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BRAND ACTIVITY SURVEY: A CASE STUDY OF SNACKS INDUSTRY IN PAKISTAN

The main purpose of this case study is analyzing the Tikit corn chips awareness, its competitive market and its rank at the market. A comparative study was carried out in the area of Karachi, Pakistan for Tikit corn chips with its competing brands, which included a brand activity experiment & a survey in East and Central regions of Karachi. Descriptive statistics, cross tabulation and graphical representation of the data were generated via SPSS. The respondents mostly consider flavor, taste, price and packaging of corn chips and chips. Majority of the respondents find television as the catchy mode of communication in chips advertisement.

Keywords: *corn chips; brand activity; survey; packaging; Karachi; SWOT-analysis.*

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ОПИТУВАННЯ ЩОДО АКТИВНОСТІ БРЕНДА: НА ПРИКЛАДІ СЕГМЕНТУ СНЕКІВ У ПАКИСТАНІ

У статті проаналізовано рівень впізнаваності кукурудзяних чіпсів «Тікіт», рівень конкуренції в даному сегменті та рейтинг чіпсів на даному ринку. Порівняльне дослідження було проведене у м. Карачі (Пакистан), що включало в себе експеримент та опитування, проведене в Східному та Центральному районах міста. Описова статистика та графічне представлення проаналізованих даних були отримані у "SPSS". При виборі кукурудзяних або картопляних чіпсів споживачі насамперед враховують різновид смаку, загальні смакові характеристики, ціну та пакування. Більшість респондентів вважають телевізійну рекламу найбільш вдалим засобом для просування такого товару.

Ключові слова: *кукурудзяні чіпси; активність бренду; опитування; пакування; Карачі; SWOT-аналіз.*

Табл. 23. Літ. 19.

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ОПРОС ОБ АКТИВНОСТИ БРЕНДА: НА ПРИМЕРЕ СЕГМЕНТА СНЭКОВ В ПАКИСТАНЕ

В статье проанализирован уровень узнаваемости кукурузных чипсов «Тикит», уровень конкуренции в данном сегменте и рейтинг чипсов на данном рынке. Сравнительное исследование было проведено в г. Карачи (Пакистан), которое включало в себя эксперимент и опрос, проведённый в Восточном и Центральном районах города. Описательная статистика и графическое представление проанализированных данных были получены посредством "SPSS". При выборе кукурузных или картофельных чипсов потребители в первую очередь учитывают разновидность вкусов, общие вкусовые характеристики, цену и упаковку. Большинство респондентов считают телевизионную рекламу наиболее удачным способом продвижения такого товара.

Ключевые слова: *кукурузные чипсы; активность бренда; опрос; упаковка; Карачи; SWOT-анализ.*

Introduction. With the notion of act globally and think locally, the snacks industry has changed over time. In Pakistan like in many other Eastern and Western countries, the rise of potato chips, corn chips, tortillas etc prevails. The snacks market in

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particular with regard to potato chips and corn chips consists of known international and local brands. Evidently, "Lays" is the most consumed brand since 2007; it is an international brand, which consists of many product variants with innovations from time to time in quality and trend-setting flavors. There are over hundreds of brands of potato and other kinds of chips manufacturers in Pakistan.

The latest trend of Pakistan's snacks industry is that consumers, which belong to high and high middle class, prefer international brands of chips and international brands, which are locally manufacturing chips in Pakistan. The middle class prefers international and local brands according to their preferences and pocket. Low class prefers local brands or mostly unknown brands, which are not costly as they are not much eager about the brand but just to have the snack item as such. Exports of international snacks are growing as consumers have a lot of media influence and awareness through peers and families living abroad. Demands for snacks are also increasing due to population growth, improved living standards and income growth (in some cases). Advertisements strategies play an important role in attracting consumers. Health concern is also being handled by many manufacturing companies. Snacks industry is one of the progressing industries in Pakistan. People love to eat snacks, it's a life routine, preferred as food between meals under a popular term "social snacks". Leading brands in the snacks industry have achieved 20% net revenue in 2013 sales and consider their future with more profits (SMEDA, 2010). This industry has a rapid growth with opportunities around the corner. These opportunities can be achieved by knowing the right target market. We all know that Western society has a lot of influence on our lives and we have seen the social snacks evolution in time. "Winner Foods" (Pvt.) Ltd is a company that will be mass marketing corn chips in Karachi with further expansions in other cities of Pakistan. "Winner Foods" (Pvt.) Ltd mission is to provide tastier and healthier corn chips to young children, teenagers and grown-ups by making use of natural ingredients. This will result in satisfied consumers. "Winner Foods" (Pvt.) Ltd is planning to launch its other snack items in the coming year.

