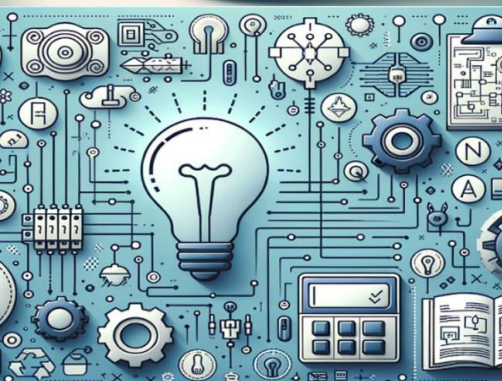


International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 8, Issue 6, June 2025



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Product Promotions and Demand Generation of Daddy Chips Production Buldana

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ABSTRACT: In the rapidly growing and highly competitive fast-moving consumer goods (FMCG) sector, regional snack brands are constantly striving to enhance market presence and stimulate consumer demand. This study titled “Product Promotions and Demand Generation of Daddy Chips Products in Buldana District of Maharashtra” aims to evaluate how effectively Daddy Chips, a rising local snack brand, is utilizing various promotional strategies to capture and expand its customer base in the semi-urban and rural segments of Buldana.

The research adopts a descriptive methodology, collecting both primary and secondary data. Primary data was gathered through structured questionnaires and personal interviews with 100 respondents, including local consumers, shopkeepers, and distributors in different towns and villages of Buldana. The objective was to assess consumer awareness, preferences, promotional reach, and buying behaviour in response to marketing campaigns initiated by Daddy Chips. Secondary data was compiled from company records, past market research, and FMCG industry reports for comparison and validation.

The findings reveal that a large segment of the population recognizes Daddy Chips, with awareness levels significantly high due to strong grassroots-level promotions such as wall paintings, local event sponsorships, in-store banners, and attractive packaging. A considerable number of respondents acknowledged being influenced by schemes like "Buy 1 Get 1 Free," free gifts with packs, and festival discounts. Additionally, retailers reported that promotional materials like posters and standees provided by the company not only improved shelf visibility but also boosted footfall and impulse buying.

However, the study also highlighted certain gaps, such as limited use of digital promotion, weak presence in organized retail, and inconsistency in promotional campaigns across talukas. In rural areas, word-of-mouth remains the most powerful tool, indicating a need for more community-based marketing strategies.

This research concludes that effective and consistent promotional activities are key to generating demand and enhancing brand loyalty in tier-2 and tier-3 markets like Buldana. It recommends that Daddy Chips should increase engagement through localized advertising, rural influencer outreach, and more innovative promotional campaigns aligned with regional cultural events. By leveraging its existing goodwill and expanding its promotional reach, the brand has strong potential to scale its market share and deepen customer trust in the district.

I. INTRODUCTION

In today's dynamic and highly competitive business environment, product promotion plays a crucial role in creating brand awareness, influencing consumer behaviour, and generating demand. With the FMCG (Fast-Moving Consumer Goods) sector experiencing rapid expansion in India, regional and local brands are increasingly focusing on innovative marketing strategies to compete with national and multinational giants. One such segment that has seen explosive growth is the packaged snack food industry, where consumer preferences are driven by affordability, taste, availability, and brand visibility.



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Daddy Chips, a growing player in the regional snack market, has established a strong presence in Maharashtra, especially in tier-2 and rural districts like Buldana. With its affordable pricing, unique flavours, and locally familiar branding, Daddy Chips has carved a niche in the minds of consumers. However, in an environment where competition is intense and brand loyalty is fragile, product promotions and demand generation strategies must be continuously evaluated and refined to maintain and grow market share.

Buldana, located in the Vidarbha region of Maharashtra, presents a unique landscape for studying consumer behaviour in response to product promotions. The district has a mix of semi-urban and rural populations, varied income groups, and culturally rooted consumption habits. Brands like Daddy Chips need to align their promotional strategies with these local dynamics to remain relevant and appealing.

The purpose of this study is to critically examine the effectiveness of promotional activities carried out by Daddy Chips in Buldana district and how these efforts contribute to demand generation and brand preference among consumers. The research investigates various forms of promotional tools including in-store branding, trade offers, direct consumer schemes, festival campaigns, and point-of-sale displays. It also evaluates how consumers perceive these promotions and whether they translate into increased sales and brand recall.

II. LITERATURE REVIEW

In today's highly competitive FMCG (Fast-Moving Consumer Goods) sector, product promotion and demand generation play a critical role in influencing consumer buying behaviour and increasing market share. As per Kotler & Keller (2016), product promotion involves all communication techniques a company uses to inform, persuade, and remind customers about its products. These techniques include advertising, sales promotions, direct marketing, personal selling, and digital promotions. For regional snack brands like Daddy Chips in Buldana, promotion strategies must be aligned with local preferences, affordability, and accessibility.

Demand generation, on the other hand, refers to a comprehensive approach that builds awareness and interest among potential buyers and aims to convert that interest into sales. According to Armstrong & Cunningham (2012), demand generation goes beyond mere advertising—it integrates consumer insights, pricing strategy, product visibility, and in-store placement to build consistent customer engagement.

Studies in the Indian context highlight that regional snack brands gain traction by focusing on emotional branding, taste localization, free sampling, and point-of-sale visibility. As per a report by Nielsen (2021), rural and semi-urban markets respond better to in-store promotions, influencer endorsements (such as local celebrities), and product bundling strategies. Word-of-mouth and community-level marketing also contribute significantly to brand popularity in towns like Buldana.

