

# An Empirical Observation-Based Case Study on the Use of Colors in Chips Packaging on Jaipurites

Ms. Neelakshi Saxena<sup>1</sup>, Prof. (Dr.) Nirupama Singh<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Visual Arts, School of Fine Arts, IIS (Deemed to be University), Jaipur

<sup>2</sup>Prof. (Dr.) Nirupama Singh, Department of Visual Arts, (Central University of Himachal Pradesh)

## Abstract

This case study explores how color is used in chips packaging to appeal to consumers in Jaipur. Conducted through direct observation in retail environments across the city, the study identifies dominant color choices, shelf dynamics, and psychological cues used by brands to influence snack purchases. The findings reveal a strong preference for vibrant colors such as red, yellow, and green—colors that resonate with the spice-loving and visually driven consumer culture of Jaipur.

**Keywords:** Chips, Colors, Consumer Culture, Dynamics, Jaipurites, Packaging

## 1. Introduction

Jaipur, known for its vibrant culture and strong food heritage, has a consumer base that is both traditional and trend-aware. With snacks being an integral part of daily life, especially among youth and families, chips packaging plays a key role in influencing buying decisions. This case study focuses on how brands use color in packaging to communicate flavor, trigger interest, and attract Jaipurites, based solely on store-level visual observation.

## 2. Objectives

- To observe the dominant colors used in chips packaging available in Jaipur's retail stores.
- To interpret how these colors are used to influence local consumer behavior through psychological cues.
- To identify patterns in color usage that align with flavor preferences and regional aesthetics.
- To understand how brands position themselves visually in local versus modern retail formats.

## 3. Methodology

Approach: Empirical, observation-only (no surveys or consumer interviews)

Location: Jaipur, Rajasthan

Retail Spaces Visited:

- 2 supermarkets (Big Bazaar, Reliance Smart)
- 3 local Kirana/general stores in Raja Park, Mansarovar, and Bapu Nagar

Sample Size: 10 unique chips packets

Data Collected:

- Dominant packaging color
- Brand name and flavor
- Shelf placement and visibility
- Store type (local or modern retail)

## 4. Color Significance in Packaging Design

Colors play a crucial role in packaging, often triggering subconscious associations and emotional responses. Below is a breakdown of common color meaning relevant to chips packaging:

- **Red:** Known to stimulate appetite and urgency, red conveys energy, excitement, and spiciness. It is widely used in Indian masala-flavored snacks, aligning well with Jaipur's love for bold flavors.
- **Yellow:** Represents warmth, optimism, and youth. It draws attention quickly and is often used in products aimed at children or casual snackers.
- **Orange:** A blend of red and yellow, orange suggests adventure, crunchiness, and strong flavor. It's commonly seen in masala and tangy snacks.
- **Green:** Symbolizes freshness, health, and natural ingredients. Brands use green to signal herbal or plant-based flavors and align with wellness-conscious buyers.
- **Blue:** Evokes trust, calmness, and reliability. Often used for original or classic flavors, it reassures the consumer with a familiar choice.
- **Black:** Associated with sophistication and modernity. In chips packaging, black is often used to indicate premium, healthy, or baked products.
- **White:** Suggests purity, simplicity, and affordability. It often accompanied plain salted flavors or budget-friendly options.

### 4.1. Observed Product Table

Brand	Flavor	Dominant Color	Retail Type	Psychological Cue
Lays	Magic Masala	Red	Supermarket	Spice, energy, heat, excitement
Bingo!	Mad Angles	Orange	Local	Bold, masaledar, local flavor excitement
Kurkure	Chilli Chatka	Red	Local	Hot, chatpata, intense
Pringles	Sour Cream & Onion	Green	Supermarket	Freshness, international vibe
Uncle Chipps	Spicy Treat	Yellow	Local	Fun, casual, kid-friendly
Haldiram's	Tomato Twist	Red	Local	Sweet-spicy, classic Indian taste
Too Yumm!	Multigrain Baked	Black	Supermarket	Health-conscious,

				premium appeal
Lays	Classic Salted	Blue	Supermarket	Standard, trust-worthy, known choice
Balaji	Simply Salted	White	Local	Simplicity, affordability
Too Yumm!	Baked Cheese	Yellow	Supermarket	Youth appeal, warm cheesy tone

**Table1: Product Table**

## 5. Key Observations

### 5.1. Jaipur's Visual Taste

- Jaipurites show a clear preference for visually vibrant packaging-red, orange, and yellow dominate store shelves.
- Red was observed most frequently, reflecting local love for spicy, masala-rich flavors.

### 5.2. Market Tier Influence

- Local shops carry brighter, more cluttered color palettes-targeting quick, low-cost purchases.
- Supermarkets showcase minimalist designs and black/white tones for “healthy” or imported-looking snacks.

### 5.3. Regional Relevance

- Brands seem to adapt to Rajasthani taste preferences-more masala and tangy snacks in fiery-colored packaging.
- Green and white, though less frequent, stand out on shelves and suggest health or herb-based flavors.

## 6. Color Analysis Based on Psychological Influence

Color	Frequency	Inferred Emotional Appeal to Jaipurites
Red	3	Excitement, spice, tradition, heat-matches local taste
Yellow	2	Warmth, fun, casual-appeals to kids and teens
Orange	1	Crunch, boldness-commonly used for masala snacks
Green	1	Freshness, herbs-suggests “better-for-you” snacks
Blue	1	Calm, familiarity-used for classic or family flavors
Black	1	Premium, health-conscious-urban Jaipur appeal
White	1	Simplicity, trust-used in budget or plain salted chips

**Table 2: Color Analysis**

## 7. Insights and Analysis

This visual study reveals that color is a powerful, intentional tool in chips packaging in Jaipur. The prevalence of red and yellow tones signals a cultural connection to vibrant, flavorful, and spicy food preferences. Urban Jaipur, particularly in supermarkets, shows growing acceptance of black and white minimalist packaging associated with wellness and modern lifestyles. Brands seem to blend universal color psychology with local tastes to design packaging that both stands out and speaks to the Jaipur market.

## 8. Conclusion

Color in chips packaging is more than a design choice—it's a silent language. In Jaipur, where tradition meets trend, packaging colors act as key influencers on consumer attention and emotion. The study concludes that packaging strategies are finely tuned to resonate with local buying behavior, using color as a subconscious invitation to snack.

## 9. Author Vitae

### 9.1. Neelakshi Saxena

Neelakshi Saxena is a postgraduate student in Visual Arts at IIS Deemed to be University. Her research interests include color psychology, brand packaging, and consumer behavior in emerging markets.

### 9.2. Prof. (Dr.) Nirupama Singh

Dr. Nirupama Singh is a Ph.D holder and is a postgraduate in Visual Arts from International College of Girls, affiliated by Rajasthan University. She is surveying as a professor and research guide at Central University of Himachal Pradesh at Visual Arts department. Her research interests include Indian Art and Western Art.

## 10. Essential Title Page Information

### 10.1. Full title of the Paper

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### 10.2. Author(s)

- Neelakshi Saxena and Prof. (Dr.) Nirupama Singh

### 10.3. Affiliations

- Neelakshi Saxena (IIS Deemed to be University, Jaipur)
- Prof. (Dr.) Nirupama Singh (Central University of Himachal Pradesh)

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