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A study on consumer behaviour towards Cadbury products

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CHAPTER-I

INTRODUCTION OF THE STUDY

Consumer behaviour is the study of how individual customers, groups or organization select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of consumers in the marketplace and the underlying motives for those actions. Marketing in the 21st century has experienced a paradigm shift. Consumer behaviour in marketing refers to the actions and decisions that people make when they are purchasing or using products. Consumer behaviour towards a product includes everything from the initial decision to buy it, to how they use to purchase it in the future. There are a number of factors that can influence consumer behaviour, including PERSONAL, SOCIAL, CULTURAL, and PSYCHOLOGICAL

It provides us with reasons why consumer differs from one another in buying using products and services.   Involvement of consumers in product design and development branding & packing and advertising decisions is now what is being practiced. To relate to this idea, we can look back to the Frito-lays ad campaign where they invited options from consumers for launching new flavours and then again public voting for the final flavour. The guiding philosophy of marketing today is not products for the people but the product by the people as well. The advent of service economy has made consumers the co-creators of products, so more and more involvement of consumer is being sought. Consumers are being involved at every stage of product development in an attempt to generate loyalty from variety-spoiled customers.

Consumer satisfaction is a term frequently used in marketing is a measure of how products and services supplied by a company meet or greater than consumer expectation. Consumer satisfaction is doubtful and the actual expression of the state of satisfaction which will vary from person to person and product to product. There are **four types** of consumer behavior: Rational, Unconscious, Learned and Social behavior. The different behaviors are characterized by the order of the three steps: Knowledge, Attitude, and Action. An attitude towards the product and finally they act, either buying the product or not.

- **Rational behaviour:** If consumers have a rational behaviour, they start to get some knowledge about the product and what the market may offer. By evaluating the information they get.
- **Unconscious behaviour:** When consumers have an unconscious behaviour they start with an attitude towards the product and the attitude comes from emotions and feelings. From the attitudes the consumers find information about the product and from that they get knowledge. At last they have the action their choice.
- **Learned behaviour:** Reflexes settle the choice of product. When the consumers choose a product they do not plan their choice, they do it by habit.
- **Social behaviour:** When consumers have a social behaviour they choose the products depending on what social environment they live in. Their lifestyle, status and influence from other decide what product they will buy.

STATEMENT OF PROBLEM

The purpose of this study is to investigate consumer behaviour towards Cadbury products. Despite being a well-established brand in the confectionary industry, Cadbury faces dynamic consumer preferences, changing market trends, and evolving consumption patterns. The study aims to identify and analyse the key challenges and opportunities faced by Cadbury in relation to its products. The Cadbury faces certain issues in establishing the product to its consumers. The quantity of the product is not well equivalent to the price product. It also focus quality issues in its production. The Cadbury must even improve its taste, health and wellness among its competition.

OBJECTIVES OF THE STUDY

The study is conducted with the following objectives,

- To study about the purchasing pattern of Cadbury products.
- To know the customer satisfaction levels regarding the Cadbury products.
- To identify which product is more used by the consumer in Cadbury.

- To understand the people perception towards consumption of Cadbury chocolate

SCOPE OF THE STUDY

The range of Cadbury products is broad, encompassing a variety of confectionary items such as chocolates, coco powder, beverages. They provide different brand like dairy milk and 5 star, catering to diverse preferences, price point, and quantities globally. Furthermore, Cadbury has diversified its product portfolio to include healthieralternatives, like low-sugar or dark chocolate variations, in response to evolving consumer preference.

LIMITATIONS OF THE STUDY

- **T**ime taken for the study is limited.
- The sample group was restricted to Coimbatore city.
- As the sample size is 150 so the study results cannot measure the whole.
- The data collected and the survey made is done only and drawn from a single town sothe findings cannot be generalized.
- Consumer's feelings were expressed as suggestions to manufactures to improveproducts.

METHODOLOGY OF THE STUDY

Methodology refers to the study of methods from which we can obtain knowledge. It isone of the scientific ways of the study solving problems. The methodology of the study includes,
- Area of the study.
- Sources of data.
- Sample size.
- Statistical tools.
    A. AREA OF THE STUDY

The area of the study refers to Coimbatore city.
    B. SOURCE OF THE STUDY

The study uses only primary data confined questionnaire have been prepared and collected from various consumers. Primary research is done to gather original data required for the research. The research is focused on both qualitative and quantitative issues. Secondary data are collected from websites, books, and journal etc. consumers.
    C. SAMPLE SIZE

150 questionnaires were collected from the different users and convenient samplingmethod is applied.

