays.
5. It has been found that Ingredients as well as the taste and flavors of lays mostly agree by customers they also satisfied with the quality of products. Also attracts towards the attractive packing and the smiley face concept on packing.
6. Majority of the customers are satisfied 86% with marketing strategies for lays provided by the marketer.

### **V. SUGGESTIONS AND RECOMMENDATIONS**

- As per the consumer responses and their suggestions they are suggested to improved size of the product and Quantity should be increased of the Lays product.
- Some of the consumer are like the new packaging strategy of lays Smilededekedekho is attractive but they are not satisfied with the quantity of the product.
- Lays should increased quantity in every variants of its product. Maximum quantity increased sales.

### **VI. LIMITATIONS**

- Sample size is limited due to the time constraints
- Survey method is covered only nearby area covered.
- Survey is limited in panvel region only.
- Respondents are not perfectly answered because online survey were collected the responses.

### **VII. CONCLUSION**

This Study concludes that due to the packaging strategy of lays mostly consumers preferred because of its attractive packing ‘Smiley face concept’, Lays. Youths are the targeted customers for this Lays product because of its Smiley Face on the Packing. Television advertising tagline & songs and Social media viral videos and photos are widely spread found most effective communication medium for the promotional strategies of the Lays. Celebrity Endorsement by Ranbir Kapoor & Alia Bhatt are Brand ambassadors of the new packaging of Lays. Factors affecting to purchase Lays are Ingredients & Flavors are liked by the customer. Majority of the customers are satisfied with the marketing strategy i.e. packaging of lays smiley face concept are satisfied. Higher impact of new packaging strategy in the minds of customers. According to customers smiley face on packing and selfie style most widely popular. With a good brand awareness & recall, high customer & brand equity, it’s only poised to grow further in an ever-expanding and highly competitive market.

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