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A Study on consumer's preference towards Cadbury products in Coimbatore city

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Abstract

The present study is based on the preference of CADBURY DAIRY MILK among the consumer. A sample survey of 150 respondents was undertaken to find out the preference of CADBURY DAIRY MILK in Coimbatore city. The study mainly concentrated on general price level, quality & consumer expectation overall satisfaction about CADBURY DAIRY MILK, general awareness and consumer preferences of CADBURY DAIRY MILK.

Keywords: Cadbury, Dairy products, Consumer preference, chocolates, satisfaction

Introduction

Marketing has become a pervasive force capable of guiding and even controlling production. In fact, it is the market potential and not production resources that guide a business today. This involves the integration of a number of activities from the conception of a product idea to its profitable selling and ultimate consumption.

Cadbury in India-An Overview

Cadbury India Ltd. is a part of Mondelez International. Cadbury India operates in five categories – Chocolate confectionery, Beverages, Biscuits, Gum and Candy. In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are *Cadbury Dairy Milk*, *Bournvita*, *5 Star*, *Perk*, *Bournville*, *Celebrations*, *Gems*, *Halls*, *Éclairs*, *Bubbalo*, *Tang* and *Oreo*. Our core purpose "make today delicious" captures the spirit of what we are trying to achieve as a business.

In India, Cadbury began its operations in 1948 by importing chocolates. After over 60 years of existence, it today has six company-owned manufacturing facilities at Thane, Induri (Pune) and Malanpur (Gwalior), Bangalore and Baddi (Himachal Pradesh) Hyderabad and 4 sales offices (New Delhi, Mumbai, Kolkata and Chennai). The corporate office is in Mumbai.



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Objective of the Study

1. To find out the consumers preference towards Cadbury products.

Scope of the Study

This project was done to find out the consumer preference towards Cadbury products and varieties of products available and no such study was conducted in Cadbury products. So the investigator was interested in conducting this study.

The researcher used convenience sampling to collect the data. This research study is descriptive in nature. The collected details were analyzed, tabulated and interpreted. Various suggestions of consumers were shortlisted and provided for improving sales.

This study was conducted in Coimbatore city only and only 150 respondents were considered to conduct this study. This study also tells about the consumer taste preference for chocolates and the normal purchasing place of their favorite brand.

Limitations of the Study

1. The sample group was restricted to Coimbatore city only.
2. The sample size was limited to 150 respondents only.
3. Only consumers view point was considered and a shopkeeper, companies' views was not taken.
4. This study is purely based on primary data.
5. Consumer's feelings were expressed as suggestions to manufacturers to improve products.

Tools Used

For analyzing the obtained data simple percentage method was used.

2. Reviews of Literature

1. Paul Rozin (1991) in his article states that Chocolate is the most craved food among females, and is craved by almost half of the female sample (in both age groups). Although this craving is related to a sweet craving, it cannot be accounted for as a craving for sweets. About half of the female cravers show a very well defined craving peak for chocolate in the premenstrual period, beginning from a few days before the onset of menses and extending into the first few days of menses. There is not a significant relation in chocolate craving or liking between parents and their children.
2. Sarah Hagget (1994) says that a controversial, government endorsed campaign to tackle obesity by encouraging children to exchange chocolate bar wrappers for sports equipment. A company like Cadbury is capable of delivering 12 million messages into the market place and engaging young people in positive dialogue. Under the scheme, school-children get "free" equipment when they collect tokens from Cadbury chocolate bars. It has been calculated that children need to collect tokens from 5440 chocolate bars for a net and set of volleyball posts.
3. Lipp (1998) in his view states that his work reviews the literature on the compositional data of vegetable fats used or proposed as alternatives to cocoa butter in chocolate and confectionery products. Cocoa butter is the only continuous phase in chocolate, thus responsible for the dispersion of all other constituents and for the physical behavior of chocolate. Unique to cocoa butter is its brittleness at room temperature and its quick and complete melting at body temperature. There were, and are, strong efforts to replace cocoa butter in part for

chocolate production for technological and economic reasons.