D. STATISTICAL TOOLS
- Simple percentage analysis
- Ranking analysis
- Weighted average method.

CHAPTER SCHEME

- ➢ Chapter 1 deals with Introduction.
- ➢ Chapter 2 deals with Review of literature.
- ➢ Chapter 3 deals with Brand awareness of CADBURY PRODUCTS.
- ➢ Chapter 4 deals with Analysis and Interpretation of the data.
- ➢ Chapter 5 deals with Findings, Suggestions and Conclusion.

CHAPTER- II

REVIEW OF LITERATURE

REVIEW OF LITERATURE

- ➢ **'Paul Rosin(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 group). 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 chocolates 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.
- ➢ **'Sarah Hagget (1994)':** He 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 position 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 set of volleyball posts.
- ➢ **'Bradley & Lang (2000)':** He told that human emotional are very complicated and cannot be easily understood. The researcher drawn 3 output from the response obtained. Those are: (1) exaggerate and secondary character; (2) sentimental expressions; (3) functional response.
- ➢ **'Damasio' (2001)':** Affirms that the choices are alternatives in particular emotional. To help this statement, Damasio shows the case of a few suffers who, with neurological harm in positive brain regions, are completely unable to decide, in spite of being perfectly able to make a correct assessment of all elements concerned.
- ➢ **'Hansen et.al (2006)':** Believe that emotions may affect in terms of its role, it is very different from the way they used to. The traditional theory of consumer choice behaviour.
- ➢ **'Senthilkumar G, Selvakumar K N, Prabu M and Meganathan N, (2007)':** In their study on factors influencing expenditure on consumption of milk and milk products among sixty respondents in Chennai found that nearly 55% of the consumers had collegiate education. 80% were Hindus and 75% were non vegetarians. The overall average expenditure per consumption unit on milk and milk products was rs201 (7.10% of the total monthly expenditure per consumption per unit). Out of the total expenditure on milk and milk products the expenditure on greater proportion on all income groups. Among the curd and ghee was higher as it was traditionally included in the traditional dirt of the Indian consumers. Out of the total expenditure on milk and milk products the percentage expenditure on ice-cream increased with increased with increase in income level. Factors such as education.
- ➢ **'Shilpa Gopal (2008)':** In their study on factors influencing expenditure on
- ➢ consumption of milk and milk products among sixty respondents in Chennai found that nearly 55% of the consumers had collegiate education 80% were hindus and 75% were products was rs201.09 (7.10%) of the total.
- ➢ **'Saranya Ashok Kumar and Shilpa Gopal (2009):** In their study on diffusion of innovation in private labels in food products among one hundred and six respondents used factors analysis and found that interest due to novelty factor of private labels in food products, awareness level, looking for change, open respondents towards quality or private labels, private labels status symbols, likelihood of purchase, willingness to buy retail brands in food, merits standards and national brands were the influencing factors.
- ➢ **'Niranjana Sinha and Rajkumar Dasgupta (2010):** In their study among one hundred management post graduate students on consumption of Boonville found that 90% did not prefer to gift it to anyone 70% did not like the taste of the products due to its bitter taste. High price was another factor for low acceptance of the brand. Only 10% traced
- ➢ the website details mentioned in the advertisement 35% did not understand the advertisement and 50% dislike the advertisement.
- ➢ **'Netaji et.al. (2011):** In their study findings finished that ecological purchase intention are influenced with subjective norms of customers, however relationship between customer attitudes towards setting and ecological purchase intentions was found to be trivial.
- ➢ **'Firdaus Abdullah, ABG Zainoren ABG Abdurahman, and Jamil Hamali (2011):** In their study on managing customers preference for the foodservices industry among fifty threle respondents found that it was important to note the influence of other dimenstons such as price that encompassed setting price for children, as well as offer special pricing in menu packages, discounts, special price for the regulars, promotional prices for new menu preparing local delicacies and reasonable price 32 quality of service influenced customer preference which is centred on employees hygiene practices, delicious food, delivering customers orders accurately, quick service, menu knowledge, and friendly Walters or waitresses. Food services customers considered attractive names of food services establishment as well as menu items that had brand names. The last dimension was tangibles that gave importance of spacious seating arrangement, wide variety of menu items and attractive interior design in food service established.
- ➢ **'Pandey et.al (2012):** It found that emotional appeal could be a very good way to make
- ➢ a brand fortunate. Emotional aspects are a way to give consumers a positive attitude towards the product. Consumers develop an attachment to the product whichconstrains them to buy it.
- ➢ **Pataki, Pradeep Kumar Shoo (2012)** conducted a empirical study on consumer behavior towards Cadbury's India LTD and Nestle India LTD. The objective of the study was to analyze the consumption pattern, examine the purchase behavior and also the consumer behavior towards these industries. The sample size was 120 respondents in Bhubaneswar of Odisha. The marketers have to understand the real need, wants, beliefs, attitudes of a consumer towards product and services. The growth of Indian chocolate industry in the past has been hampered, because there was a stiff excise duties on chocolates and the non-availability of cocoa in the country. In India chocolate market is transforming and new players were enter into the market, so it might resulted in low per capita consumption chocolate, the future of the company seems upbeat.
- ➢ **Adeolu B. Ayanwale, Taiwo Alimini and Matthew A. Ayan Bimipe** (2013): has examined a study on the influence of advertising on consumer brand preference. The objective of the study has to examine the influence on consumer buying behavior, determine the influence of age on advertising and make recommendation for improvement in advertising and brand management. The study was based on the survey of 315 randomly selected consumers. The tools used to analyze the data will be chi- square and percentage analysis. The study has to find

