



A Study on Consumer Satisfaction towards A Cadbury Bournville Dark Chocolate in Coimbatore City

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ABSTRACT

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 Cadbury Bournville, cadbury Dairy Milk, 5 Star, Perk, Celebrations, Gems, Eclairs, The present study is based on the preference of cadbury chocolate among the consumer.

1.1 INTRODUCTION

Cadbury Bournville is a brand of milk chocolate manufactured by Cadbury. Every product in the Bournville line is made with exclusively milk chocolate. Cadbury India began its operations in India by importing chocolates. On 19 July 1948, Cadbury was incorporated in India. It now has manufacturing facilities in Thane, Induri (Pune), Malanpur (Gwalior), Baddi (Himachal Pradesh), Sri City and sales offices in New Delhi, Mumbai, Kolkata and Chennai. The corporate head office is in Mumbai. The head office is presently situated at Pedder Road, Mumbai, under the name of " Cadbury House". This monumental structure at Pedder Road has been a landmark for the citizens of Mumbai since its creation. Since 1965, Cadbury has also pioneered the development of cocoa cultivation in India. For over two decades, Cadbury has worked with the Kerala Agricultural University to undertake cocoa research and improve cocoa yields. Their cocoa team works with farmers to improve incomes through best practices in all aspects of cocoa cultivation—from planting to harvesting. Currently, Cadbury India operates in five categories Chocolate confectionery, Beverages, Biscuits, Gum and Candy. Its products include Cadbury Dairy Milk, Dairy Milk Silk, Bournville, 5-Star, Temptations, Perk, Eclairs, Bournvita, Celebrations, Gems, Bubbalo, Cadbury Dairy Milk Shots, Toblerone, Halls, Bilkul1, Tang, and Oreo. On 21st April 2014, Cadbury India changed its name to Mondelez India Foods Private Limited. Mondelez India Foods Private Limited is a part of Mondelez International group of companies and it is in the business of creating delicious moments of joy by producing delectable chocolate confectionaries, gum and candy products, and popular beverages and foods that include many of India's most popular and trusted food brands.

1.2 OBJECTIVES OF THE STUDY

- To understand the people perception towards consumption of Cadbury chocolate.
- To study about the purchasing pattern of Cadbury products.
- To know the Consumer satisfaction levels regarding the Cadbury products.

1.3 STATEMENT OF PROBLEM

Consumer satisfaction is the independent variable which is highly a complicated. It could be the influence of variable price, brand image, quality of the product, regularity of service. Today's market is open market, consumer taste and preference is always changeable in condition. A study on consumer satisfaction of Cadbury chocolate, in order to find out the solution, whether there is some satisfaction among the user of the Cadbury product or not.

1.4 RESEARCH METHODOLOGY

A sample of 100 respondents were taken who was taken on the basis of convenience.

TYPE OF RESEARCH

In present study both **primary data** as well as **secondary data** is used, which helps in identifying the Consumer Perceptions Towards Brand and Advertisements of Cadbury bournville chocolate and the latest trends of chocolate industry in India.

1.5 SCOPE OF THE STUDY

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. This project was done to find out the consumer satisfaction towards Cadbury chocolate. This study covers the consumer satisfaction to words Cadbury chocolate with special reference it. So the investigator was interest in conducting the study.

STATISTICAL TOOL

Two Methods are used as a research tool.

- Percentage Analysis.
- Rank Analysis.

1.6 LIMITATIONS OF THE STUDY

There are some limitations is the study on consumer presentation regarding Cadbury product.

- Sample size is 100, 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 place.
- The study is purely based on primary data. The data collected is from secondary source hence it is not 100% accurate.

2.1 REVIEW OF LITERATURE

1. Kurtz and Boone (2018) in their research work entitled “Consumer behavior interpersonal and social influence in rural area” concluded that one’s family is also an interpersonal determinant of consumer behavior. The influence of household members is often significant in the purchase decision process. Because of the close continuing interactions among family members the family often respondents the strongest source of group influence on the individual.

2. Jorin(2016) examined changes in spending power and buying habits of swiss consumers since the beginning of the 20th century and in the more recent part. Current trends include greater emphasis on healthy and safety food stuffs and less attention to price, increased demand for low calorie light products and increased demand for organically grown foods, for young people, more concern with enjoyment and less for health, with more meals eaten from home and generally an increased demand for convenience foods. The prospects for high quality branded product are seen to be good.

3. ANKITA SINGH (2000) made a examine on “Brand Image Measurement closer to Cadbury bournville chocolate. The predominant objectives of the examiner is to growth the intake and inspire the use of CPM as an quintessential a part of sweets. Primary statistics are amassed thru interview approach with the pattern length of a hundred and forty respondents. Tools like BAV evaluation had been used for this examine. The final results of the examiner famous that CPM is a universally regular logo that instigates a childlike conduct and happiness amongst all of the age groups. literature is a complete precis of preceding studies on a topic.lity and vice versa.

