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Kayalvizhi S

Annamalai University,
Faculty of Agriculture,
Chidambaram, Tamil Nadu,
India

Midhun Kumar R

Research Scholar, Indian
Institute of Plantation
Management, Bangalore,
Tamil Nadu, India

Ragul S

Assistant Professor,
Hindusthan Institute College
of Engineering and
Technology, Coimbatore,
Tamil Nadu, India

Rajaravi C

Associate Professor,
Hindusthan Institute College
of Engineering and
Technology, Coimbatore,
Tamil Nadu, India

Sridhar N

Associate Professor,
Hindusthan Institute college of
engineering and Technology,
Coimbatore, Tamil Nadu,
India

Correspondence

Kayalvizhi S

Annamalai University,
Faculty of Agriculture,
Chidambaram, Tamil Nadu,
India

Adaptive marketing strategy for MSME chips industry: A case study of Chennai-based company

Kayalvizhi S, Midhun Kumar R, Ragul S, Rajaravi C and Sridhar N

Abstract

Rib n'lip is a potato-based chips brand manufactured and marketed in Chennai, India. The company has strategically positioned itself in the growing Indian snack food industry by targeting the youth demographic, which is rapidly expanding as India moves toward becoming the youngest nation by 2024. With a strong presence in college campuses, Rib n'lip focuses on young consumers who are increasingly drawn to fast, flavorful, and affordable snack options. The product is available in a variety of unique and appealing flavors such as Magic Chat, Chilly Tomato Ketchup, Classic Pepper, Cheese Onion, Jeera Pepper, Strawberry Shocks, and Choco Boom, catering to a wide range of taste preferences. The brand has maintained a stable market presence in Chennai for over eight years and has built strong brand recognition among the younger population. With Chennai being a city of high population density and cultural diversity, the product has enjoyed widespread acceptance. The company also actively promotes its products through food expos like the annual event held at Nandambakkam Trade Centre and by setting up promotional stalls in IT companies, thus expanding its visibility. Rib n'lip now aims to expand its operations into Tiruchirappalli district in Tamil Nadu, seeing it as a promising new market due to its growing urban youth population. The company also plans to intensify its marketing through cost-effective online advertising to maximize return on investment. By aligning its business strategy with demographic trends, Rib n'lip is well-positioned for sustained market growth. This case highlights the potential for businesses that effectively tap into emerging youth markets while adapting to changing consumer behaviors.

Keywords: FMCG, Marketing, MSME, Chips Companies, Chennai based small industries

Introduction

Indians unit illustrious for his or her vogue buds due to the varied culture and region specific flavours therefore is that the case with snacking. There unit ample selections for snacking for Indians; ranging from confectioneries, biscuits and chocolates to workplace things, western snacks and so the traditional home-made savouries ^[1]. Also, sometimes it's the road food at the native joint that satisfies the will of snacking for Indians in between their meals. To boot, the choice of consumption of snacks is alleged to all completely different festivals and occasions. For example, on the foremost vital Indian festivals, it's the sweets and savouries that unit in demand whereas on various social occasions, it's the combo of ancient home-made savouries and sweets that attract shoppers ^[2].

The savoury snacks market in Asian country has been gaining momentum for the previous number of years due to the penetration of pre-packaged branded snacks among the market ^[3]. If we have a tendency to look at the entire savoury snacks market, it are typically classified into ancient snacks and western snacks. An Ancient savouries unit the ready to eat mixes, varied types of Indian Namkeens etc. whereas western snacks primarily contains chips and so the extruded ones ^[4]. The market is thus numerous that it are typically classified supported the merchandise base equally. For example; potato, rice, corn, cereals & pulses, gram flour, balmy and seeds primarily & so the flavour/taste based mostly like salty, tangy, spicy, onion, garlic or cheese ^[5].

