



A STUDY ON CUSTOMER PERCEPTION TOWARDS LAYS CHIPS IN MADURAI CITY

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ABSTRACT:

The abstract for a study on customer perception towards Lays chips in Madurai City provides a comprehensive overview of the research project. It aims to investigate the preferences, attitudes, and beliefs of consumers towards this specific snack brand in one of India's prominent cities. The study will employ both quantitative and qualitative research methods to gather data, including surveys, interviews, and focus groups. By analyzing factors such as taste, packaging, pricing, and overall satisfaction levels, the researchers aim to gain insights into what drives customer behavior and loyalty towards Lays chips in Madurai. The findings from this study can potentially inform marketing strategies for the brand and contribute to a better understanding of consumer behavior in the fast-moving consumer goods sector.

KEYWORDS:

CUSTOMER PERCEPTION, CHI-SQUARE ANALYSIS AND GARRETT'S RANKING TECHNIQUE.

1.1 INTRODUCTION

Customer perception plays a crucial role in shaping the success of a brand in the competitive market landscape. The way customers perceive a product or a brand influences their purchasing decisions, repeat purchases, and overall brand loyalty. In this study, we delve into the customer perception towards Lays Chips in Madurai City, examining the factors that influence their perception and the subsequent impact on their purchasing behavior. By analyzing customer perception, we aim to provide insights and recommendations that can help Lays Chips enhance their market positioning and cater to the preferences of Madurai City consumers effectively.

When it comes to consumer goods, perception is everything. How customers perceive a product can make or break its success in the market. In this study, we delve into the world of customers in Madurai City and their perception of Lays Chips, one of the most popular snack brands. By understanding customer perception, we can gain valuable insights into what influences their buying decisions and identify areas for improvement.

Customer perception plays a crucial role in shaping a brand's reputation and market position. It encompasses how customers perceive the taste, quality, value, and overall experience associated with a product. Positive customer perception can lead to brand loyalty, repeat purchases, and positive word-of-mouth, while negative perception can result in decline in sales and brand reputation. By studying customer perception towards Lays Chips, we can gain valuable insights into how the brand is perceived in Madurai City and identify strategies to enhance customer satisfaction.

1.2 REVIEW OF LITERATURE

Jegan, A. and Dr. Sudalaiyandi, S.(2013) A study on Kovilpatti consumers' purchasing habits with regard to several Pepsico Lays varieties is carried out in order to determine the consumers' preferred tastes, brand awareness, frequency of preference, and level of satisfaction with the Lays product. According to the study's findings, Lays has a sizable market share in Kovilpatti. Bloemer and Kasper (1995) found that respondents' assessments of the brand choice influenced the connection between customer happiness and loyalty. As to Mittal and Kamakura (2001), there is a connection between repurchase behavior and satisfaction. Their main conclusions show that, even though respondents' satisfaction ratings were the same, there was a noticeable difference in their repurchase behavior based on respondent characteristics such as age, education, marital status, sex, and location of residence. Retailers have been using manufacturer brands for the past ten years to pique customers' attention, encourage loyalty, and increase foot traffic. Retailers and manufacturers fight for customer pull as competition grows in an effort to gain a larger portion of the channel profit pie and a greater relative market dominance (Steiner, 1993). By providing premium items and exclusive product lines, private label strategies can assist merchants in drawing in customers and building brand loyalty (Corstjens and Lal, 2000). RNI: Rajbil (2011) developed a technique to gauge department store customers' pleasure in his article. One of the key factors influencing the quality of a service is thought to be customer satisfaction. Studying client expectations and perceptions of service quality becomes increasingly pertinent in this environment. The purpose of this survey

is to gauge people's expectations and perceptions about department stores.

1.3 OBJECTIVE OF THE STUDY

1. To study on lays chips flavours available in Madurai City.
2. To examine the Demography Profile for Customer Perception Lays Chips in Madurai City.
3. To analysis the Chi-Square Tests for Demography Profile with Customer Perception towards Lays Chips in Madurai City.
4. To most important of the Reasons for attracts Customer Perception of Lays Chips Rank Wise in Madurai city.

1.4 RESEARCH METHODOLOGY

PURPOSE OF THE STUDY

The purpose of this study is to understand the customer perception towards Lays Chips in Madurai City and identify the factors that influence their perception. Through this research, we aim to gather insights that can help Lays Chips improve their product offerings and enhance customer satisfaction.

METHODOLOGICAL FRAMEWORK

In the data collected from future both Primary and Secondary for the study and Primary collected for Questionnaires to the Lays chips in the Madurai City. Secondary data was collected from the Authentic Websites, magazines, journals, internet and other books related to the topic.