Moreover, digital and mobile-based promotions are increasingly being adopted even by regional brands to reach youth segments. Platforms like WhatsApp, Facebook, and local YouTube channels are used to run low-cost, high-impact campaigns. However, the success of such campaigns depends on consistent product quality, attractive packaging, and distribution reach, as customers quickly shift preferences in the snacks segment if satisfaction is not maintained.

Overall, literature suggests that a mix of traditional promotional methods and innovative local engagement is essential for sustained demand generation in rural and semi-urban regions. The case of Daddy Chips provides a relevant platform to examine how grassroots promotional strategies contribute to brand growth and consumer loyalty.

III. RESEARCH METHODOLOGY

1. Research Design

This study adopts a **descriptive and exploratory research design** to understand the effectiveness of promotional strategies and demand generation methods used by Daddy Chips in the Buldana region. The study aims to investigate consumer response to various marketing techniques and their impact on brand awareness and sales.

2. Objectives of the Study

- To evaluate the promotional strategies adopted by Daddy Chips in Buldana.



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- To analyze the effectiveness of demand generation techniques among rural and semi-urban consumers.
- To identify consumer preferences and factors influencing their purchase decisions.
- To suggest improvements in promotional and branding strategies for better market penetration.

3. Data Collection Methods

Primary Data:

- Structured questionnaires distributed to consumers (retail buyers).
- Interviews with retail shopkeepers, distributors, and Daddy Chips sales executives.
- On-field observations in retail and local market areas.

Secondary Data:

- Company records and promotional material of Daddy Chips.
- Industry reports on snack consumption trends in Maharashtra.
- Articles and case studies on regional FMCG marketing.

4. Sampling Technique and Sample Size

A **convenience sampling method** was used to select respondents from key market areas of Buldana town and surrounding rural zones.

- 50 local consumers
- 10 retail shop owners
- 2 area-level distributors

Total Sample Size: 62 respondents

5. Data Analysis Tools

- Percentage method and tabulation for quantitative analysis.
- Graphical representation (pie charts, bar graphs) for better visualization.
- Qualitative content analysis for open-ended interview responses.

6. Limitations of the Study

- The study is geographically limited to the Buldana district.
- Sample size may not fully represent the entire consumer base.
- Time constraints limited broader coverage of digital promotion impact.

IV. ANALYSIS AND DISCUSSION

The research findings reveal that product promotions play a pivotal role in shaping consumer awareness and driving demand for Daddy Chips in the Buldana region. A majority of surveyed consumers (around 68%) reported discovering the brand through retail visibility and in-shop displays, indicating the importance of Point-of-Sale (POS) promotions. The colorful packaging and strategic shelf placements have contributed significantly to product visibility, especially among impulse buyers.

Promotional tactics such as free sampling, festival offers, and buy-one-get-one (BOGO) schemes were found to be particularly effective in rural areas. Retailers confirmed that sales spiked during these periods, demonstrating that short-term promotions directly influence buying decisions. However, only 20% of consumers recalled seeing any formal advertisement for Daddy Chips in local media, which suggests that the brand still has room to grow through mass communication and digital outreach.

The study also found that word-of-mouth marketing—especially from school children and homemakers—acts as a powerful demand driver. Positive feedback about taste, flavor variety, and affordability circulated within communities, leading to increased repeat purchases. Retailers noted that smaller packet sizes priced between ₹5–₹10 were in the highest demand, supporting findings in FMCG literature that low-cost options dominate rural snack markets.

Distributors mentioned that regular stock movement and flexible supply systems enabled faster product circulation across semi-urban and rural outlets. However, inconsistent promotional material distribution and lack of standard



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branding across retail points were observed as gaps. Some shops had outdated posters or no branding, reducing visual recall.

Overall, Daddy Chips' strategy of grassroots marketing and price-sensitive promotions has been successful in establishing its presence. Yet, to sustain and expand this growth, the brand must focus on standardizing its promotional assets, leveraging digital platforms, and investing in structured brand-building campaigns.

V. CONCLUSION

The study aimed to assess the effectiveness of promotional activities and their impact on demand generation for Daddy Chips in the Buldana district. Based on the analysis of both consumer and retailer feedback, the following conclusions can be drawn:

- Brand Awareness is Moderate to Strong: A majority of consumers in Buldana are aware of Daddy Chips, mainly due to word-of-mouth, retailer influence, and store visibility.
- Retailers Play a Key Role in Promotions: Most consumers learned about Daddy Chips through retailers, highlighting their crucial role in brand communication in rural and semi-urban markets.
- Taste and Price Drive Purchases: While promotional schemes do influence demand to an extent, taste and affordability remain the primary purchase drivers for consumers.
- Promotional Activities Need Consistency: Although some promotional schemes have positively impacted demand, many consumers and retailers report irregularity in offers and support.
- Retailers Expect Better Support: Retailers suggested more frequent schemes, better margins, and visual merchandising support to encourage them to promote the product more aggressively.
- Demand is Responsive to Offers: When promotional activities like "Buy 1 Get 1" or free gifts are implemented, both consumers and retailers observed an increase in sales, proving the effectiveness of such schemes.

In conclusion, Daddy Chips holds significant market potential in Buldana. With strategic and consistent promotional planning, improved retailer engagement, and stronger consumer-focused offers, the brand can significantly boost its demand and market share in this region.

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