



Impact of Cadbury Advertisement on Consumer Buying Behaviour

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INTRODUCTION:

In this study I examined the product performance and consumer preferences of two popular chocolate brands - Nestle and Cadbury, consumed by people of all ages. During this research I have worked with the people of "GUJARAT" After this research I got to know how people perceive these products in variables such as price, quality, advertising, satisfaction, taste, packaging and product reliability etc.

I also came to know what kind of chocolate is most appealing to people of all ages. In this study I checked how often and how much they ate chocolate, or bought a small, large or family pack. The tendency for continuous changes in their preferences is reflected in the report. In this report I have tried to explain all the research and facts about a smart product.

All marketing starts with the buyer. Therefore, the buyer is the most important person to the advertiser. The consumer decides what to buy, who to buy, what to buy, where to buy, and how much to buy. In order to be a successful marketer, he must know the likes and dislikes of customers. It must also know the time and amount of goods and services, which the consumer may purchase, in order to be able to store goods or provide services at the discretion of consumers. Gone are the days when the market concept allowed the buyer to realize or when the market was a trader's market. now the whole concept of consumer sovereignty reigns. Manufacturers produce and sell whatever the consumer wants. In this sense, "the consumer is the largest in the market". As consumers, we play a very important role in the life of the domestic, national or international economy. The decision we make regarding our operating behavior affects the need for basic equipment, transportation, banking, production; they make staff recruitment and distribution of resources a success in some industries and failures in others. Therefore, the seller must understand this

CADBURY

John Cadbury

Milk chocolate for consumption was first made by Cadbury in 1897 by adding powdered milk. John has a recipe for dark chocolate cocoa mass, cocoa butter and sugar. By modern standards this chocolate was not good at all: it was rough and dry and did not have enough sweetness or milk for the general public.

There was a lot of competition from the continent's producers, not only the French, but also the Swiss, who are famous for their milk chocolate. Led by George Cadbury junior, a Bourneville expert is determined to meet the challenges.

A lot of time and money was spent on researching a new plant designed to produce chocolate in large quantities.

A recipe for fresh milk was made, and a production process was developed to produce milk chocolate "not only good, but much better" than imported milk chocolates. Four years of hard work was invested in the project and in 1905 what would be the Cadbury stop selling brand was introduced.

Three names to consider: Jersey, Highland Milk and Dairy Maid. The Dairy Maid became Dairy Milk and Cadbury Dairy Milk, with its unique flavor and creamy texture, was poised to challenge Swiss dominance in the dairy chocolate market.

In 1913 Dairy Milk became the best-selling company, line and in the mid-2000s Cadbury's Dairy Milk gained its position as a product leader, a position it has held since then.

CADBURY INDIA COMPANY REVIEW

Cadbury began operating in 1948 with the importation of chocolates and re-packaging before being distributed to the Indian market. After 59 years of existence, today it has five production facilities for five companies in Thane, Induri (PUNE) and Malanpur (GWALIOR), Bangalore and Baddi (HIMACHAL PRADESH) and 4 sales offices (New Delhi, Mumbai, Kolkata And Chennai). The business office is located in Mumbai.

Cadbury India currently operates in three sectors namely. confectioneries of chocolate, Milk, Food, Beverages and candy category. In the confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Eclairs and festivals.

Cadbury enjoys a market share of more than 70% of Cadbury's highest product shareholder in the world! Their main source of Cadbury Dairy Milk is considered the "Gold Standard" of chocolate in India.

Since 1965 Cadbury has also pioneered the development of cocoa cultivation in India. For more than two decades, working with Kerala Agriculture

University researching cocoa and producing clones, hybrids that improve cocoa yields.

Today Cadbury is gearing up for its rise in value growth and new business categories, namely gum, mint, snacks and gifts. It is part of Cadbury Schweppes Group, world number. 1 Confectionery Company.

CADBURY WORLDWIDE

Cadbury is the world's largest confectionery company and has a strong regional presence in American and Australian beverages. As the origins go back 20 years, today their products include a genre like this:

Cadbury, Schweppes, Halls, Trident, Dr. Pepper, Snapple, Trebor, Dentyne, Bubblicious and Bassett- are enjoyed in almost every country in the world. We employ about 60,000 people.

Did you know?