out the advertising has a major influence on consumer preference. The study was concluded by the advertising does not varying impact on age group.

➢ **Gopalakrishnan, Karthikeyan (2013**) conducted a study to find out the consumer

➢ satisfaction towards dairy milk chocolate with special reference to Uthamapalayam city. The main objective was to study the satisfaction level of customers towards dairy milk. The sample size is 100 in Uthamapalayam city. Tools used for the study is chi-square, percentage analysis. The study mainly concentrated on general price level, quality and consumer expectation overall satisfaction about Cadbury dairy milk chocolate, general awareness and consumer prefer of Cadbury dairy milk.

➢ **'Mohammad Ashraf a and Sharamin Akitter, Saad Imran Noor (2014):** In their study on consumer behaviour in fast food marketing in Bangladesh among three hundred and thirty nine under graduate in a private university in Bangladesh used factor analysis that six factor namely, quality, service, variety, environment, price, location and satisfaction.

➢ **'Inderpret Kaur and Sukdev Singh (2014):** In their study on consumer behaviour of purchase of processed cereal food products among thirty respondents from Ludhiana, Jalandhar and areas of Punjab used principal component methods of factor analysis and found that external influence. Health awareness, increased quality, nutrition, change in life style were the most influencing factors.

➢ **'Kumar A. (2014)':** featured in his investigation that brand fee is considered as a one

➢ of the fundamental angle in deciding the client loyalty, because it facilitates the organizations in information the diploma of consumer loyalty and defining the new processes to patron attraction.

➢ **'Pappas o et.al (2014)':** featured in his study reports that the feelings impact net primarily based looking conduct either definitely, through the arrange of excellent feelings, or contrarily, through antagonistic feelings and show that smart feelings negotiate the connection among personalization and get aims.

➢ **'Hwang J. and seo S. (2016)':** their exam determined that businesses want to undertake a comprehensively coordinated strategy to creating a paramount involvement with which multidimensional well worth can be conveyed via one-of-a- kind, consecutive stages of involvement.

➢ **'Raja Rajeswari, Kirthika (2016**)': conducted a study to find out the consumer behaviour towards Nestle products with special reference to Coimbatore city. The objective of the study to analyze the consumer behaviour and satisfaction and factors influencing buyer decision and determine the level of effectiveness. The sample size was 120 respondents in Coimbatore city. Tools used for the study were percentage analysis and chi-square. The researcher after conducting a study on consumer behaviour towards the products of nestle had come to conclusion that nestle received a pivotal position in the market for their products.

➢ **'Karthikeyan published on (2017**)': their research work entitled on "A study on consumer satisfaction towards Diary milk chocolate with special reference to Uthamapalayam city", this study is based on the awareness of Cadbury dairy milk among the customers. 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.

➢ **'Lavanya published on (2017**)': their research work entitled on "A Study on consumer's preference towards Cadbury products in Coimbatore city", this 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.

