



A Study on Customer Satisfaction towards Cadbury Products in Coimbatore City

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ABSTRACT

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

1.1 INTRODUCTION

Cadbury was founded almost 200 years ago. Delve into the fascinating history and you'll find a wealth of interesting facts on subject including advertising, Cadbury family, past and present products and philanthropy. Cadbury began its operation in 1948 by importing chocolates and then re-packing them distributing in the Indian market. After 63 years, it is having five companies at THANE (Pune), Malanpur (Gwalior), Bangalore, Baddi (Himachal Pradesh) and 4 sales offices in (NEW DELHI, MUMBAI, KOLKATA AND CHENNAI). The corporate office is in MUMBAI. 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. Their core purpose "make today delicious" captures the spirit of what they trying to achieve as a business.

1.2 OBJECTIVES

- To measure the awareness about the cadbury products.
- To identify which brand is more liked by customers.
- To know the customer satisfaction level regarding the cadbury products.

1.3 STATEMENT OF THE PROBLEM

The preference of the customers towards a Cadbury product depends on the price, quantity, quality, taste, brand image. So, analysing the taste and preference of the consumer is always a challenge. In the competitive world each and every day the consumer attitude may change to prefer the product. It depends on taste, quality, brand image, competitive products, attractiveness and varieties etc. Many times, the consumer cannot specify the preference due to the problems of price change competitive products, quality of product and purchasing behaviour of products.

1.4 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. The science of method is termed as research methodology. It includes techniques that have been used for conducting the research. This methodology includes the following details:

- Data collection
- Area of study
- Research method
- Sample size

1.5 DATA COLLECTION METHOD

- Primary data
- Secondary data

1.6 AREA OF THE STUDY

The study is conducted in the Coimbatore City

1.7 LIMITATIONS OF THE STUDY

- The sample group was restricted to Coimbatore city only.
- The sample size was limited to 105 respondents only.
- Only consumers view point was considered and a shopkeeper, companies' views was not taken.

1.8 STATISTICAL TOOLS

- Percentage Analysis
- Ranking Analysis

2.1 REVIEW OF LITETRATURE

1. **Mr. Arun Kumar, Mrs. T. Merlin Usha (2022):** In their research article. "A study on Customer Satisfaction towards the Nestle Product in Coimbatore city", set-out to study the socio-economic characterise of the respondents and to ascertain the satisfaction level of the customer towards the nestle products. They have collected primary data for their study. They have used simple percentage and Chi-square test for their study. They have concluded that satisfaction of customer is buying silk Chocolate so that if process is lowered and to give little much importance to other product as nestle, milkmaid, every-day, flavour etc.
2. **Mr.Wan Nur Syafinas Jaafar (2020):** Traditionally customer satisfaction has been defined as the consumer response after using a product or service. Customer satisfaction can be measured as the repeat purchases the goods/services. Chances of repeat buying increases as customer satisfaction towards a product or services increases. Customer satisfaction in the banking industry has obtained researchers interest for years and studies have been conducted on the many aspects of the banking services all over the world.
3. **Dr. Viral Bhatt & Ishan Harshadbhai Patel (2018):** Customer satisfaction is the most important element of success for any kind of business activity. Higher level of customer satisfaction of existing customers will help in retaining them as well as attracting new customers. Customer satisfaction and customer retention 27 are highly critical for any bank to succeed. Various service features like staff training, complaint management play an important rol for customer satisfaction. When bank management wants to improve customer satisfaction core features and relational features are equally important, 23 however when management focuses on customer retention core items becomes more important including better problem resolutions.
4. **Lavanya.M (2017):** explored on the consumer's preference towards Cadbury products in Coimbatore. The sample size is 150 For this study the researcher used simple average method. Lavanya reported that the large consumers were attracted towards silk chocolate and market share of Cadbury increases.
5. **Pednekar, Achut P. (2015):** Customer satisfaction is important for the company to build the sales and value of the brand. The objectives and the purpose of the study were explained to the respondents. Both primary and secondary data were collected to realize the objectives of the study. Due to limitation of time, only 100 respondents were selected from Mhapsa area on the basis of convenient sampling. In order to make an in-depth study, secondary data has been collected from journals

3.1 DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

Options	No of respondents	percentage
Gender		
Male	75	71
Female	29	28
Prefer not to say	1	1
Age		
15 – 20	41	39
20 – 30	58	55
30 – 40	5	5

40 and above	1	1
Monthly income		
10000 -15000	65	62
15001- 30000	34	32
30001 - 60000	3	3
Above 60000	3	3
CUSTOMERS AWARENESS TOWARDS CADBURY BRAND		
Yes	103	98
No	2	2
THE PRODUCT THAT CUSTOMER TRY THE MOST		
Chocolates	76	72
Beverages	16	15
Biscuit	13	13
HOW FREQUENT THE CUSTOMER PURCHASE CADBURY PRODUCT		
Daily	29	28
Weekly	38	36
Monthly	13	12
Ocassionally	25	34
THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS CADBURY PRODUCT		
Highly satisfied	37	35
Satisfied	46	44
Neutral	17	16
Dissatisfied	5	5
THE FACTOR INFLUENCING THE PURCHASE OF CADBURY PRODUCTS		
Quality	40	38
Taste	49	47

Advertisement	11	10
Price	5	5
IS IT EASY TO FIND OUT THE CADBURY PRODUCT YOU ARE LOOKING FOR IN STORES		
Yes	98	93
No	7	7
THE CADBURY PRODUCT THAT CUSTOMER PREFERS THE MOST		
Diarymilk	71	67
5star	7	7
Celebration	14	13
Bournvita	6	6
Temptation	5	5
Lickables	2	2

4.1 FINDINGS:

- ◆ Majority of the respondents 71% are male.
- ◆ Majority of the respondents 55% are between the age of 21 to 30.