Cadbury Dairy Milk emerged as the 1st most trusted brand in Mumbai with the 2005 survey program for Brand Equity's Most Trusted Brands. During the First World War, Cadbury Dairy Milk supported the war effort. More than 2,000 male workers joined the army and Cadbury sent books, warm clothing, and chocolates in advance.

CADBURY PRODUCT PROFILE

1. DAIRYMILK



Cadbury Dairy Milk is a British dairy product made by Cadbury. It was introduced in the United Kingdom in 1905 and now has a large number of products. Every product on the Dairy Milk line is made with milk chocolate only. In 2014, Dairy Milk was listed as the best-selling chocolate bar in the UK. Produced and distributed by Hershey Company in the United States under the Cadbury license. Chocolate is now available in many countries including India, Kazakhstan, China, Sri Lanka and Pakistan.

1. 5 STARS



5 Star is a chocolate bar produced by Cadbury and sold in India, Indonesia, Malaysia, Brazil, South Africa, the Philippines and Egypt. It is described as a mixture of "caramel and nougat" covered with "smooth milk chocolate" and sold with a star-studded gold cloth.

2. AMAZING CREATION



INDIA - August 2, 2016- Mondelez India Foods Private Limited, today announced the launch of another exciting new event - Cadbury Dairy Milk

Marvelous Creations. Following the successful launch of India 's first' middle 'Chocolate - Cadbury Dairy Milk Silk Caramello and India' first 'breathable' chocolate - Cadbury Dairy Milk Silk Bubbly, Mondelez India, the market leader in the category of chocolate in India (according to Nielsen) brings its international brand Cadbury Dairy Milk Marvelous Creations to India. Featuring a fun and playful feature, this unique chocolate bar surprises consumers with its unique form and unexpected installation. Cadbury Dairy Milk Marvelous Creations will be available in two flavors, Jelly Popping Candy and Cookie Nut Crunch, and will be produced at the company's new production facility in Sri City, Andhra Pradesh.

Consumer purchasing behavior:

As a consumer we are all different and this difference is reflected in the usage pattern and purchase process. Consumer behavior research gives us reasons why consumers are different from each other in purchasing using products and services. We receive in-depth promotions and details of marketing strategies for a variety of products and services, and we respond to these recommendations regarding the purchase or non-purchase of a product. Between the stage of receiving encouragement and responding, the consumer goes through the process of making his decision.

Categories of the purchasing process:

Six Stages of the Consumer Decision Process (With Complex Decisions). The actual purchase is only one phase of the process. Not all decision-making processes lead to a purchase. All consumer decisions do not always cover all 6 categories, which are determined by the level of difficulty ... discussed next.

The 6 categories are:

Problem Recognition - the difference between the desired condition and the actual condition. Shortage of a variety of products. Hunger stimulates your appetite.

Can the seller be encouraged by the product information - not knowing that you are lacking? I.E., see the sale of new shoes, stimulates your awareness that you need new shoes.

Searching for information--

Internal search, memory.

External search if you need more information. Friends and relatives (word of mouth). Advertiser-controlled resources; purchase comparison; social media etc.

Successful information search leaves the consumer with other possible alternatives, a revived set.

You are hungry, you want to go out and eat, a set wake up

Chinese food

Indian food

Burger king

Alternative testing - requires establishing a test method, features that the consumer wants or does not want. Other methods for weight / weight or resume search. You may decide that you want spicy food, Indian gets top position etc. If you are not satisfied with your decisions, return to the search section. Can you think of another restaurant? Look at the yellow pages etc. Information from different sources can be treated differently. Retailers are trying to influence some of the "independent".

Purchase decision - Choose another purchase, including product, package, store, purchase method etc.

Purchase-May vary depending on decision, expiration time between 4 & 5, product availability.

Post-Purchase Review - Result: Satisfaction or Dissatisfaction.

Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communications etc.

After eating Indian food, you may think that you really wanted Chinese food instead.

Types of Consumer Shopping Behavior

The types of consumer purchasing behaviors are determined by:

Level of Involvement in purchasing decision. The importance and intensity of interest in a particular product.

Consumer engagement level determines why they are encouraged to seek information about certain products and products but simply ignore others.

High engagement purchases - Honda motorcycle, high-value goods, products visible to others, and where high risk increases exposure.