The main proposition of this market research case study is to discover about "Tikit" corn chips brand awareness, familiarity and brand competition in the region of Karachi. "Winner Foods" contracted Office of Research, Innovation & Commercialization (ORIC), Iqra University-IU to carry out a descriptive research on brand activity experiment and a survey to identify "Tikit" brand awareness, familiarity and market potential in competition. This market research study has also explored insights about "Tikit" corn chips price, flavor, taste and packaging features. This selective information will be further employed by "Winner Foods" (Pvt.) Ltd in order to comprehend what is their target market and how they can make decisions about their products/brands.

Objectives. Numerous focal aspects were recognized while drawing the boundaries for this research. Here succeeding are the particular research objectives:

1) identifying the product/brand's potential at the existing market;
2) to find the awareness about the brand in comparison with competitors;
3) discovering how much a consumer is willing to purchase corn chips;
4) identifying which market is good for distribution of corn chips;
5) whether marketing/advertising tools are required to market "Tikit" corn chips.

Literature review. The literature is concentrating on the aspects, which are company's concern asking for the comparative research on chips brands currently in competition.

In the snacks industry, when we talk about potato chips and other varieties of chips, it is important for a company to share its product/brand's consumption rates with the media agency so that appropriate media strategy can be developed to encourage the brand at consumer market (Frank, Massy and Boyd, 1967).

The research study (Frank, Douglous and Polli, 1967) basically investigates that package size is important in purchase of grocery products, including bags of chips. It was found that it is the manufacturers' practice that they charge lower price on large package sizes and the association between small package size and household purchase, socioeconomic and purchase characteristics is low.

In an experimental study on brand image beliefs in connection to celebrity endorsement it was found that only brand purchase intentions get impacted by ad-created brand image beliefs and not brand attitudes (Batra and Homer, 2004).

In today's competition of retailers, prompt focus on in-store merchandise (display placement) and promotion (price deals) strategies are required to increase consumer purchases of a brand (Bolton et al., 2007; Kumar et al., 2006). "Aldata Solution" (2007) found in their research that 70% of consumers choose their grocery brands at store, which makes in-store merchandising decisions crucial for retailers' performance. Retailers are now pacing swiftly towards cross-category management programs, which include merchandising and promotion (Basuroy et al., 2002; McTaggart, 2010).

During the analysis of the impact of aisles and display placements on cross-category sales, which is extremely important for retailers, it was found that price and promotion are the factors to be included while estimating brands placement as they are the important causal factors of retail sales (Bolton and Shankar, 2003; Kirande and Kumar, 1995; Kumar and Leone, 1988; Shankar and Bolton, 2004; Walters, 1991). Adding on it, asymmetries of product categories have impact on retails sales and eventually brands as well. For example, asymmetry will exist, when the affinity of Category 1 (potato chips) to Category 2 (cold drinks) is present or vice versa. The asymmetry of two different product categories affects the sales of retailers and product categories and that is why the correct choice of aisle and display placements has a very strong impact on boosting sales (Bezawada et al., 2009).

In the snacks industry as well consumer food choices are subject to various environmental and individual factors. Food choices mainly depend on tastes, perceived nutrition and perceived value (includes price and package) (French et al., 1999; Glanz et al., 1998). These factors are evaluated to assess snacks purchase and overall consumption. Individuals factors depend on food choice factors. For example, consumers from lower strata/status would likely consider perceived value whereas people from higher strata/status would give more importance to nutritional quality of snacks (French et al., 1999; Glanz et al., 1998; Solheim, and Lawless, 1996). This shows that people might have knowledge about healthy foods but when considering choice in relevance to price and taste, consumers might prefer cheap, tasty with less nutrition and quality (Solheim and Lawless, 1996; French et al., 1999; Glanz et al., 1998).