- ◆ Majority of the respondents 87% are unmarried.
- ◆ Majority of the respondents 69% are ug qualified.
- ◆ Majority of the respondents 62% , their monthly income is below 15000.
- ◆ Majority of the respondents 98% have heard of the cadbury brand.
- ◆ Majority of the respondents 78% have heard of all products in cadbury.
- ◆ Majority of the respondents 92% have tried cadbury products.
- ◆ Majority of the respondents 72% prefer cadbury chocolates the most.
- ◆ Majority of the respondents 36% purchases cadbury products weekly.
- ◆ Majority of the respondents 70% are influenced by cadbury's television advertisement.
- ◆ Majority of the respondents 65% says that the price of cadbury products is moderate.
- ◆ Majority of the respondents 47% purchase cadbury products by its taste.
- ◆ Majority of the respondents 65% says that the packaging of cadbury product is very important.
- ◆ Majority of the respondents 44% feels satisfied about the variety of cadbury products available.
- ◆ Majority of the respondents 93% says that it is easy to find the that cadbury proucts they are looking for in stores.
- ◆ Majority of the respondents 93% says that they will recommend cadbury products to their friends and family.
- ◆ Majority of the respondents 67% prefers diarymilk the most.
- ◆ Majority of the respondents says that the availability of cadbury products ranks 1st .

4.2 SUGGESTION:

From the analysis I have identified few problems and I have given solution for those problems

- ◆ Many flavours must be introduced.
- ◆ All varieties must be available in all areas.
- ◆ Quantity must be increased to equal the cost.
- ◆ May improve the packing of the brand.

4.3 CONCLUSION:

From this study it is observed that overall people like to eat Cadbury products. Mostly all the people are aware of all Cadbury product and only few are not aware of it. Most people prefer Dairy milk the most. Through this study I came to know that Cadbury has good name and reputation because of its existence in the market for so many years and has every good potential in market. The chocolates brand of Cadbury should take necessary promotional activities to increase their demand by introducing new flavours in small pack. Cadbury products are easily available in market for consumers to buy and it has maximum share in chocolate business.

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QUESTIONNAIRE

1. Name _____
2. Gender:
 - a. Male
 - b. Female
 - c. Prefer not to say
3. Age:
 - a. Between 15 to 20
 - b. Between 21 to 30
 - c. Between 31 to 40
 - d. Above 40
4. Marital status:
 - a. Unmarried
 - b. Married
5. Qualification:
 - a. 10th
 - b. 12th
 - c. Undergraduate
 - d. Postgraduate
 - e. Others
6. Monthly income:
 - a. Below 15000
 - b. 15001 – 30000
 - c. 30001 – 60000
 - d. Above 60000
7. Have you heard of brand Cadbury ?
 - a. yes
 - b. No
8. Have you heard of all the products in Cadbury? (Chocolates, Biscuits, Beverages) ?
 - a. yes
 - b. No
9. Have you tried Cadbury products ?
 - a. yes
 - b. No
10. Which of the following products in Cadbury you try the most ?
 - a. Chocolate
 - b. Beverages
 - c. Biscuits
11. How frequently do you use Cadbury products ?
 - a. Daily
 - b. Weekly
 - c. Monthly
 - d. Occasionally
12. Which media advertisement influence your purchase ?
 - a. Television
 - b. Newspaper
 - c. Instagram
 - d. Facebook
13. What do you think about the pricing of Cadbury products ?
 - a. Low
 - b. Moderate
 - c. High
14. Which factor is influencing you to purchase Cadbury products ?
 - a. Quality
 - b. Taste
 - c. Advertisement
 - d. Price
15. How important is packaging to you when purchasing Cadbury products ?
 - a. Very important
 - b. Important
 - c. Not at all important

16. How do you feel about the variety of Cadbury products available ?

- a. Extremely satisfied b. Satisfied
c. Neutral d. Not satisfied

17. Do you think it is easy to find the Cadbury products you are looking in stores ?

- a. yes b. No

18. Do you recommend Cadbury product to your friends and relatives /

- a. yes b. No

19. Among all the cadbury products which brand do you prefer the most ?

- a. Diarmilk b. 5Star
c. Celebrations d. Boumvita
e. Temptations f. Lickables

20. On the scale of 1 to 5, how would you rate Cadbury products on the following ?

Option	1	2	3	4	5
Packaging					
Quality					
Availability					
Taste					
Price					
Brand					