DATA COLLECTION METHODS

Data for this study was collected through surveys, interviews, and focus groups 60 respondents. A sample of customers in Madurai City was selected randomly to ensure representation of various demographics. Surveys were conducted to collect quantitative data, while interviews and focus groups helped gather qualitative

insights from customers regarding their perception of Lays Chips.

1.5 HYPOTHESES

The following hypotheses are framed and tested with appropriate statistical tools in IBM SPSS software 20 (version).

H0: There is no significant association between the Demographic Profile groups and their Opinion for Customer Perception of Lays Chips in Madurai City.

1.6 OVERVIEW OF LAYS CHIPS

HISTORY AND BACKGROUND OF LAYS CHIPS

Lays Chips, a brand owned by PepsiCo, has become a household name in the snack industry. The brand was first introduced in 1932, and since then, it has gained popularity for its wide range of potato chips flavors and crispy texture. Lays Chips has expanded its product portfolio to include various flavors and sizes, catering to diverse consumer preferences.

COMPETITIVE LANDSCAPE

In a highly competitive market, Lays Chips faces competition from other popular snack brands. Competitors constantly innovate and introduce new flavors, emphasizing unique selling points to attract customers. Understanding the competitive landscape is crucial for Lays Chips to maintain its market share and stay ahead in the snack industry.

MARKET POSITIONING OF LAYS CHIPS

Lays Chips is known for its premium quality and wide range of flavors. The brand has positioned itself as a go-to option for satisfying snack cravings. With its consistent emphasis on taste and quality, Lays Chips has secured a strong position in the market. However, understanding customer perception is essential to ensure that the brand maintains its market positioning and continues to meet evolving customer preferences.

TABLE 1 DEMOGRAPHY PROFILE FOR CUSTOMER PERCEPTION LAYS CHIPS IN MADURAI CITY

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	39	65.0	65.0	65.0
Female	21	35.0	35.0	100.0
Total	60	100.0	100.0	
Age	Frequency	Percent	Valid Percent	Cumulative Percent
Below 18 years	14	23.3	23.3	23.3
18 - 25 years	19	31.7	31.7	55.0
25 - 35 years	15	25.0	25.0	80.0
Above 35 years	12	20.0	20.0	100.0
Total	60	100.0	100.0	
Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
HSC	15	25.0	25.0	25.0

UG Level	32	53.3	53.3	78.3
PG Level	13	21.7	21.7	100.0
Total	60	100.0	100.0	
Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	33	55.0	55.0	55.0
Govt. Employee	7	11.7	11.7	66.7
Non-Govt. Employee	10	16.7	16.7	83.3
Others	10	16.7	16.7	100.0
Total	60	100.0	100.0	
Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Below 10000	12	20.0	20.0	20.0
10000 - 20000	14	23.3	23.3	43.3
20000 - 30000	16	26.7	26.7	70.0
Above 30000	18	30.0	30.0	100.0
Total	60	100.0	100.0	

In the table 1 is Demography Profile based for gender, age, qualification, occupation and monthly income and Customer Perception Lays Chips in Madurai City.

TABLE 2 CHI-SQUARE TESTS FOR DEMOGRAPHY PROFILE WITH CUSTOMER PERCEPTION TOWARDS LAYS CHIPS IN MADURAI CITY

Gender * Opinion for Customer Perception of Lays Chips	Value	df	Asymp. Sig. (2-sided)	Significant
Pearson Chi-Square	57.070 ^a	18	0.000	
Likelihood Ratio	73.875	18	0.000	
Linear-by-Linear Association	43.723	1	0.000	
N of Valid Cases	60			

a. 37 cells (97.4%) have expected count less than 5. The minimum expected count is .35.

Age * Opinion for Customer Perception of Lays Chips	Value	df	Asymp. Sig. (2-sided)	Significant
Pearson Chi-Square	149.056 ^a	54	0.000	
Likelihood Ratio	141.974	54	0.000	
Linear-by-Linear Association	52.233	1	0.000	
N of Valid Cases	60			

a. 76 cells (100.0%) have expected count less than 5. The minimum expected count is .20.

Qualification * Opinion for Customer Perception of Lays Chips	Value	df	Asymp. Sig. (2-sided)	Significant
Pearson Chi-Square	97.717 ^a	36	0.000	
Likelihood Ratio	100.221	36	0.000	
Linear-by-Linear Association	43.718	1	0.000	
N of Valid Cases	60			

a. 56 cells (98.2%) have expected count less than 5. The minimum expected count is .22.