Almost all brands in the snacks industry have launched different sizes and the respective prices are supposed to suit the need and the pocket of the consumers. Single serving package size to extra large serving package sizes are available in almost all brands (Young and Nestle, 1995).

After going through numerous literature related to the snacks industry, we move on to the next section, which discloses the research instrument, sampling size and technique, data collection at the selected target market and the process of brand experiment and survey.

Methodology. Office of Research, Innovation & Commercialization (ORIC) has conducted a descriptive research study in different zones of Karachi for "Tikit" corn chips, which included extensive primary data gathering. "Winner Foods" required a convenient, economical and efficient way of data collection on young children, teenagers and grown-ups about chips brand awareness, purchase behavior and brand preferences in Karachi. For this purpose, an open and typically a close-ended structured questionnaire was designed. The most important part of this questionnaire was experimental questions, which were based on brands' taste, price and flavor. These experimental questions were related to the actual corn chips experiment, conducted by ORIC at various schools and universities in different zones of East and Central regions of Karachi. The survey was specifically designed by ORIC. The "Winner Foods" (Pvt.) Ltd supported us at the survey collection venues.

Young children, teenagers and grown-ups who are chips eaters and purchase chips for other individuals in Karachi city were chosen for participating in brand activity experiment & survey. The respondents were selected via unrestricted non-probability sampling. The respondents were taken from different schools and universities; they were gathered in a separate room for 3 phases of brand activity experiment and a survey. The first phase was termed as the *"Respondent's Awareness"* in which generic questions about snacks, chips and corn chips, awareness and familiarity with different types of corn chips brands and buying patterns were inquired. The second phase was termed *"Response to Samples"* which included questions in relevance to the look, taste, flavor, packaging and price of "Tikit" corn chips and its competing brands chips and corn chips (based on the experiment). The third phase was termed as *"Respondent's Choice"*, including questions on buying behavior, repeat purchase, promotion and place.

As per the initial research outline and planning, 1000 surveys and experiments were to be conducted. 1000 surveys and experiments were carried out successfully, however, out of 1000 surveys, only 650 respondents answered, so the response rate was 65%. Some of the respondents provided missing and unfinished answers and hence, those were invalid for analysis. ORIC-IU considers that these issues were encountered due to the lack of understanding of the experiments and survey questions by the respondents. The surveys which were answered successfully and completely were used for statistical analysis in SPSS. Frequency distribution & central tendency analysis were used to analyze the data, obtained through the survey and experiment designed specifically to gauge the SWOT of "Tikit" corn chips. Through the use of this software, descriptive statistics, cross tabulation and graphical representation of the data were generated, which revealed the outcomes of this market research study.

Discussions and evaluation.

Table 1. **Q1. Which snack brand are you aware of?**

	Frequency	Percent
Lays	502	78.7
Kurleez	262	41.1
Kurkure	189	29.6
Tringo	127	19.9
Tikit	116	18.2
Slanty	41	6.4
Potato Sticks	37	5.8
Cheetos	31	4.9
Pringles	24	3.8
Catty Chins	13	2.0
Doritos	13	2.0
Chillz	9	1.4
Twich	7	1.1
Top Pops	6	.9
Fry O	4	.6
Slims	4	.6
Bombay sticks	3	.5
Cherry Balls	3	.5
Nony Pops	3	.5
Real Snacks	3	.5
Bingo	2	.3
Chatpata	2	.3
Bites	1	.2
Chiness Stick	1	.2
Hot Bites	1	.2
Nimco	1	.2
Pringles	1	.2

Table 2. **Q2. Can you please say how often do you eat corn chips?**

	Frequency	Percent
More than twice a week	160	25.1
Weekly	92	14.4
Fortnightly	16	2.5
Monthly	31	4.9
Do not eat	339	53.1
Total	**638**	**100.0**

