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A Study On Consumer Preference Towards Smackoz Products

Dr. S. DHARCHANA Associate Professor (Department of Commerce) Dr. N.G.P Arts and Science College, Coimbatore, India.

Mr. A. RIO SHANE of B. Com (Department of Commerce) Dr. N.G.P Arts and Science College, Coimbatore, India.

Abstract: The snack food industry is experiencing a substantial change in direction towards healthier and more convenient options. These changes are a result of several consumer lifestyles combined with a growth in dietary awareness. This study investigates consumer expectations of Smackoz products, a growing brand within the health snack category, and aims to discover the main factors that affect consumer choice with respect to purchasing Smackoz products, including taste, price, packaging, availability, and perceived health benefits. Using a structured questionnaire, primary data was collected from a diverse sample, using a random sampling technique. Main findings indicate that health awareness, affordability, and slick packaging had a significant influence on purchase behaviour. It is concluded that the study provides key recommendations in order for Smackoz to expand market presence in relation to modifying product offerings to meet potential customers' expectations.

INDEX TERMS - Consumer Preference, Healthy Snacks, Smackoz Products.

INTRODUCTION

The snack industry continues to evolve, consumer preferences will determine brand success. Of course, it is not that Smackoz is behind the curve, rather a new rising star in the healthy snack world! Consumer attitudes in relation to Smackoz products can be addressed by evaluating consumer preferences towards Smackoz products as important determinants of shaping purchasing decisions, including taste, price, packaging, availability, and perceived health benefits. This study seeks to evaluate the consumer behaviour, preferences, and satisfaction level of Smackoz snacks.

CONSUMER BUYING BEHAVIOUR

Consumer behavior towards Smackoz is affected due to these selling points involving healthiness, taste, and convenience. Consumers that buy Smackoz will be those health-conscious people who like to snack without compromising their health. Smackoz, as a baked gluten-free snack, stands out for those who are in look of healthier alternatives over traditional fried chips and processed snacks. Smackoz also appeals to parents who want to give kids something healthy to snack on. Before buying something, people are seriously influenced by their social circle, health-based communities, and groups.

SMACKOZ

Smackoz is a snack brand under Adhen Foods, launching a line of healthy baked and gluten-free makhana (foxnut) snacks. These snacks are free from artificial colours and Flavors, providing a wholesome and nutritious option. Smackoz is available on Amazon in India. The brand promotes health-oriented snacking with products that qualify as baked-not-fried without any palm oil. Clearly, this comes along as a nutritious alternative without compromising on taste-a necessity for every health-conscious consumer. Smackoz stays active on social media, with most of the interactions through its Instagram page with posts and reels on the product and healthy habits of snacking

STATEMENT OF THE PROBLEM

This study aims to investigate the factors influencing the preference for unhealthy snacks, the health consequences associated with their consumption, and potential strategies to promote healthier snacking habits. By addressing this problem, the study seeks to provide insights into how individuals, families, and policymakers can work towards reducing the consumption of unhealthy snacks and encouraging more nutritious alternatives like smackoz with the customers buying preferences.

Also to identify what is the problem in smackoz products that the consumers find it difficult to buy it and also to detect what are the concerns that consumers have with the smackoz.

OBJECTIVES OF THE STUDY

The study focuses on the following objectives:

1. To study the demographic factors of the respondents
2. To Identify key factors influencing consumer choices for Smackoz products.
3. To Analyses customer expectations regarding taste, quality, price, and packaging.
4. Evaluate how Smackoz products perform against other leading snack brands in terms of taste, price, quality, and branding.

SCOPE OF THE STUDY

This research, however, will focus on determining the consumer preference toward Smackoz, a health-conscious snack brand, and aims at identifying the key factors in consumer buying decisions, satisfaction, and loyalty towards Smackoz, with an effort to therefore improve product offerings and marketing strategies. The scope of the study will attempt to give a good understanding of consumer preferences towards Smackoz in terms of the key factors determining consumers' purchasing decisions. Focusing on the dimensions of the consumer benevolence (psychological, social, and economic), the study provides insights for Smackoz in terms of fine-tuning its product offerings and marketing approaches, as well as customer engagement practices, so that the brand can improve its market share and strengthen consumer loyalty.

RESEARCH METHODOLOGY

The consumer preference study towards Smackoz products involves insight into consumer behaviour, preferences, and influences and will apply a descriptive research design, using both primary and secondary data for comprehensive findings.

