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## A study on consumer perception towards Cadbury chocolate with special reference to Coimbatore City

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### Abstract

The present study is based on the preference of Cadbury Chocolate among the consumers. The sample survey of 50 respondents was undertaken to find out the perception of Cadbury Product in Coimbatore City. The study mainly concentrated on general price level, quality, taste, brand and consumer expectations overall satisfaction about Cadbury Products, general awareness and consumer perception of Cadbury Products.

**Keywords:** Cadbury, dairy products, consumer perception, chocolates, satisfaction

### Introduction

Perception refers to the senses that any organism uses to collect information about its environment. Wade & Tavris note that the senses corresponding to the human sense organs have been categorised at least since Aristotle's time as: vision, hearing, taste, touch and smell. Walters & Bergiel continue the biological viewpoint by explaining that according to the modern outlook, our sense of smell and taste are our olfactory senses due to the fact that our senses of smell and taste are so closely entwined. They continue by stating that humans also perceive in a kinaesthetic mode and in a vestibular mode.

In consumer behaviour, however, perception refers to much more than just the biological use of our sense organs. It includes the way stimuli are interacted and integrated by the consumer.

Although there are numerous definitions in literature explaining perception from a consumer behaviour perspective, the one used by Walters provides particular clarity on the topic:

"The entire process by which an individual becomes aware of the environment and interprets it so that it will fit into his or her frame of reference."

### Meaning of Consumer Perception

Liberalization of the economy in the nineties and the entry of large players in the retail business have brought the retail industry into spotlight. After super markets, departmental stores and convenience stores, Indian retail has seen concept of hypermarkets coming of age. "Retailing includes all the activities involved in selling goods or services to the final consumers for personal, non-business use".

### Objectives

- To understand the people perception towards consumption of Cadbury chocolate.
- To measure the awareness about the Cadbury products.
- To study about the purchasing pattern of Cadbury products.
- To know the Consumer satisfaction levels regarding the Cadbury products.
- To Identify which brand is more by the consumer in Cadbury.

### Scope

In this research investigation was conducted to determine the position of consuming habits towards Cadbury Chocolate. The aspects looked into the preference of chocolate. The scope of the study to analyse the consumer perception of Cadbury chocolate.

**History of cadbury product**

Cadbury was introduced in the United Kingdom in 1905 and now consists of a number of different products. It is a brand of milk chocolate currently manufactured by Cadbury.

In 1824 John Cadbury opened a shop at 93 Bull street, Birmingham in the 1830's. Among other things, he sold cocoa and drinking chocolate, which he prepared himself using a pestle and mortar. Cadbury is a British confectionery company owned by Mondelez International. Cadbury India began its operations in India on 19 July 1948 by importing chocolates. In India Cadbury operates in four categories chocolate confectionery, milk food drinks, beverage and Cadbury & gum category.

In 1950's first overseas factoring near Hobart, Tasmania. In India Cadbury has 5 company owned manufacturing g facilities and 5 sales offices in 5 meters. The corporate office is in Mumbai. Cadbury enjoys a value market share of over 70%. The highest Cadbury brand share in the world. Cadbury India has been ranked in the FMCG sector in 2007. In 2017 Cadbury Dairy milk introduced in Australia, blending the best of dark and milk chocolates.

**Limitations**

There are some limitations is the study on consumer perception regarding Cadbury products.

- Sample size is 50, so the accurate survey is not enough to generalize the finding of the study.
- Samples are only collected in Coimbatore District, so it will not applicable to other places.

**Review of literature**

Chakraborty <sup>[1]</sup> (2010) in a study conducted in Hyderabad. In India he identified the driving shopping, motives of Indian consumer. Factor analysis three shopping motives two of which related to hedonic shopping motive and one of the utilitarian. The factor were named as diversion, socialization and utilitarian. Other dimension are store attributes, shopping outcomes and shopping perceived cost. The identified factor could be the key for discount stores for understanding the shoppers.

Dr. Shendge <sup>[2]</sup> (2012) on his study "A comparative study of consumer perception towards Cadbury and nestle chocolates with special reference to Navi Peth Area in Solapur city" viewed that chocolate is liked and eaten by all age groups of people.

