

ANALYSIS OF PRODUCT PREFERENCE OF CHITATO AND LAYS POTATO CHIPS

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Abstract

This study aims to determine differences in consumer preferences for potato chip products. Two well-known local brands, Chitato and Lays, come from the same manufacturer and it is interesting to observe the differences in consumer preferences for the two. These two brands already have a high level of brand awareness in the market as evidenced by a larger market share than other brands. Samples were taken as many as 94 respondents with a sampling technique with an accidental sampling approach. The results of the questionnaire were analyzed by SPSS statistics in the form of validity and reliability tests, Paired Sample t-test to see the significance of differences in consumer preferences for potato chips products. The results of hypothesis testing indicate that the consumer preferences of the Chitato brand and the Lays brand are not significantly different. According to respondents as consumers, the selection of potato chip products is the same as buying so that it is the task of marketers to strengthen product attributes and the brand strength of each product.

Keywords: *Potato Chips, Consumer Preferences, Purchasing Decisions.*

1. INTRODUCTION

Potato chips are thin slices of potato from frying or roasting that have a crunch. This product is categorized as a snack accompanied by a variety of spices to add variety to the taste (Katundu et al., 2010). Many potato chip products have been offered by manufacturers. From large manufacturers to home manufacturers offer this product. Promising market potential has made this product continue to grow to this day. However, wide market coverage and efforts to enter the market require the right marketing strategy (Iskandar & Darmawan, 2003; Khasanah et al., 2010).

One way to get regular customers from potato chip products is through observing and understanding consumer behavior focused on purchasing decisions for potato chip products. Consumer preferences are the beginning of knowing the segmentation of consumer perceptions of the products offered (Kotler, Philip & Amstrong, 2016; Mardikaningsih, R. & Sinambela., 2016; Mardikaningsih & Putra, 2017). This preference will provide input for producers and form a further offer package as a form of product development (Downes, 2008; Siró et al., 2008; Sveinsdóttir et al., 2009; Urala & Lähteenmäki, 2004). Knowledge and understanding of consumers in buying potato chip products is needed to select the offer package (Darmawan, 2019; Schiffman & Kanuk, 2010). However, this consumer behavior

is very difficult to predict because the likes and interests of a product are very difficult to predict (Yanti & Yuliana, 2018). However, this can be an opportunity if producers can segment consumers into several characteristics (Gunawan et al., 2019; Naylor et al., 2009). These consumer characteristics are the background as well as the opportunity to read the market demand for potato chip products in the target market. Understanding consumer conditions and consumer needs is one of the most important issues in the application of market-oriented marketing (Masitoh et al., 2017; Purnamasari et al., 2002; Sinambela, 2017).

There are many potato chip products circulating in the market, Chitato and Lays are well-known ones that are well known to the public and are always available on the shelves of every snack shop to modern ones such as minimarkets and supermarkets. Are there differences in consumer preferences for the selection of potato chip products? Two well-known brands, Chitato and Lays, are unique because they are both produced by Indofood. The rivalry between fans of these two potato chip brands is quite fierce in the market, and both have loyalists. The difference that can be seen from this chip is in terms of its wavy shape and one is straight and smooth, the other is thicker while the other is thinner. The rest is individual preference. Even though there is market competition, one manufacture is not a threat to producers (Darmawan, 2010). The two brands actually have to strengthen their respective brand equity in order to be able to win market competition with other manufacturers. Thus, this study aims to determine the differences in consumer preferences for Chitato and Lays brand potato chips.

2. RESEARCH METHODS

The type of research used in this research is comparative research, which is research that compares one or more variables in two different samples. This study compares consumer preferences for Chitato and Lays brand potato chips.

The population is a large group and the area that is the scope of research. The population in this study were consumers of Chitato and Lays brand potato chips in the city of Surabaya. The sample is part or the number and characteristics possessed by the population. Researchers distributed questionnaires to 100 respondents by accidental sampling to groups of high school students in the city of Surabaya. The number of questionnaires eligible for further processing was determined as the research sample.

The analytical method used is validity test, reliability test, normality test, Independent Sample t-Test. Experimental research usually uses two or more samples as the object of research. The samples were compared to see if there was a difference after the samples were given different treatments. To see whether there is a difference, a difference test of the two means is carried out. Independent-samples t-test using the variance between the two samples being compared is not significantly different (homogeneous). The data used are from two different samples. The hypothesis of this research is

H₀: There is no significant difference between consumer preferences for Chitato and Lays brand potato chips.