Table 3. **Q3: What brands of corn chips are you aware of?**

	Frequency	Percent
Kurkure	39	6.1
Tikit	35	5.5
Cheetos	19	3.0
Tringo	14	2.2
Kurleez	14	2.2
Lays	11	1.7
Potato Sticks	8	1.3
Doritos	4	.6

Table 4. **Q4: Why do you buy corn chips?**

	Frequency	Percent
My favorite brand	78	12.2
Usually my favorite brand	31	4.9
I change brands often	19	3.0
When brand is on special promotion	7	1.1
Total	**135**	**21.2**
No Response	503	78.8
Total	638	100.0

Table 5. **Q5: What is your favorite corn chips brand?**

	Frequency	Percent
Lays	41	6.4
Kurkure	38	6.0
Tikit	35	5.5
Kurleez	12	1.9
Tringo	10	1.6
All	**136**	**21.3**
No Response	502	78.7
Total	**638**	**100.0**

Table 6. **Q6: What flavors of corn chips do you like?**

	Frequency	Percent
Tikka BBQ	51	8.0
French Cheese	27	4.2
Chicken Chatpata	23	3.6
Murgh Masala	9	1.4
Chutney Chaska	8	1.3
Makhan Malai	6	.9
Salty	3	.5
All	**127**	**19.9**
No Response	511	80.1
Total	**638**	**100.0**

Table 7. **Q7. Which flavor sample did you receive?**

	Frequency	Percent
Tikit (MakhanMalai)	110	17.2
Lays (French Cheese)	101	15.8
Tikit (Murgh Masala)	145	22.7
Kurkure (Chutney Chaska)	65	10.2
Tikit (Tikka BBQ)	94	14.7
Tringo (Chicken Chatpate)	123	19.3
Total	**638**	**100.0**

Q8: After trying couple of chips from both samples, which sample do you like best? Whike getting blind responses, "Tikit Murgh Masala" was ranked 1, while "Tringo" and "Tikit Makhan Malai" were ranked 2nd and 3rd respectively in terms of likeness by the respondents.

Table 8. **Q9: Why did you pick this sample?**

	Frequency	Percent
Price	2	.3
Shape	30	4.7
Flavor	264	41.4
Taste	335	52.5
Color	7	1.1
Total	**638**	**100.0**

Table 9. **Can you please choose why you picked this sample?, %**

	Price	Shape	Flavor	Taste	Color
Tikit (MakhanMalai)	.9	1.8	55.5	40.0	1.8
Tikit (Tikka BBQ)	.0	1.1	44.7	52.1	2.1
Tikit (Murgh Masala)	.0	7.6	32.4	60.0	.0
Lays (French Cheese)	.0	5.0	43.6	48.5	3.0
Tringo (Chicken Chatpate)	.8	3.3	39.0	56.9	.0
Kurkure (Chutney Chaska)	.0	10.8	33.8	55.4	.0

Table 10. **Q10: Overall, what do you like about this sample?**

	Frequency	Percent
Price	7	1.1
Shape	56	8.8
Flavor	169	26.5
Taste	364	57.1
Color	23	3.6
All of the above	619	97.0
No Response	19	3.0
Total	**638**	**100.0**

Table 11. **Q11: What do you dislike about this sample?**

	Overall, what you dislike about this sample?, %				
	Price	Shape	Flavor	Taste	Color
Tikit (Makhan Malai)	2.7	23.6	20.0	7.3	36.4
Tikit (Tikka BBQ)	2.1	22.3	8.5	12.8	11.7
Tikit (Murgh Masala)	.7	16.6	8.3	15.9	11.7
Lays (French Cheese)	4.0	32.7	21.8	14.9	24.8
Tringo (Chicken Chatpate)	.8	20.3	11.4	13.0	14.6
Kurkure (Chutney Chaska)	.0	16.9	12.3	12.3	10.8
Total	**1.7**	**21.9**	**13.5**	**12.9**	**18.5**

Q12: Which sample would you be definitely buying? After the blind brand experiment the respondents made their own choice of Sample A or Sample B.