Material and Methods

Personal Interview

A Personal Interview was conducted in 2023-2024 among exclusively managing director of the company Chennai zone to identify effective Marketing & sales strategy tools. The checklist which, I have prepared mostly were open-ended questions responses. The checklist were mostly qualitative in nature. The question focused on the marketing strategy the company followed ^[6].

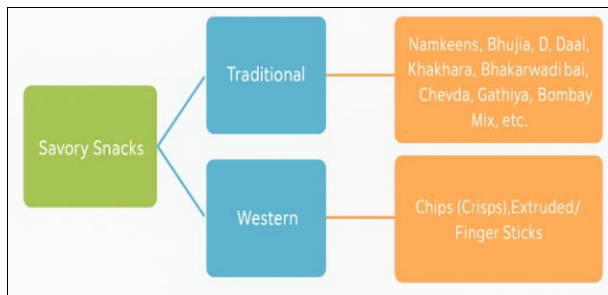


Fig 1: Organizational Structure of Vijay Enterprises (RIB 'N' LIB)

Company Profile Vijay Enterprises (RIB 'N' LIB) Organisation Structure

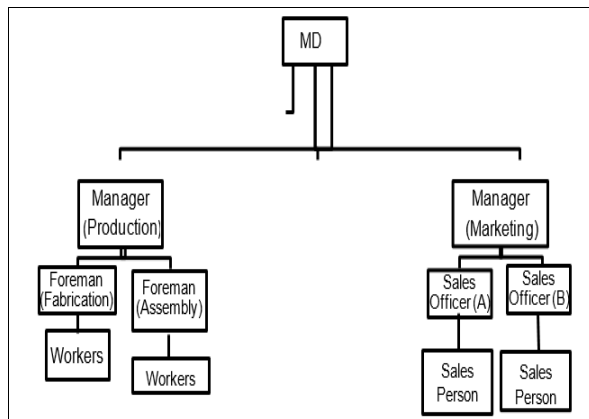


Fig 2: Product Classification of Savory Snacks Offered

Key People

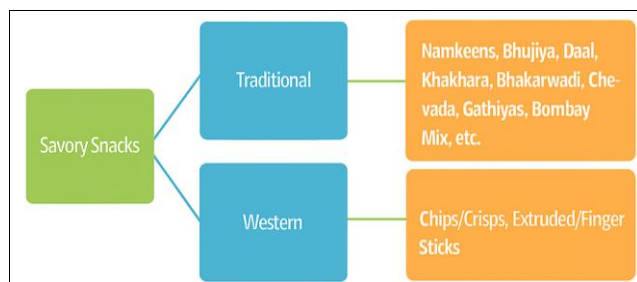


Fig 3: Key personnel and brand overview

- Eswaran-MD of Vijay Enterprises
- Raghu-Production Manager of Enterprise
- Baskar-Marketing Manager of Enterprise

RIB 'N' LIB and snacks are processed using the finest freshest ingredients. It is a ready to eat snack that is crisp light and comes in a range of exciting Flavors. RIB 'N' LIB is manufacturing company found in 2011 in Gundy, Chennai. RIB 'N' LIB is into food and beverage sector which has registered a double-digit growth, is characterized by vegetarian and non-vegetarian spontaneous buys that often do not need prior planning by the consumer. From aB2C perspective, these products are positioned as saviors in a contingency, of either non-planned get-togethers at home or as an easy alternative for city-dwelling commuters and Office-goers who prefer quick/instant food due to the paucity of time. It's got little freckles of fire. It's red-red hot. It adds spice to the moment. It's mouth-watering & even eye-watering! Grab a bite of Red Chilli Bijli Potato Chips.

Savories their unique freshness and relish their crunchy crispness. Take your tongue out on a global adventure with just one crunchy bite of the new International Cream Onion Potato Chips, Inspired by the lip-smacking combination of pure, cream, delicious cheese and fresh spring onions, it's a flavor that transcends borders. Feel the ripeness of juicy tomatoes. Imagine the lush red of tomato ketchup. Think of the sweetness of sauce mingling with the saltiness of chips. Take a bite of Juicy Tomato Ketchup Potato Chips. Savories their unique freshness and relish their crunchy crispness. RIB N LIB always concentrate on the satisfactory of the customers. Since, they are coming with new strategies like convention product like banana chips, groundnut chocolate, etc. which are creating a huge demand for the present consumers. RIB N LIB being 10 years old company. It is one of college student's favorite choices in their snacks purchases [7].