H₁: There is a significant difference between consumer preferences for Chitato and Lays brand potato chips.

3. RESULTS AND DISCUSSION

From the previous determination of the research method, it has been stated that the study involved 100 questionnaires distributed to prospective respondents, but only 94 were eligible for further processing. The initial stage is to test the validity and test reliability. Validity test is used to measure the validity or validity of a questionnaire. The questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Reliability test to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. The results of the validity and reliability tests are shown in the table.

Table 1 Validity and Reliability Test Results

Variable	Indicator	Statement	Chitato		Lays		Chitato	Lays
			Sig	R	Sig	R	Cronbach Alpha	Cronbach Alpha
Consumer Preference	Cognitive	X1.1	0.000	0.406	0.000	0.537	0.702	0.698
		X1.2	0.000	0.482	0.000	0.461		
		X1.3	0.000	0.435	0.000	0.557		
	Affective	X1.4	0.000	0.431	0.000	0.419	0.713	0.748
		X1.5	0.000	0.425	0.000	0.306		
		X1.6	0.000	0.441	0.000	0.442		
	Conative	X1.7	0.000	0.551	0.000	0.512	0.708	0.727
		X1.8	0.000	0.337	0.000	0.448		
		X1.9	0.000	0.463	0.000	0.523		

Table 1 shows that the significant value for each statement is less than 0.05, so it can be concluded that each statement is said to be valid. Cronbach's Alpha value for each statement is greater than 0.6, it can be concluded that each statement is said to be reliable.

Table 2 Normality test results

Variable	Significance	Status
Chitato Consumer Preferences	0.371	Normal
Lays Consumer Preferences	0.272	Normal

Table 2 shows that Chitato's consumer preference is 0.371 and Lays' consumer preference is 0.272 which has a significance value greater than 0.05 at ($\text{sig} > 0.05$), so it can be concluded that the research data is normally distributed.

Table 3 Paired Sample t-test

Paired Difference									
		Mean	Std. Deviation	Std. Error Mean	95 % Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			

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Pair 1	Chitato- Lays	.17389	5.01191	.24221	.24950	.73547	.707	93	.365
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Table 3 shows that the significance value is more than 0.05, which is 0.365, meaning that there is an insignificant difference, so it can be concluded that the Chitato brand and Lays brand products are not significantly different based on consumer perceptions. This means that consumer preferences when faced with product choices between Chitato brand and Lays brand crunchy chips are not significantly different in consumer purchasing decisions, especially consumer preferences in product use.

The results showed that the consumer preferences of Chitato brand potato chips and Lays brand were not significantly different. The results of this study, it can be concluded that the two potato chip products have insignificant differences, meaning that consumer preferences for Chitato and Lays brand potato chips are not significantly different in terms of the use of potato chip products. In this case the segmentation formed in the potato chip product market is a homogeneous preference. This form of preference is shown to consumers who have relatively similar preferences in general, even though no in-depth and follow-up observations have been made. This can be useful as a producer's effort to understand the preferences of the target market. From this, producers can then determine appropriate marketing strategies to meet target market expectations and to face real competitors, namely potato chip producers who are different as competitors (Chen, 2011). Consumers need to develop their knowledge about the choice of branded potato chip products. They need to seek more information in order to have knowledge that will support the quality of their decision making in choosing potato chips that suit their preferences (Aschemann-Witzel & Hamm, 2010). This makes it imperative for manufacturers to strengthen brands, increase product diversity and product attributes that can attract continued purchases (Darmawan, 2021).

4. CONCLUSION AND SUGGESTIONS

The conclusion in this study shows that the consumer preferences of Chitato and Lays brand potato chips are not significantly different. According to respondents as consumers, the choice of potato chip products is the same to buy. These findings indicate that the core product in the form of potato chips has succeeded in offering basic benefits. It's just that manufacturers set differentiation based on different shapes, flavors and packaging have not succeeded significantly because the research results show that they are not significantly different. Manufacturers can pay attention to brand strengthening strategies so that brand associations place more emphasis on real brand differentiation even though the basic benefits are the same. Thus, packaging in a radically different form is suggested in order to strengthen the branding of the two. In addition, it adds diversity or product variants to expand consumer preferences for products and brands.

Each target market must view every product produced by the same producer as a set of attributes. Different brands have different attributes but in similar and relevant products. For future research, it is recommended to research other products with other brands that may be better than the product that the researcher uses.

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