➢ **'Hani S. et.al (2018)':** stressed on the fact that big brand names is a way to allure consumers. The association between the validity the massive name endorser and each client mark tendency and outlook is likewise inspected. Imprint tendency and outlook of the retailer area unit discovered to be adversely wedged by celebrity support

➢ **Anusha Kiran published on (2021**)': their research work entitled on "A study on consumer preference towards Cadbury products with special reference to Thrissur Area", this study is mainly concentrated on the factors influencing the customer to buy a Cadbury chocolate and to identify the customer preference towards Cadbury chocolates. This study also analyses the factors influencing the customers to buy a Cadbury chocolate and to identify the current attitude, beliefs and expectations of consumers towards the Cadbury products

➢ **'Kishore published on (2022)':** their research work entitled on "A study on consumer behaviour towards Cadbury diary milk (Erode)", This research states about the well-known merchandise of Cadbury among the consumers and to increase the customer satisfaction and to discover the customer conduct closer to Cadbury and how to increase customer satisfaction and recapture the market by fulfilling the customers need and to position itself as an all-time favourite chocolate for all groups of people irrespective of age, gender and class to make the sweet affordable with several variants.

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CHAPTER-III COMPANY PROFILE

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INTRODUCTION

Cadbury was found 200 years ago. Cadbury is a food product company producing chocolate products. They are the market leader of this industry holding 70% of the total market share. Some of the well-known products of Cadbury are Dairy Milk, perk, five star, eclairs, celebrations, Temptations, Bourn vita and Germs.

COMPANY PROFILE

Cadbury product was started in 1824, by John Cadbury in Birmingham.The Headquarters was situated in UK. In 1842, John was selling 11 kinds of cocoa and 16 kinds of drinking chocolates. After the john death in 1864, George and Richard , sons of John continued to expand the product line. Cadbury manufactured is milk chocolate in 1897. In 1920's the Cadbury script logo is first used. Today Cadbury is the largest confectionary company in the world. The company was known as Cadbury Schweppes plc. from 1969-2008 until its demerge On 19 January 2010, it was announced that Cadbury and kraft foods had reached a deal and that Kraft would purchase Cadbury valuing Cadbury at $11.5 billion .

John Cadbury, the founder of the Cadbury business was born on 12th August 1801. In 1984, be opened his first grocery shop in Brimingham. He sold cocoa, chocolate products for drinking, which were prepared using pistle and mortar, as well as other products. In 1831, John decided to start manufacturing on large scale. He purchased a warehouse for it Cadbury is one of the largest companies in the world. In 1840, they introduced chocolate for consumption with very attractive packaging. The most widely know and top grossing product, Dairy Milk was launched in 1905 to compete with the leading brands of swiss milk chocolates. By 1913, Dairy Milk had become the company best seller.

CADBURY IN INDIA:

Cadbury India is a fully owned subsidiary of kraft foods Inc. In 1948 cadbury starts its operations in India by importing chocolates, but today it owns five manufacturing companies and 4 sales offices. The corporate office is in Mumbai.
The core purpose of Cadbury was to "make today delicious". In India, Cadbury operates in four categories i.e. milk, food drinks, chocolate confectionary, candy and gum . Cadbury is the market leader in chocolate business. The pure taste of diary milk describes the taste of chocolate for Indian consumers. Bourn vita is the leading product in energetic drinks and candy half is the leading product of candies in the country.
Since 1965, Cadbury has also started the farming of cocoa in India. (Cadbury India ltd .n.

Cadbury products are;

- ➢ 5-Star
- ➢ Dairy milk
- ➢ Crispello
- ➢ Perk
- ➢ Temptations
- ➢ Bourn vita
- ➢ Gems
- ➢ Oreo

5-STAR

5 Star is a bar produced by Cadbury and in India, Indonesia, Malaysia, Brazil, South Africa, the Philippines and Egypt. It is described as a "caramel and nougat" mix covered with "smooth milk chocolate" and is sold in a golden wrapper decorated with stars.5 Star was launched in India in 1969. In 2016 it was launched in Malaysia and the Philippines in 15g 'mini-bars', 45g standard bars and 150g share packs (of 10 mini-bars). It was launched in Brazil the same year but under Cadbury's sister brand Lacto. 5 Star has also been widely distributed in South Africa since 2017 as a replacement for the defunct Tempo bar. In 2019, 5 Star was released in UK shops and supermarkets for a limited time only.