Table 12. **Q13: Which factor is the influencing one on corn chips purchase?, %**

	Price	Packaging	Flavor	Taste	Place	Promotion
Tikit (Makhan Malai)	14.5	11.8	51.8	17.3	2.7	1.8
Tikit (Tikka BBQ)	3.2	5.3	30.9	59.6	.0	1.1
Tikit (Murgh Masala)	4.1	2.8	22.1	69.7	.0	1.4
Lays (French Cheese)	10.9	9.9	39.6	34.7	5.0	.0

Continuation of *Table 12*

	Price	Packaging	Flavor	Taste	Place	Promotion
Tringo (Chicken Chatpate)	4.9	5.7	24.4	65.0	.0	.0
Kurkure (Chutney Chaska)	12.3	4.6	13.8	66.2	1.5	1.5
Total	7.8	6.6	30.9	52.4	1.4	.9

Table 13. **Q14: Which chips would you repeatedly purchase?**

	Frequency	Percent
Lays	295	46.2
Tikit	109	17.1
Kurkure	113	17.7
Tringo	77	12.1
Kurleez	44	6.9
Total	**638**	**100.0**

Table 14. **Which corn chips ingredients are you aware of?**

	Frequency	Percent
Fat	134	21.0
Salt	243	38.1
Artificial Color	112	17.6
Spice	149	23.4
Total	**638**	**100.0**

Table 15. **Q16: Where have you heard/seen various brands of chips?**

	Frequency	Percentage, %
TV	548	86.3
Posters & Billboards	221	34.8
Word of Mouth	86	13.5
Newspapers	76	12.0
POS in Shop	45	7.1
Magazines	26	4.1
School / College / University / Office	25	3.9
Direct selling	14	2.2
Radio	10	1.6
Bus stands	7	1.1
Sponsorship	6	.9
Leaflets	4	.6
Don't know	4	.6
Restaurants/hotels	2	.3
Coupon / discount vouchers	1	.2
Ad on Vehicle / Public Transport	1	.2

* Multiple Response Question: Total Percentage may be greater than 100%.

Table 16. **Q17: Which mode of advertisement/promotion will be attractive for you to buy corn chips?**

	Frequency	Percentage, %
TV	463	73.0
Posters & Billboards	166	26.2
Newspapers	77	12.1

Continuation of *Table 16*

	Frequency	Percentage, %
Magazines	58	9.1
Word of Mouth	40	6.3
POS in Shop	29	4.6
Sponsorship	20	3.2
Coupon / discount vouchers	20	3.2
Direct selling	20	3.2
School / College / University / Office	20	3.2
Radio	10	1.6

Table 17. **Q18: Have you tried "TIKIT" corn chips?**

	Frequency	Percent
Yes	255	40
No	383	60
Total	**638**	**100**

Table 18. **Q19: What price would you prefer to buy corn chips?**

	Frequency	Percent
Rs. 10	303	47.5
Rs. 20	184	28.8
Rs. 30	65	10.2
Rs. 40	14	2.2
Rs. 50	53	8.3
Rs. 120	19	3.0
Total	**638**	**100.0**

Table 19. **Q20: Where do you exactly buy chips from?**

	Frequency	Percent
General Store	304	47.6
School / University Canteen	114	17.9
Super Market	79	12.4
Hawker	4	.6
Store near your residence	137	21.5
Total	**638**	**100.0**

Table 20. **Comparison between TIKIT Murgh Masala and LAYS**

	TIKIT Murgh Masala	LAYS
Price	3.83	3.56
Packaging	4.11	3.56
Flavor	3.93	3.81
Promotion	2.38	4.19
Place	2.74	4.49
Taste	3.89	3.90
Shape	3.98	3.74

Table 21. **Comparison between TIKIT Tikka BBQ and KURKURE**

	TIKIT Tikka BBQ	KURKURE
Price	4.08	3.87
Packaging	4.00	3.84
Flavor	3.83	3.96
Promotion	2.40	4.29
Place	2.80	4.44
Taste	3.84	3.99
Shape	4.02	3.81