4. Philip K. Wilson (1999) from his view says that in 1753, the noted nosologist, Carl Linnaeus, named it *Theobroma cacao*, food of the Gods. Two and a half centuries later, Joanne Harris emphasized this exotic's erotic sensations in her award winning fiction debut, *Chocolat*. For millennia, healers have touted its myriad medicinal, yet mystical, abilities. By the 1950s, chocolate, what had long been used as a drug, a food and as a source of currency, was being marketed merely as a pleasure-filled snack. Over the next half century, the craving to carve out chocolate's healthy, medicinal qualities resurged.
5. Jan Wollgast (2000) feels that Cocoa beans are rich in polyphenols in particular catechins and proanthocyanidins. However, a sharp decrease in quantity occurs during fermentation and drying of cocoa beans and further retention has been reported during roasting. Characterisation and in particular quantification of polyphenols in chocolate has only been developed relatively recently. This work reviews further on the literature on the available methodology for analysis, quantification, isolation, purification, and structure elucidation of polyphenols in cocoa components and other commodities. The characterization and quantification of the polyphenol composition is amongst the first steps to be done to evaluate a putative contribution of chocolate to human health.

Table 1: Table Showing the Habit of Eating Chocolates

Habit of eating chocolates	No. of Respondents	Percentage
Yes	144	96
No	06	04
Total	150	100

Source: Primary Data

Interpretation

The above table states that 96% of respondents are having the habit of eating chocolates and 4% of respondents are not having the habit of eating chocolates. It is found that majority of respondents (96%) are having the habit of eating chocolates.

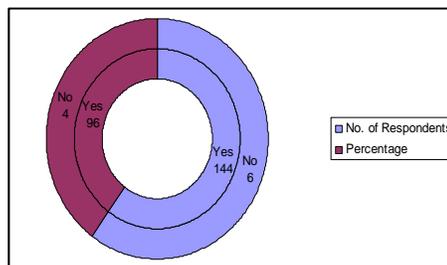


Chart 1: Chart Showing the Habit of Eating Chocolates

Table 2: Table Showing Brand Preference for Chocolates

Brand	No. of Respondents	Percentage
Cadbury	120	80
Nestle	21	14
Parle	03	02
Others	06	04
Total	150	100

Source: Primary Data

Interpretation

The above table shows that 80% of respondents prefer Cadbury products and 14% of respondents prefer Nestle products and 2% of respondents prefer Parle products and other 4% of respondents prefer other brands. It is found that majority of respondents (80%) prefer Cadbury products.

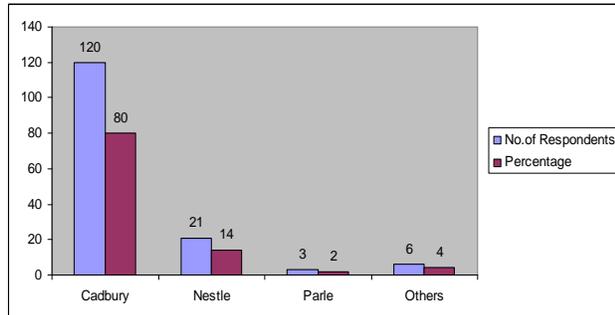


Chart 2: Chart Showing Brand Preference For Chocolates

Table 3: Table Showing The Preference Of Filling In Chocolates

Filling in Chocolates	No. of Respondents	Percentage
Fruits & Nuts	93	62
Caramel	24	16
Wafers	03	02
Crisps	24	16
Others	06	04
Total	150	100

Source: Primary Data

Interpretation

The above shows that 62% of respondents prefer fruits & Nuts filling in chocolates and 16% of respondents prefer caramel filling. 2% of respondents prefer wafers filling and 16% of respondents prefer crisps filling and 4% of respondents prefer various other filling in chocolates. It is found that majority of respondents (62%) prefer Fruits & Nuts filling in chocolates.