Strategies Followed

• Personal Selling

The personal selling strategy for Rib'n Lip chips leverages the products unique flavor profiles to create an engaging customer experience. By emphasizing the range of flavors, from spicy to tangy, sales representatives can appeal to diverse customer preferences and increase purchase intent. The crunchy texture and high-quality ingredients of Rib'n Lip chips further enhance the product's appeal, allowing sales representatives to position the brand as a premium snacking option. Effective personal selling techniques, such as product demonstrations and sampling, can also help to build brand awareness and drive sales. By understanding customer needs and preferences, sales representatives can tailor their approach to showcase the benefits of Rib'n Lip chips, ultimately driving customer loyalty and retention [8].



Fig 4: Product Variants of Rib'n Lip Chips

• Product Variants

Rib'n Lip chips offers a diverse range of product variants, each catering to distinct consumer preferences and flavour profiles. The brand's flavour portfolio includes variants such as Hot & Sweet, Sour Cream & Onion, Barbecue, and Classic Salted, among others. These product variants not only appeal to different taste preferences but also enable the brand to target specific consumer segments. The availability of multiple flavours also allows Rib'n Lip to stay competitive in the market, as consumers are increasingly

seeking variety and novelty in their snacking experiences ^[9]. Furthermore, the product variants can be leveraged to create limited-edition flavors, seasonal offerings, or co-branded products, providing opportunities for innovation and growth ^[10].

Result

Rib n'lip is potato based snacks. This is one of growing food industry in India. The consumers are blooming daily in this market. Since, India is going to be the youth nation by 2024 having more youth in the country.

Rib n'lip product is manufactured and sold in Chennai. Since, there is more population density and several state people are in the district. The possibility of getting sold is more.

The product is marketed mainly in college campuses compared to other retail shops. The younger generation are easily attracted to these types of foods. Therefore, the targeted consumer are younger generation.

Rib n'lip having product variants in different flavours that attract different customers like Magic chat, Chilly tomato ketchup, Classic pepper, Cheese onion, Jeera pepper, Strawberry shocks and Choco boom.

The company is consolidated in Chennai with the product in market of 8 years. They are planning for the expansion in Tiruchirappalli district in Tamil Nadu.

The company promoted its product every year food-expo conducted in Nandambakkam trade centre in Chennai district and also they installed stalls in several IT companies in Chennai.

Conclusion

The Rib n'lip potato-based chips industry is poised to capitalize on the demographic trend of India becoming the youngest nation by 2024, with the highest amount of youth population. This presents a vast opportunity for the company to develop a more extensive customer base in the near future. By focusing on the youth demographic as its target customer, Rib n'lip can leverage this demographic advantage to drive sales growth, increase brand awareness, and establish itself as a leader in the chips industry. The expansion of the company will inevitably lead to a significant increase in revenue in the near future, as the youth population's preference for convenient and tasty snack options continues to grow. Furthermore, the strategic utilization of online advertisements will enable Rib n'lip to promote its products at a low cost compared to other media channels, thereby maximizing its return on investment. The combination of these factors a growing youth population, targeted marketing efforts, company expansion, and cost-effective online advertising positions Rib n'lip for sustained growth and success in the Indian market. Moreover, this study highlights the importance of demographic trends in shaping business strategies and underscores the potential for companies that adapt to these trends to achieve significant gains. In conclusion, Rib n'lip's focus on the youth demographic, coupled with its expansion plans and strategic use of online advertisements, makes it an exemplary case study for businesses seeking to capitalize on demographic trends and achieve success in the Indian market.

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