Prof. R.C.S. Rajpurohit and Dr. M.L. Vasita (2011) <sup>[3]</sup> on their study "consumer preference and satisfaction towards various mobile phone service providers an exploratory study in Jodhapur city, Rajasthan" conducted that on 250 mobile phone users of various mobile phone service providers such as Airtel, Vodafone, BSNL, Reliance, Idea and few other players. The result derived from this study indicate that the factor induces the consumer to buy a particular mobile phone operator followed by a network coverage and brand

<sup>1</sup> Chakraborty, "A study of selected discount stores retail in Hyderabad for the purpose of identifying the factors in regards to shopping motives, store attributes, shopping outcomes and perceived shopping cost", International journal of global business, 2010,3(1), P.P. No.1-19.

<sup>2</sup> Dr. Shendge (2012) "A comparative study of consumer preference towards Cadbury and nestle chocolates with special reference to Navi Peth Area in Solapur City" Solapur University, Solapur.

<sup>3</sup>Prof. R.C.S. Rajpurohit and Dr. M.L. Vasita (2011) " Consumer Preference and Satisfaction towards various mobile phone service providers an exploratory study in Jodhpur city, Rajasthan" Gurukul Business Review(GBR) ISSN: 0973-1466, Vol.7,pp. 1-11

image. The finding derived from the study will be helpful for mobile phone service provided for the promotion of mobile phone service.

Dr. S. Subadra (2010) <sup>[4]</sup> on their study "Consumer Perceptions and Behaviour: A Study with special reference to Car Owners in Namakkal District" reviewed that the market is now predominately consumer driver. The focuses shifting for product based marketing to need based marketing. So it is important to study the consumer perception and behaviour of the car owners which will give as feedback on how marketing strategy can be worked. Namakal town in Tamilnadu, which is in the southern part of India, which progressive and growing market for cars. The simple random sampling technique was adopted in the study to select the sample respondents. As the size of the universe is respected, the study has been conducted on the respondents of all the segments of passenger cars. Cluster analysis has been used to identify the consumer with similar taste and preference with respect to purchase of car. This study is concluded that consumer behaviour plays a vital role in marketing cars and there is more scope for extensive research in this area.

Anil Mathur (2001) <sup>[5]</sup> on his study "A study of changes in brand preference "stated the brand preference are usually studied by attempting to profile and understand royal consumers. This paper presents a study of changes in brand preference. Theory and research is used to proper and test a model based on proposition the changes in brand preference and their development on the result of life event that service as marker of life transitions. Changes are viewed to be result of adjustments to new life conditions and changes in life time to cope with stressful life changes. The data support these notions and suggest implications for consumer research.

**Research methodology**

**Sample size and design**

A sample of 50 respondents were taken who was taken on the basis of convenience.

**Data collection**

The data are primary data collected through questioners.

**Tools for Analysis**

- Percentage Analysis
- Rank correlation Analysis
- Likert Analysis

**Data Analysis**

**Percentage Analysis**

**Table showing the interest of the respondents towards chocolate**

Factors	No. of respondents	Percentage
Very much	38	76
Not much	11	22
Not at all	1	2
Total	50	100

<sup>4</sup>Dr. Subadra, "Consumer Perception and Behaviour. A study with special reference to Car Owners in Namakal District" Sri Krishna International research & Educational consortium. <http://www.skirec.com> ISSN 2229-4104, Volume 1, issue 3.

<sup>5</sup>Anil Mathur (2001) "A study of changes in Brand preference" Asia Pacific Advances in consumer research volume 4, pages 133-139.

From the above table, it is clear that 76% of the respondents like chocolate very much, 22% of the respondents like chocolate not much, 2% of the respondents like chocolate not at all.

**Table showing the source of media to respondents about Cadbury product**

Factors	No. of respondents	Percentage
Advertisement	19	38
Word of mouth	14	28
Displays in the shop	15	30
Others	2	4
Total	50	100

From the above table, it is clear that 38% of the respondents are aware of Cadbury product through advertisement, 28% of the respondents are aware of Cadbury product through word of mouth, 30% of the respondents aware of Cadbury

product through displays in the shop, 4% of the respondents are aware through other sources.