LITERATURE REVIEW

- The consumer should learn chocolate from a variety of sources, especially from friends and family, through his or her advertising and experience. Whether promotion and marketing harm or benefit the product is not well researched. Over time, ads help brands by making the consumer feel less valued and more reliable. The purchase decision regarding a particular brand and fidelity is the result of various product features. (Mela, Gupta and Lehman, 1997)
- Advertisers should keep in mind that advertising messages are interpreted differently between the opposite sex. (Maldonado, Tansuhaj& Muehling, 2003; Hogg & Garrow, 2003; Putrevu, 2001)
- Studies have proven that women were more likely to participate in interpretation than men. (Maldonado & Muehling, 2003)
- They found that women had more interest in the details of the ad characters when asked to analyze advertising messages. They said this could be explained by the fact that women have a greater tendency than men to consider external knowledge and related information. Women are 'perfect processors' who try to gather all the information available about the product. (Hogg and Garrow) (2003)
- Advertising can change a consumer's perception of a product depending on the content of the attributes and the component and affect the consumer's taste for the adjectives
Understanding why a consumer chooses a product based on its specifications helps sellers understand why some consumers have preferences for certain products. (Gwin&Gwin, 2003)
- Product preferences and product attributes: Attributes are a feature or trait that an item may or may not have and that includes both internal and external features. (Mowen & Minor, 1998)
- Both the practical and intangible features of a product are equally important in choosing a product or brand. (Myers, 2003)
- There is no evidence that some features are more closely related to customer loyalty than others. Romariuk and Sharp (2003) suggested that advertisers should focus more on how many qualities a product should be associated with and not on what qualities. With less aggressive products, consumers have a more meaningful view of the nature of the attributes (e.g. food, cosmetics) because they are always advertised and marketed. (Romariuk& Sharp, 2003)
- Price is another type of attribute used by consumers to evaluate a product. Price can sometimes be an indicator of quality; at a high price indicating high quality. (Mowen & Minor, 1998; Siu & Wong, 2002)
- Consumers recognize that higher prices may be incurred in higher quality control costs. (Siu & Wong, 2002)
- Some consumers are more sensitive to price (elastic demand), where higher prices may switch consumers to competing products. So the price can have a positive or negative impact on customers. (Mowen & Minor, 1998)
- Another study by Variawa (2010) analyzed the impact of packaging on the Fast Moving Consumer Goods consumer decision-making process. The purpose of the study was to analyze the impact of packaging decision-making processes for low-income consumers on retail purchases. The research methodology was used to achieve the research objectives. In a study conducted at Star Hyper in the city of Centerville 250 respondents participated. Research findings indicate that low-wage consumers have a lot to like about premium packaging as this can be reused after the product has been consumed. Although the findings indicate that there is a weak relationship between product packaging and product information. However, the results of research have proven that low-income consumers have a greater product experience from buying 'premium' products compared to their knowledge of buying a 'cheap' product.
Each category is defined by a number of researchers who are slightly different but lead to a similar view of what each category involves. For example, according to Bruner (1993), the first step is to recognize the need for a difference between what one has and what one wants. (Variawa, 2010)
- This view is also supported by Neal and Questel (2006) stating that the recognition of need occurs due to a number of factors and circumstances such as personal, work ethic and lifestyle leading to the formation of a buying concept. (Neal and Questel) (2006)
- Consumer searches for information related to the product or service you are seeking. The information search process can be internal and external. While internal search refers to a process in which consumers rely on their own experience and believe, external searches involve extensive search of information that includes media coverage and advertising or responses from other people. (Schiffman and Kanuk, 2007)
- Once the relevant information about the product or service has been obtained the next step involves analyzing alternatives. Kotler and Keller (2005) regard this category as one of the most important categories as the consumer considers all types and alternatives by considering factors such as size, quality and price. (Kotler and Keller, 2005)
- Suggested that the decision to purchase is one of the most important stages as this phase refers to the performance of the task. In other words, once a consumer has identified a need, he or she has sought out relevant information and has looked for alternatives. The decision to buy can also be divided

into a planned purchase, a smaller purchase or an unexpected purchase as stated by Kacen (2002).

The after-purchase decision includes the buyer's information about their purchase. Although the importance of this category may be emphasized by many authors Neal et al (2004) states that this is probably one of the most important stages in the consumer decision-making process as it directly affects consumers' purchasing of the same product or service from the same supplier in the future. (Backhaus et al, 2007)

- A lot of research has been done by scholars and academics on identifying and analyzing those factors that affect consumer purchasing behavior and as a result, a variety of items have been identified. These elements are divided into different types and categories in different ways by different authors. For example, Wiedermann et al (2007) distinguished them between internal and external factors. (Wiedermann et al, 2007)
- On the other hand, Winer (2009) categorizes them socially, personally and emotionally. (Owinile, 2009)
- Although they are divided into different groups by different authors they are similar in scope and purpose. (Rao, 2007)
- There are a variety of factors that can affect consumer behavior in different ways. These factors are distinguished by Hoyer et al. (2012) in four broad categories: social, personal, social and cultural factors.