Table 3: Showing The Varieties Of Chocolates In Cadbury

Products	No. of respondents	Percentage
Dairy milk	45	30
Dairy milk silk	60	40
Dairy milk shots	09	06
Dairy milk roast & almond	09	06
Dairy milk Crackle	09	06
Dairy milk Fruit & Nut	33	22
Dairy milk Temptation	12	08
Dairy milk Bournville	03	02
5star	06	04
5 star crunchy	09	06
5 star fruit & nut	06	04
Nutties	06	04
Oreo	06	04
Perk	06	04
Gems	12	08
Bytes	09	10
Halls	06	04
Bubbaloo	06	04
Bournvita	06	04
Eclairs	06	04
Tang	06	04
Total	270	194

Source: Primary Data

Interpretation

The above table shows that 30% of respondents prefer Dairy milk, 40% of respondents prefer Dairy milk Silk, 6% of respondents prefer Dairy milk Shots, 6% of respondents prefer Dairy milk Roast 7 Almond, 6% of respondents prefer Dairy milk Crackle, 22% of respondents prefer Dairy milk Fruit & Nut, 8% of respondents prefer Temptations, 2% of respondents prefer Bournville, 4% of respondents prefer Nutties chocolate, 4% of respondents prefer Oreo biscuits, 8% of respondents like Gems, 10% of respondents like Bytes, 4% of respondents like Bubbaloo, 4% of respondents like Tang drink mix, 4% of respondents like Eclairs chocolate. It is found that majority of respondents (40%) like Dairy Milk Silk Chocolate.

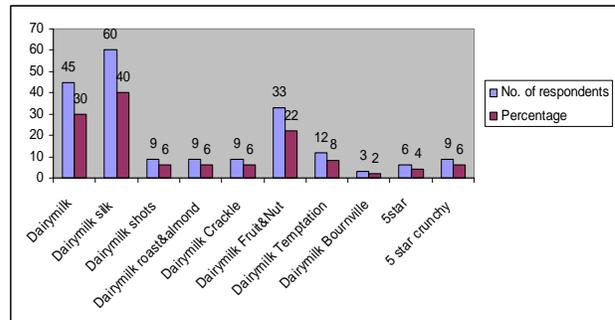
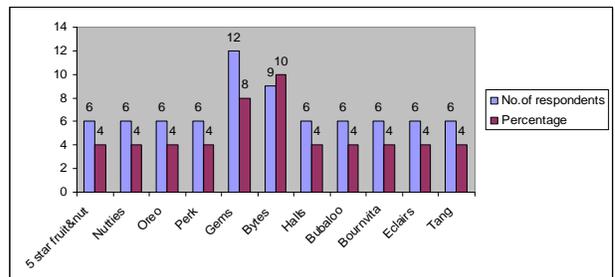


Chart 3: Chart Showing the Varieties of Products in Cadbury



Findings

- Majority of the respondents are having the habit of eating chocolates.
- Majority of the respondents like Cadbury brand chocolates.
- Majority of the respondents prefer Dark chocolates.
- Majority of the respondents like Fruit & Nuts filling in chocolates.
- Majority of respondents likes to consume chocolates once in a week.

Majority of respondents like Chocolates in Cadbury products

Suggestions

- Many flavors must be introduced.
- All varieties must be available in all areas.
- Quantity must be increased to equal the costs.
- Many other shaped chocolate can be introduced.

Conclusion

This project is focused on consumer's preference towards products. From my study, I found out that majority of

consumers prefer silk chocolates. And my conclusion from this study is that if process is lowered, then the Cadbury Company can attract more consumers and increase their market shares and also to provide more and more variety flavors in chocolates and to give little much importance to other products as Biscuits, Health Drinks, Juice mix flavors etc. If these changes are made, then all products of Cadbury will attract more customers and increase their markets.

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