Table 22. **Comparison between TIKIT Makhan Malai and KURLEEZ**

	TIKIT Makhan Malai	KURLEEZ
Price	4.00	3.83
Packaging	4.06	3.85
Flavor	3.81	3.92
Promotion	2.48	4.05
Place	2.69	4.43
Taste	3.81	3.95
Shape	4.02	3.85

Table 23. **Comparison between TIKIT Murgh Masala and TRINGO**

	TIKIT Murgh Masala	TRINGO
Price	4.24	4.14
Packaging	4.24	3.72
Flavor	4.11	3.84
Promotion	2.71	3.38
Place	3.05	3.83
Taste	4.09	3.86
Shape	3.93	3.97

The majority of the respondents (79%) were ***aware*** of "Lays" chips and 41% of the respondents were ***aware*** of "Kurkure" corn chips the most. 22.7% of the respondents liked the Tikit Murgh Masala flavor, 52.5% of the respondents loved its taste in corn chips overall.

The majority of the respondents favored taste (52.4%) and flavor factors (30.9%). One of the most important factor, which leads to repeated purchase of chips was analyzed and it was known that in the chips sector as a whole, "Lays" has the leading share (46.2%) and interestingly, "Tikit" has the second leading share (17.1%) but not as huge as "Lays".

The most preferred channel of communication for the respondents in promotion of chips is TV (73%). The most preferred price for a packet of chips according to the respondents were Pak. Rs. 10/- and majority of the respondents prefer to buy chips in a general store (47.6%) of school/university canteen (17.9%).

Tikit corn chips were directly competed with Kurkure chips and the respondents preferred the price (4.08%) and packaging (4%) of the Tikit better than that of Kurkure.

Tikit corn chips were directly competing with Kurleez and again the respondents favored the price (4%) and packaging (4.06%) of Tikit better than that of Kurleez chips.

Tikit corn chips were directly competing with Tringo and again the respondents favored price (4.24%) and packaging (4.24%) of Tikit better than that of Tringo chips.

Assessment of direct competition made it clear that Tikit is better in price and packaging but competition is quite strong as the difference in the percentages is not quite a big one.

These elaborative findings will help "Winner Foods" understand:

- market segmentation;
- target market;
- close competitors;
- marketing mix needed;
- product specification (taste and flavor)

It is evident from the results that "Tikit" corn chips should have its visibility at the consumer target market through promotion as their "unique selling proposition" and "competitive advantage" can be packaging, flavor and taste, in addition to competitive price and promotional offers.

SWOT-analysis for corn chips:

1. Strengths:

- Meets the need for both healthy and convenience snack, especially targets those who like to munch in between meals.
- Popularity and attractiveness increased over the past few years.
- Known among children, teenagers and grown-ups – alternative to potato crisps and sweets.
- Boost in number of products having natural ingredients, no artificial additives with quality standard endorsement.

2. Weaknesses:

- Chips segment becoming perplexing to consumers with new arrivals from chips, cereal, confectionary and biscuit brands.
- Actual health benefits are rather doubtful due to high level of cholesterol, fats and sugar.
- Parents are less likely to purchase this product for their children.

3. Opportunities:

- Target particularly children and teenagers.
- Rich in flavor and taste product that can be differentiated easily.
- Price should be set according to the just notable difference marketing concept to gain attention at the target market.
- Corn chips are social snacks and can be introduced as healthy snacks. Many flavours in corn chips can ignite potential target markets.
- Innovation is required in further promotion.

4. Threats:

- Now consumers buy snack items in bulk from hypermarkets and supermarkets; for being cost-effective rather than buying one or two packs from a small general store.
- Re-known and established brands are rather stable at this market.

- Private brands growth.

Conclusions. As chips market has low-involvement purchase behavior still there are certain factors, which should be kept in consideration while selling corn chips. It should be noted that the respondents mostly consider flavor, taste, price and packaging of corn chips. There was significant interest demonstrated by the respondents regarding Murgh Masala and Tikka BBQ flavor and the taste of Tikit corn chips. Secondly, majority of the respondents find television as the catchy mode of communication and understanding about chips promotion and advertisement. Competing brands do use television (86%) in order to attract their target markets. Also, corn chips and chips should more readily be available at general stores because of buyer's preferences to outlet rather than to general stores. The majority of the respondents wanted to to Pak. Rs. 10/- per bag of chips which is one of the eminent factors in purchasing corn chips see the price of chips.