Factors that affect consumer behavior can include location, environment, time and weather conditions (Hoyer et al., 2012). In order to benefit from the status quo of major retailers, try to create an environment and store environment that encourages the perception of customers to make a purchase decision. The list of tools available to achieve such an effect includes playing relaxing music in stores, producing refreshing scents in stores and placing bread and milk products in supermarkets at the opposite end of the store to facilitate the movement of customers throughout the store to buy more etc. (Hoyer et al, 2012)

RESEARCH METHOD

This chapter describes the research methodology. This project is based on information gathered from key sources. After a thorough study, an attempt was made to present a comprehensive analysis of the use of canned Cadbury chocolates. The data had been used to cover various aspects such as consumption, consumer preferences and customer satisfaction regarding Cadbury chocolate. In collecting the required data and information about the selected topic, We compiled a list of questions and distributed them to various WhatsApp groups and collected data.

Research design:

The study is a study of different categories because the data were collected at the same time. For the purpose of current research a related population sample was selected on the basis of comfort.

Sample Size and Design:

A sample of 100 people was taken on the basis of luxury. Real buyers are contacted by WhatsApp groups on the basis of random sampling.

Research Period:

The research work was only done for 2 or 3 weeks.

Research Tool:

This work is done by a series of self-regulating questions. Combined questions were open, dichotomous and offered many options.

Data Collection:

The data, collected for research purposes, is divided into 2 bases:

- Main Source: Key data includes a knowledgeable survey of "consumer behavior study on Cadbury chocolates". Data was collected directly from the respondent with the help of systematic questions.
- Second Source: The second data was collected online, References from the Library.

Sample design

It includes the size of the sample and the method we used to select different items from the sample sample design is a specific system for obtaining a sample from specific individuals.

Type of sample

Some people tend to like chocolate with good flavor, quality and texture so they go to Kit Kat and Munch of Nestle because of its taste and texture. The data was used to combine various factors such as consumption, consumer preferences and customer satisfaction 0 regarding Cadbury and Nestle chocolates.

Sample size

Samples of 100 people were taken on the basis of ease of use. The actual buyer is contacted on the basis of a random sample. For the purpose of current research a related population sample was selected on the basis of comfort.

Mathematical tools will be used

This work is done by a series of self-regulating questions. The query entered was open, unique and given many options.

Data Analysis

Data is an analysis based on a relevant table using a mathematical method. The method I used was the bar method. Despite Nestlé's declining shares in the candy market since 2007, Kit Kat's product share has increased from 2007, from 3.2% to 3.7%, behind rivals such as Ferrero Rocher, Ricola, Fisherman's Friend and Mentos in the confectionary market. However, by screening brands such as Ricola, Fisherman's Friend and Mentos, which are non-chocolate varieties, it is clear that Kit Kat is second only to Ferrero Rocher.

OBJECTIVE OF RESEARCH

This project is based on the Nestle Kit Kat's consumer preferences about Cadbury dairy products. The objectives of the study are: -

1. Consumer readings about Cadbury and Nestle chocolates.
2. To get to know consumers, look at chocolates.
3. Know which category of chocolate is most preferred.
4. Studying the various limits where you buy chocolates.
5. Know the taste and preferences of consumers in relation to Chocolate.

RESEARCH LIMITS

In an effort to make the project more realistic and credible, all possible aspects of the topic were kept in mind. However, despite the fact that there were challenges during the construction of the project. The main restrictions are as follows:

- Due to time constraints few people were selected for the study. So a consumer sample was not enough to compile the findings of the study.
- The main sources of research data were the main data with the help of queries that were able to control it. Therefore, changes in neutral information are small.
- People were reluctant to reveal the real truth.
- The opportunity to respond to bias cannot be eliminated even though all necessary steps have been taken to avoid the amount.

STUDY ANALYSIS

1. Do you like chocolate?

Choosing chocolate Yes No

Defendant's Number 95 5

From the above analysis of the given sample of 100 respondents it concludes that out of 100 people 95 people like to eat chocolate and only 5 do not like to eat chocolate.