Data Collection Methods:

Primary Data: A structured questionnaire were prepared to elicit first-hand data from consumers. Surveys and online/offline interviews will be conducted on a diverse consumer base to understand preferences

Secondary data: This is information that would be derived from appropriate research papers, industry reports, company websites, and marketing analysis reports in support of this study.

Sampling Method & Size: A convenience sampling method will be employed in collecting responses from consumers with experience of using Smackoz products. The sample size will be approximately 151 respondents, with a clear representation of various demographics.

Data Analysis: This methodology will provide a comprehensive understanding of consumer preferences and behaviours, which can directly inform Smackoz's marketing strategies and product development. The findings will also contribute to policy recommendations aimed at improving the positioning and reach of Smackoz snacks within the competitive snack industry.

PERIOD OF THE STUDY:

➤ The study is conducted during December 2024 to March 2025.

AREA OF THE STUDY

➤ The study is conducted in Coimbatore city.

STATISTICAL TOOLS USED FOR DATA ANALYSIS:

- Mean Rank Analysis
- Anova

LIMITATIONS OF THE STUDY

Limited Sample Size & Geographic Scope

- The study may have been conducted with a restricted number of participants or focused on a specific location, making it difficult to generalize the findings to a broader consumer base. Preferences may vary significantly across different regions and demographics.

Influence of External Factors

- Consumer preferences can be influenced by temporary trends, marketing campaigns, seasonal demand, or competitor activities, which may not reflect long-term purchasing behaviour. This could affect the accuracy of the study's results.

LITERATURE REVIEW

Patel et al. (2023)¹ has made a study on “**The Growth of Plant-Based and Vegan Snacks**”. Identified substantial growth in plant-based and vegan snack options, largely due to environmental considerations and dietary preferences. The study found that Millennials and Gen Z consumers, who tend to act very healthily and are more aware of environmental issues, are relatively more open toward what we now consider plant-based snacks. These consumers often choose vegan snacks not only for the supposed health benefits, like helping to lower cholesterol and increased nutrition but also due to sustainability and other environmental concerns regarding animal agriculture. With the current focus on ethical consumption from such generations, brands have developed a myriad of products in this new plant-based and vegan snack avenue ranging from protein bars to chips and dairy-free alternatives. Patel et al. (2023) closed by arguing that such increasing demand reflects the larger cultural shift towards a plant-based diet; thus, snack brands aligning with such demands will be in prime positions to tap into such an evolving market segment. The trend continues to shape the snack industry as plant-based options become more mainstream.

Sharma and Gupta in (2022)² has made a study on “**Influence of Social Media Marketing on Snack Preferences**”. The research study conducted by Sharma and Gupta in 2022 examined how social media marketing significantly influences snack choices, especially in younger audiences. The study affirms that social media platforms like Instagram, TikTok, and Facebook have become key battlegrounds for brands to engage potential consumers. The testimonials, particularly influencer endorsements and internet adverts, pack a reasonable punch in shaping purchase behaviour. Young consumers are likely to trust recommendations offered by the influencers they follow, as these endorsements strike them as more genuine or relatable than traditional advertising. Additionally, it provides a space for brands to connect with consumers on a more direct level, fostering communities, brand loyalty, or both. The raised visibility of food options attributed to viral storytelling and user-generated content makes it more convenient for snacks to succeed in fiercely competitive environments. Sharma and Gupta, 2022, concluded that social media acts as a potent force in shaping contemporary snack consumption patterns, primarily for brands marketing to a younger audience.

Green and Cooper (2022)³ has made a study on “**Sustainable and Eco-Friendly Snack Packaging Trends**”. Green and Cooper (2022) examined the rise of sustainable snack packaging and found that biodegradable and recyclable packaging options are gaining popularity among environmentally conscious consumers. The study highlighted that as awareness of environmental issues grows, more consumers are prioritizing products with eco-friendly packaging. This shift is driven by concerns about plastic waste and the environmental impact of traditional packaging materials. Consumers are increasingly seeking brands that offer packaging made from renewable or recyclable materials, such as plant-based plastics, paper, or compostable options. The research also noted that sustainable packaging not only appeals to consumers' environmental values but also helps strengthen brand loyalty. Brands that adopt eco-friendly practices are perceived as socially responsible, which can enhance their reputation and appeal, particularly among younger, environmentally aware demographics. Green and Cooper (2022) concluded that the demand for sustainable snack packaging is likely to continue growing, urging snack brands to adapt to these trends in order to stay competitive in the market.

DATA ANALYSIS:

ANOVA AND t-TEST:

Relationship between customer satisfaction towards smackoz shopping and their demographic profile.