As this is the first market research study for "Tikit" corn chips brand, we presented descriptive evidence to come with a conclusion on the course of further action being more preferable for "Tikit" brand to further enhance their market share. It should be noted that further extensive research will be necessary to provide more in-depth results. This market research study has given "Tikit" a direction to move ahead in order to incorporate and initiate their marketing strategies and tools to promote "Tikit". The new research study should be conducted in an additional manner, having more indicators and extensive scientific analysis. A larger sample size and random sampling technique should be used in obtaining new more detailed results.

Moreover, this case study has enabled the following conclusion:

1. The findings confirm that the respondents are aware the most of the "Lays" brand (78%) while for "Tikit" their level of awareness is 18.2%.

2. "Tikit" is a brand of corn chips which has most of awareness after Kurkure that is its counterpart, but people know about "Tikit" less by 5%.

3. People buy corn chips mostly if the competing brand is their favorite one while few are into switching activities from one brand to another.

4. "Tikit" is a brand of corn chips which is liked by 26% of corn chips eaters, second after "Kurkure".

5. "Tikka BBQ" is the category of flavor of corn chips which is liked the most (8%) among the available existing flavors of corn chips.

6. While getting the blind responses, "Tikit Murgh Masala" was ranked #1 while "Tringo" and "Tikit Makhan Malai" were ranked 2nd and 3rd respectively in terms of likeness by the respondents.

7. People picked the sample on the basis of taste and flavor mostly while color, shape and price have been given less importance by the respondents while picking the samples.

8. Corn chips eaters dislike the shapes of all existing brand of corn chips the most, than the rest of the features include Price, Shape, Flavor, Taste and Color. The color disliked the most is "Tikit Makhan Malai".

9. The taste of all existing corn chips competing brands are considered as the most influencing factor except for "Tikit Makhan Malai" where the flavor was perceived as the most influencing factor in purchase decisions.

10. Corn chips eaters are intended to go for a repeated purchase for "Lays" the most while for a repeated purchase of "Tikit" agreed only 17% which makes it the third popular brand after "Lays" and "Kurkure" in terms of repeated purchase.

11. The respondents were found more conscious towards salt and spice ingredients while consuming/buying corn chips.

12. Corn chips eaters have seen and heard about corn chips brands mostly via TV (86.3%) and poster/billboard ads (34.8%).

13. Direct selling was gauged as the most non-significant approach to reaching consumers.

14. For a major segment of the population "Tikit" brand is still UNKNOWN.

15. For all the competing brands of corn chips people prefer to buy corn chips at the price of Pak. Rs. 10/-.

16. Corn chips eaters prefer to buy corn chips more from general stores while school canteens and super stores are also significant places for such purchases.

17. Comparison of "Tikit Murgh Masala" with "Lays" reveals that price, packaging, flavor and shape are more promising attributes of "Tikit Murgh Masala" while "Lays" is more better off than "Tikit Murgh Masala" in terms of promotion, place (target market) and taste.

18. The comparison of "Tikit Tikka BBQ" with "Kurkure" reveals that price, packaging, and shape are the more promising attributes of "Tikit Tikka BBQ" while "Kurkure" is more better off than "Tikit Tikka BBQ" in terms of place (target market), promotion, taste and flavor.

19. Comparison of "Tikit Makhan Malai" with "Kurleez" reveals that price, packaging, and shape are the more promising attributes of "Tikit Makhan Malai" while "Kurleez" is more better off than "Tikit Makhan Malai" in terms of place (target market), promotion, taste and flavor.

20. The comparison of "Tikit Murgh Masala" with "Tringo" reveals that packaging, flavor, taste and price, are the better attributes of "Tikit Murgh Masala" while "Tringo" is more better off than "Tikit Murgh Masala" in terms of place (target market) and promotion.

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