2. Favorite brand of chocolate?

Product Favorite by Consumers

Cadbury 73

Article 22

From the above analysis given the sample of 93 chocolate eaters concludes that only 22 people prefer to eat nestle chocolate while 73 people prefer to eat Cadbury chocolate.

3. What kind of chocolate do you like?

Chocolate form Respondent number

Very 33

Characters 25

Crunchy 29

Nation 20

According to the above analysis there are 4 types of Strong Chocolate, Nutties, Crunchy, Chew, where customers are more likely to prefer the type of hard chocolate and the chew type of chocolate is less popular.

4. Which package did you buy?

Packet size Responder number

Small 28

Chief 48

Family pack 19

According to the above analysis, 95 people who eat chocolate prefer to buy a larger pack. The family pack is mostly preferred for adults only. Mainly based on customer preference and its requirements. But the company has all kinds of customer packages. Most consumers want larger packets and smaller packets, but there are a few buyers who want to integrate the chocolate pack family.

5. What special offers do you have?

Promotion deals Respondents Number

Free Gifts 52

Price supply 23

Another 20

According to the above analysis it was concluded that in the sample 95 people who ate 52 chocolates were attracted to free gifts. 23 prices

offered while 20 attracted for other reasons. There are different types of different offers to promote his product such as gifts and small amount. Mostly the brands use to reduce the quality and gifts in the product.

6. Which of the following factors affects your purchasing power?

Features Number of Respondents

Advertisement 65

Doctor advises 15

Brand ambassador 9

Ingredient 25

According to the above analysis it is concluded that advertising is the best way to attract the consumer to buy more. It has a greater impact than other factors. Although friends and relatives and brand ambassadors also play an important role in this. If a company has a good marketing strategy it means that sales of that company's product are increasing.

7. What about your say about the fair price of chocolate?

Chocolate Number Responder Number

Less than 5 6

5-10 23

10-20 51

20-30 4

More than 30 11

According to the above analysis it concludes that the consumer assumes that 10-20Rs is the right amount of chocolate. So you should be aware of this as it may affect chocolate sales.

8. How often do you buy chocolate?

Frequently used Response Number

Daily 17

Weekly 39

Monthly 18

Quarterly 5

From the above analysis it concludes that the haw who buys chocolate every week is the average chocolate purchase. A chocolate lover buys chocolate every week, with the consumer buying chocolate at least quarterly.

9. Marketing promotion plan such as Rs2 / - discount, 10 gram extra, free sweets etc. could it affect your purchase decision?

Sales Promotion Scheme Responder Number

Discount 54

Extra chocolate 26

Free sweets 20

According to the above analysis which marketing promotion program can affect your purchase decision such as Extra Chocolate, Discount, Free

Sweets etc. then the customer buys more chocolate when the company offers a discount and is bought less when it offers free sweets.

10. What is the popularity of chocolate age groups?

Products 0-10 10-20 20-30 More30

Cadbury 7 35 24 5

Nestle 5 6 8 5

No Use 2 1 1 1

According to the above analysis it concludes that people of all ages are very fond of Cadbury chocolate while the type of nestle is most popular with a group aged between 10-20. People over the age of 30 are equally interested in having both types.

Cadbury Chocolate is very popular among young people where Nestle Chocolate is a favorite of adult children and teens who prefer food to Cadbury milk and adults prefer to eat more Kit Kat chocolate.

SUGGESTIONS AND RECOMMENDATIONS

- The company should focus on television in order to advertise, as most people are attracted to television only.
- With promotional offers, the company should seek free gifts rather than looking for an alternative
- The Nestle company should focus on its packaging and people are less satisfied so while Cadbury should focus on the chocolate formulation.
- People are not satisfied with the price and quantity of chocolate so companies should focus on this.

Conclusion

A population survey was conducted to identify the likes of two brands Cadbury and Nestle. It is noteworthy that many people prefer to eat Cadbury type than Nestle. It is concluded that many people prefer Cadbury Dairy milk because of its taste / quality, quality and image and because of its durability. Some people tend to like chocolate with good flavor, quality and texture so they go to Kit Kat and Munch of Nestle because of its taste and texture.

So it is concluded that most people refer to buying a pack of their favorite chocolates, and sometimes some of them buy small packets with the family.

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