Hypothesis:

There is no significant between demographic factors and satisfaction level on smackoz

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	20-25 years	2.52	1.369	27	-	1.051	2.37	Ns
Age	26-30 years	2.93	1.466	27	-	-	2.37	Ns
Age	31-35 years	3.18	1.267	34	-	-	2.37	Ns
Age	36-40 years	2.97	1.403	33	-	-	2.37	Ns
Age	Above 40 years	3.17	1.49	29	-	-	2.37	Ns
Gender	Male	3.04	1.409	73	0.376	-	1.976	Ns
Gender	Female	2.9	1.392	77	-	-	1.976	Ns
Education	High school	3.15	1.537	27	-	0.611	2.37	Ns
Education	Diploma	2.96	1.399	26	-	-	2.37	Ns

Education	Undergraduate degree	2.81	1.388	27	-	-	2.37	Ns
Education	Postgraduate degree	3.16	1.302	37	-	-	2.37	Ns
Education	Doctorate	2.73	1.42	33	-	-	2.37	Ns
Occupation	Homemaker	2.85	1.433	27	-	0.831	2.67	**
Occupation	Private employee	3.23	1.451	35	-	-	2.67	**
Occupation	Government employee	3.15	1.46	33	-	-	2.67	**
Occupation	Business/Entrepreneur	2.64	1.319	25	-	-	2.67	**
Monthly family income	Below ₹25,000	3.21	1.386	33	-	0.602	2.37	Ns
Monthly family income	₹25,000 - ₹50,000	2.74	1.499	39	-	-	2.37	Ns
Monthly family income	₹50,001 - ₹75,000	2.92	1.382	25	-	-	2.37	Ns
Monthly family income	₹75,001 - ₹1,00,000	2.86	1.424	21	-	-	2.37	Ns
Monthly family income	Above ₹1,00,000	3.09	1.304	32	-	-	2.37	Ns
Area of residence	Urban	2.95	1.386	65	1.901	-	1.976	Ns
Area of residence	Rural	2.98	1.414	85	-	0.01	1.976	Ns

MEAN RANK ANALYSIS

Mean rank analysis of smackoz flavour preferred

Factors	Mean Rank	Actual rank
Mint and lime of the respondents	2,43	2
Cheese and herbs of the respondents	2.47	4
Magic masala of the respondents	2.45	3
Munch masala of the respondents	2.41	1

Source: Computed

INTERPRETATION

The ranked flavor preferences show that the flavor "Munch masala" is most preferred with the lowest mean rank of 2.41.

5.2 FINDINGS

Percent analysis

Demographic Profile of Respondents:

- The majority 30% of respondents are 20-25 years of age; therefore, the young are actively being involved in smackoz purchases.
- 56% of respondents were female, whereas 44% of respondents were male, which potentially suggests that females predominantly engage in smackoz purchase decision-making.
- A majority of respondents surveyed (47%) had an undergraduate degree, and 28% had a postgraduate degree.
- 32% of respondents surveyed were students, making them the largest occupational group when it comes to smackoz purchases.
- 31% of respondents belong the ₹50,000 - ₹1,00,000 per month family income bracket.
- 73% of respondents lived in urban locations, which possibly suggests that they are being more exposed to smackoz markets.

SUGGESTIONS:

- Enhancing consistency in the flavour and adding better flavours may increase engagement levels with consumers.
- Price sensitivity is an important factor so if the product has competitive pricing and there can be opportunities for discounting then there may be increases in sale.
- Packaging plays an important role in the purchasing decision. Improvements to design, convenience, and options for sustainable packaging could improve brand appeal.
- Expanding retail presence and overall availability in supermarkets, local stores and online will improve availability.

CONCLUSION:

Smackoz's purchasing decisions are primarily based upon flavor choice, price and attractiveness of the packaging (Munch Masala is the favoured flavour). Taste is important, and although it's dominant, price and price sensitivity are also important (especially for low- to middle-income consumers). Health is important, but is lower on the list of considerations for consumers, and brands should be able to produce healthier options. Packaging is key, using attractive and easy to use packaging. The marketplace is mostly urban consumers which will mean both location of retail purchases and social media will be among the key things to consider. female consumers, especially working female consumers are having a big influence in purchasing decisions suggesting if we are thinking of marketing strategies we may need to develop strategies separately in targeting these segments. Getting to be more prominent among brands in semi-urban and rural sectors, increasing social media activity, and being clear about peer-to-peer recommendations, will increase visibility and improve trust.

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