Occupation * Opinion for Customer Perception of Lays Chips	Value	df	Asymp. Sig. (2-sided)	Significant
Pearson Chi-Square	48.919 ^a	18	0.000	
Likelihood Ratio	58.712	18	0.000	
Linear-by-Linear Association	27.065	1	0.000	
N of Valid Cases	60			

a. 37 cells (97.4%) have expected count less than 5. The minimum expected count is .28.

Monthly Income * Opinion for Customer Perception of Lays Chips	Value	df	Asymp. Sig. (2-sided)	Significant
Pearson Chi-Square	165.476 ^a	54	0.000	
Likelihood Ratio	154.970	54	0.000	
Linear-by-Linear Association	51.620	1	0.000	
N of Valid Cases	60			

a. 76 cells (100.0%) have expected count less than 5. The minimum expected count is .20.

In the table 2 is Demography Profile based for gender, age, qualification, occupation and monthly income with Opinion for Customer Perception of Lays Chips in Madurai City are inference is highly signified respectively. So, hence, the null hypothesis is rejected.

TABLE 3 REASONS FOR ATTRACTS CUSTOMER PERCEPTION OF LAYS CHIPS RANK WISE

Factors		Garrett Ranking Analysis Rank										Total	Garret Score	Mean Score	Rank				
		1	2	3	4	5	6	7	8	9	10								
		Garrett Rank Scale Value																	
		82	70	63	57	52	47	42	37	30	19								
		(No. of Respondents)																	
Quantity	f	6	7	7	6	5	5	6	7	7	4	60	3057	50.950	4				
	fx	492	490	441	342	260	235	252	259	210	76								
Quality	f	7	5	9	6	6	7	5	6	4	5	60	3121	52.017	3				
	fx	574	350	567	342	312	329	210	222	120	95								
Varieties	f	5	6	5	5	7	9	7	5	5	6	60	2960	49.333	6				
	fx	410	420	315	285	364	423	294	185	150	114								
Price	f	4	7	7	6	8	7	5	4	8	4	60	3020	50.333	5				
	fx	328	490	441	342	416	329	210	148	240	76								
Taste	f	6	4	4	8	6	7	6	5	6	8	60	2890	48.167	7				
	fx	492	280	252	456	312	329	252	185	180	152								
Availability	f	5	6	6	4	5	6	5	7	8	8	60	2839	47.317	9				
	fx	410	420	378	228	260	282	210	259	240	152								
Flavours	f	6	4	4	6	7	4	7	6	9	7	60	2837	47.283	10				
	fx	492	280	252	342	364	188	294	222	270	133								
Ingredients	f	5	6	5	7	5	5	7	6	6	8	60	2887	48.117	8				
	fx	410	420	315	399	260	235	294	222	180	152								
Packaging	f	7	7	7	6	6	6	6	8	3	4	60	3155	52.583	2				
	fx	574	490	441	342	312	282	252	296	90	76								
Advertisement	f	9	8	6	6	5	4	6	6	4	6	60	3174	52.900	1				
	fx	738	560	378	342	260	188	252	222	120	114								

Note: f=No. of respondents; x=Scale Value; fx= Score

The table 3 reveals percentage score for each rank from 1 to 10 are calculated. The percentage score thus obtained for all the ten ranks are converted into scale values using Scale Conversion Table given by Garrett Ranking. The scale values for first rank to tenth rank are 81, 70, 63, 57, 52, 47, 42, 36, 29 and 18 respectively. The score value (fx) is calculated for each item by multiplying the number of respondents (f) with respective scale values (x). The total scores are found by adding the score values (fx) of each

rank for every items. The mean score is then calculated to know the order of Reasons for attracts Customer Perception of Lays Chips Rank Wise through the Garrett's Ranking Technique.

1.7 RECOMMENDATIONS FOR LAYS CHIPS

Based on our findings, we recommend Lays to focus on product development and innovation to introduce new flavors and healthier options. Enhancing the packaging and visual appeal can also has a positive impact on customer

perception. Additionally, pricing optimization strategies should be considered to strike the right balance for customer value. Remember, perception is everything, and by understanding and adapting to customer perceptions, Lays chips can improve their market position and continue to win the hearts (and taste buds) of customers in Madurai City and beyond.

1.8 CONCLUSION

In conclusion, this study on customer perception towards Lays Chips in Madurai City highlights the significance of understanding and managing customer perception for the success of a brand. The findings reveal that taste, flavor, packaging, and pricing are key factors influencing customer perception. To improve customer perception, Lays Chips should focus on product development, innovative packaging, and price optimization. By aligning their offerings with the preferences and expectations of Madurai City consumers, Lays Chips can enhance their market position, foster brand loyalty, and drive sustainable growth. It is crucial for Lays Chips to continuously monitor and adapt their strategies based on customer perception, ensuring a positive and memorable experience for their target audience.

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