4. Zeenat Ismail (1999) have compared a preferred solution between global and local brand. It was designed to find out the buying behaviour patterns. It was suggested that consumer might evaluates products based on information uses which were extrinsic and intrinsic. The results revealed that most important factors that influence consumer’s final decision are the price & quality of the product.

5. ABIRAMI & S. GAYATHRI (1990) This study covers the consumer satisfaction towards cadbury chocolate with special reference it. The researcher had obtained only 100 questionnaires from the respondents. Hence the finding of the study cannot be generalised. The sample size was limited to 100respondents only. A survey of the people has been conducted to known the liking pattern of the products Cadbury . From the study it can be concluded that foreign brands like amul. Which is calculate as with the help likert scale and the value comes out for Cadbury brand is 144.

4.1 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making.

$$\text{Percentage} = \frac{\text{No. Of Respondents}}{\text{Total No. Of Respondents}} \times 100$$

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
GENDER		
MALE	50	48%
FEMALE	54	52%
AGE		
18-25	78	75%
25-35	18	17%
35-50	7	7%
50 & ABOVE	1	1%
PROFESSION		
STUDENT	64	61%
BUSINESS	19	18%
GOVERNMENT EMPLOYEE	5	5%
OTHERS	16	15%
WHICH FORM OF CHOCOLATES DO YOU LIKE		
HARD	17	16%
NUTTIES	48	46%
CRUNCHY	33	32%
CHEW	6	6%
DO YOU LIKE THE CADBURY BOURNVILLE CHOCOLATE		
YES	101	97%
NO	3	3%
WHAT PACK DO YOU PURCHASED		
FREE GIFTS	34	33%
PRICE OFFERS	39	38%
FAMILY OFFERS	16	15%
CASH OFFERS	15	14%
WHICH ONE WILL YOU GIFT YOUR FRIENDS AND FAMILY DURING FESTIVALS		
SWEETS	28	27%
GIFT ITEMS	35	33%
CHOCOLATES	35	34%
OTHERS	6	6%
WHAT IS THE FIRST THING COMES TO YOUR MIND WHEN YOU HEAR CADBURY DARK CHOCOLATE		
SWEET	42	40%
HAPPINESS	37	36%
SHARING	17	16%
NONE OF THE ABOVE	8	8%
WHAT ARE THE FACTORS INFLUENCING DURING PURCHASE		
QUALITY	59	57%
PRICE	15	14%
PACKING	13	12%
BRAND	17	16%
HOW FREQUENTLY DO YOU PURCHASE CHOCOLATE		
DAILY	34	33%
WEEKLY	40	38%
MONTHLY	24	23%
QUARTERLY	6	6%
WHICH MEDIA OF ADVERTISEMENT INFLUENCE YOUR PURCHASE		
TELEVISION	57	55%
NEWSPAPER	29	28%
BROCHURES	12	11%
HOARDING	6	6%

RANK ANALYSIS**THE RATINGS FORM 1 TO 5 FOR THE USAGE OF DARK CHOCOLATE**

FACTORS	1	2	3	4	5	TOTAL	RANK
TASTE	6	17	34	22	25	355	2
QUALITY	12	14	22	33	23	353	3
CRAVING	7	18	28	20	31	362	1
RICH NUTRITION	11	20	24	18	31	350	4
JUST FOR SATISFACTION	15	23	22	11	33	336	5

5. FINDINGS AND SUGGESTIONS**5.1 FINDINGS**

- Majority 52% of the respondents are female.
- Majority 75% of the respondents are 18-25 years.
- Majority 61% of the respondents are the students.
- Majority 46% of the respondents like nutties for of chocolates.
- Majority 97% of the respondents like the cadbury bournville.
- Majority 38% of the respondents are affects by price offers.
- Majority 34% of the respondents are gifts chocolates.
- Majority 40% of the respondents are thing the chocolates.
- Majority 57% of the respondents are influenced by quality.
- Majority 38% of the respondents are purchased chocolate in weekly basis.
- Majority 55% of the respondents are influenced by television.

5.2 SUGGESTIONS

- Customers must read the information given in the label.
- They should know the promotional offers and discounts of chocolates.
- In most of the shops chocolates are kept at showcases but it is suggested to keep the chocolates in refrigerator so that chocolates will not melt.
- ✓ They should maintain stock of most demanded bar chocolates.
- ✓ Company should concentrate more on the advertisement new chocolates varieties.
- ✓ All varieties must be made available in all areas.
- ✓ It is better to reduce the cost instead increase the offer of the Cadburyproducts to attract more customers.
- ✓ It is recommended to create more advertisement about Cadbury product toincrease the awareness of new product to the customers and can increase their sales even more and publicize their product.

5.3 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. After the information evaluation from each the souces: number one and secondary information,it could be concluded that during India Cadbury's is playing its achievement to a fantastic volume beside the reality that different competition, specifically local, are attempting tough toelectrify the youths of India.

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