**Table showing the frequency of purchase of chocolate.**

Factors	No. of respondents	Percentage
Once in every day	19	38
2-3 times a week	13	26
Once a week	5	10
On special occasions only	13	26
Total	50	100

From the above table, it is clear that 38% of the respondents buy chocolate every day, 26% of the respondents buy chocolate 2-3 times a week, 10% of the respondents buy chocolate once in a week, 26% of the respondents buy chocolate on special occasions only.

**Table showing the duration of purchase of Cadbury chocolate.**

Factors	No. of respondents	Percentage
3-6 months	15	30
6months-1year	6	12
1-3years	13	26
3years and above	16	32
Total	50	100

From the above table, it is clear that 30% of the respondents have purchased chocolates for 3-6 months, 12% of the respondents have purchased chocolates for 6months-1year, 26% of the respondents have purchased chocolates for 1-3years, 32% of the respondents have purchased chocolates for 3years and above.

**Rank Correlation**

**Table showing the preference level of respondents towards Cadbury Chocolates.**

Factor	1	2	3	4	5	6	7	Total	Rank
Taste	20(7)	20(6)	6(5)	2(4)	1(3)	1(2)	0(1)	295	1
Sweetness	16(7)	12(6)	9(5)	5(4)	6(3)	1(2)	1(1)	270	2
Price	3(7)	7(6)	8(5)	10(4)	8(3)	9(2)	5(1)	190	4
Calories	1(7)	0(6)	3(5)	4(4)	14(3)	11(2)	7(1)	109	7
Brand	7(7)	4(6)	7(5)	9(4)	5(3)	11(2)	17(1)	198	3
Package	0(7)	2(6)	9(5)	7(4)	8(3)	11(2)	13(1)	144	6
Flavour	3(7)	6(6)	7(5)	12(4)	8(3)	7(2)	7(1)	185	5

From the above table, it is clear that taste is ranked first, Sweetness is ranked second, Brand is ranked third, Price is ranked fourth, Flavour is ranked fifth, Packaging is ranked sixth and Calories is ranked seventh of Cadbury chocolate.

**Likert Analysis**

**Table showing the satisfaction level of the respondents towards Cadbury products.**

Factor	HS	S	N	DS	HDS	Total	Likert scale value( $\sum fx/\sum f$ )
Flavour	140	80	6	0	0	226	4.52
Price	40	104	36	6	1	187	3.74
Quality	85	76	36	4	0	201	4.02
Packaging	115	80	18	2	0	215	4.3
Taste	150	56	15	2	0	223	4.46
Brand	110	96	9	0	1	216	4.32
Image	75	92	33	2	0	202	4.04
Colour	100	56	30	6	3	196	3.9
Shape	80	60	42	4	3	189	3.78

HS-Highly Satisfied S-Satisfied N-Neutral DS-Dissatisfied HDS-Highly Dissatisfied

From the above table, respondents are highly satisfied with flavour and satisfied with other factors in the Cadbury product.

**Findings**

- 76% of the respondents like chocolate very much.
- 38% of the respondents aware of Cadbury products through advertisement.
- 38% of the respondents buy chocolate once every day.

- 32% of the respondents have purchased chocolate for 3years and above.
- Taste is ranked first by the respondents towards Cadbury product.
- The respondents have highly satisfied with flavour in the Cadbury product

#### **Suggestions**

- Many flavours like strawberry, orange, vanilla etc.
- All varieties must be available in all areas.
- Many others shaped chocolate can be introduced
- The company should maintain the awareness about Cadbury Dairy Milk.
- It reduces the cost and increases the offers.

#### **Conclusion**

From this study the researcher concludes the all chocolates brand of “CADBURY DAIRY MILK CHOCOLATE” should take necessary promotional activities to increases their demand by introducing new flavour in small quantities of pack. As cost was not a matter fact, the producers can with stand the chocolates market in Coimbatore District. Again variety of Advertisement through television media will increase the marketability of dairy milk chocolates. Consumer perception towards Cadbury dairy milk chocolates in Coimbatore district was affected by Brand, Quality, Flavour, Taste and Source of awareness upon the consumer perception factors. From the analyze of consumer perception towards Cadbury dairy milk chocolate, the researcher concluded that, the consumer level of satisfaction are good.

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