DIARY MILK

Cadbury Dairy Milk is a British brand of milk chocolate manufactured by Cadbury. It was introduced in the United Kingdom in June 1905 and now consists of a number of products. Every product in the Dairy Milk line is made with exclusively milk chocolate. In 1928, Cadbury's introduced the "glass and a half" slogan to accompany the Dairy Milk chocolate bar, to advertise the bar's higher milk content.
The bar was developed by George Cadbury Jr, and by 1914 it had become the company's best-selling product. A century on it has retained its position as a market leader in the UK where it was ranked the best-selling chocolate bar 2014.It is manufactured and distributed by the Hershey Company inthe United States under licence from Cadbury, with a recipe that differs from the UK version. The chocolate   is   now   available   in   many countries,   including China, India, Sri Lanka, Pakistan, Indonesia, Kazakhstan and Bangladesh.

PERK

Cadbury Perk is a popular 'coated wafer' brand in India. In our opinion, the use of Hydrogenated vegetable fat in the product makes it impossible for us to give it a high safety rating. Hydrogenated vegetable fats are a source of Trans fatty acids or "trans-fats", which are harmful to health.

BOURNVITA

Bournvita is a brand of malted and chocolate malt drink mixes manufactured by Cadbury, a subsidiary of Mondelez International. It is sold in the United Kingdom. and North America, as well as India, Nepal, Bangladesh, Nigeria, Benin, and Togo. Bournvita was developed in England in the late 1920s and was marketed as a health food. The original recipe included full-cream milk, fresh eggs, malt, edible rennet casein and chocolate. It was first manufactured and sold in Australia in 1933. Bournvita was discontinued in the UK market.

GEMS:

Cadbury Gems are colorful chocolate pellets having fun outside and delicious chocolate inside. These colorful candies are an awesome snack and widely loved by kids. Cadbury is a British confectionery giant owned by Mondelez International. It is the second largest confectionery brand in the world. It is sold worldwide and is a name synonymous with chocolates.

CHAPTER-IV

ANALYSIS AND INTERPRETATION OF DATA

Data analysis involves examining, purifying, reshaping, and modeling data to uncover valuable insights, draw conclusions, and facilitate decision-making. It encompasses the transformation of raw data into actionable information that aids users in making informed decisions. This process entails gathering and scrutinizing data to address inquiries, validate hypotheses, or refute theories.

In 1961, statistician John Turkey characterized data analysis as comprising methods for scrutinizing data, strategies for interpreting outcomes, approaches for organizing data collection to enhance analysis feasibility, precision, or accuracy, and the entire array of mathematical statistical tools applicable to data analysis.

Data interpretation involves employing various analytical techniques to examine data and derive meaningful conclusions. This process enables researchers to categorize, manipulate, and condense information effectively, facilitating the resolution of essential inquiries'

The significance of accurate data interpretation is evident, particularly due to data often originating from various sources and entering the analysis process in disordered forms. Moreover, data analysis tends to be highly subjective, with interpretation goals varying across businesses and correlating with the data type. While processes vary based on data nature, the two primary categories are quantitative and qualitative analysis.

The following tools were used:

- ➤ Percentage Analysis
- ➤ Rank Analysis
- ➤ Weighted Average Score Method

PERCENTAGE ANALYSIS:

Percentage analysis involves the examination and interpretation of data by expressing values as percentages of a whole. It aids in understanding the relative proportions of different components within a dataset, facilitating comparisons and identifying trends or patterns. This method is commonly used in financial analysis, market research, and various other fields to provide insights into the distribution or composition of data sets.

FORMULA:

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NO OF RESPONDENTS

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PERCENTAGE =   ** 100*

TOTAL NO. OF RESPONDENT

Table No.4.1.1

Table showing Gender of Respondents

Gender	Frequency	Percentage
Male	69	46%
Female	81	54%
TOTAL	150	100%

Source: Primary data
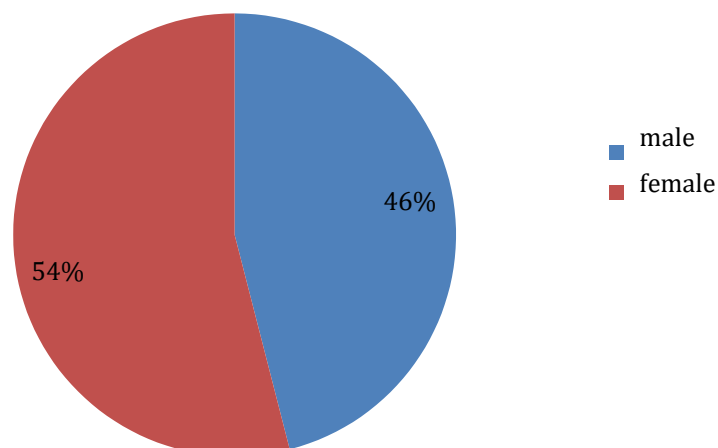
Interpretation:

The above table shows that gender Of the total respondents, 54% are female, while 46% are male.

Chart No.4.1.1

Chart showing Gender of Respondents
Table No.4.1.2

Table showing Age group of the respondents

Age (in years)	frequency	percentage
Below 18	32	21.3%
18-25 years	63	42%
26-30 years	35	23.3%
Above 30	20	13.3%
Total	150	100%

Source: primary data

Interpretation:

The above table shows 42% of the respondents are belonging to 18-25 years, 21.3% of the respondents aged below 18 years, 13.3% of the respondents aged above 30 years and 23.3% of the respondents aged between 26-30 years.

Chart No.4.1.2

Chart showing Age group of the respondents
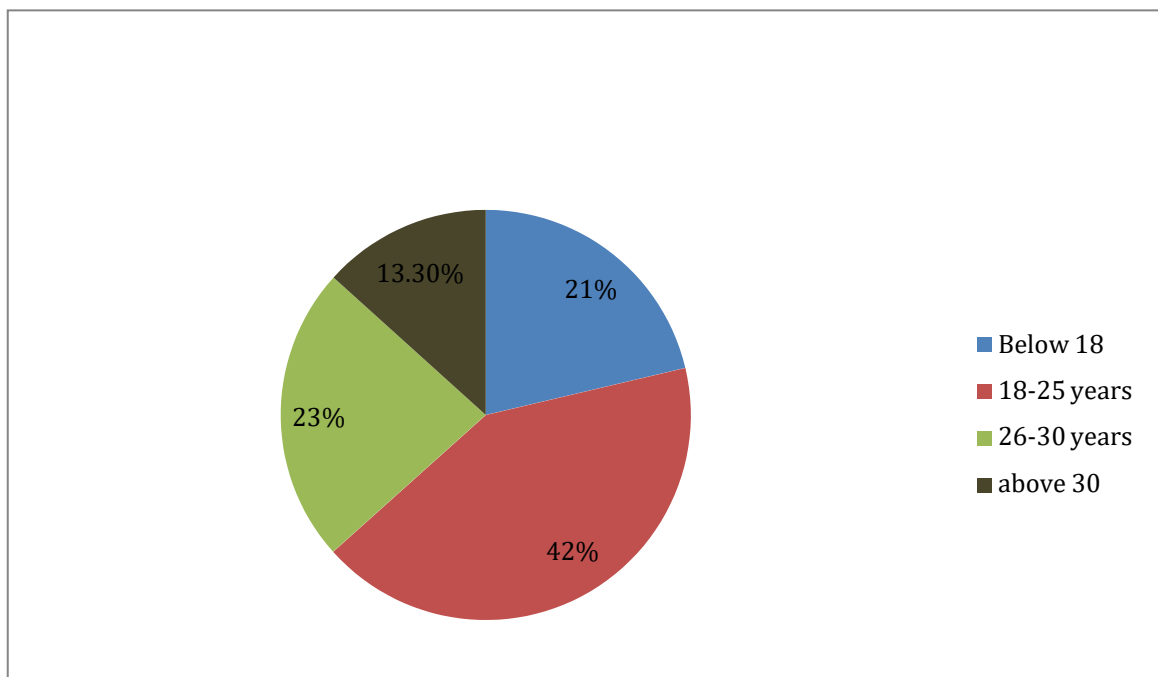
Table No. 4.1.3

Table showing the residential status of the respondents

Residential status	Frequency	Percentage
Urban	61	40.6%

Semi urban	23	15.4%
Rural	66	44%
Total	**150**	**100%**

Source: primary data

Interpretation:

The above table shows 40.6% of the respondents reside in urban areas, 15.4% of the respondents reside in semi-urban areas, and 44% of the respondents reside in rural areas.

Chart No. 4.1.3

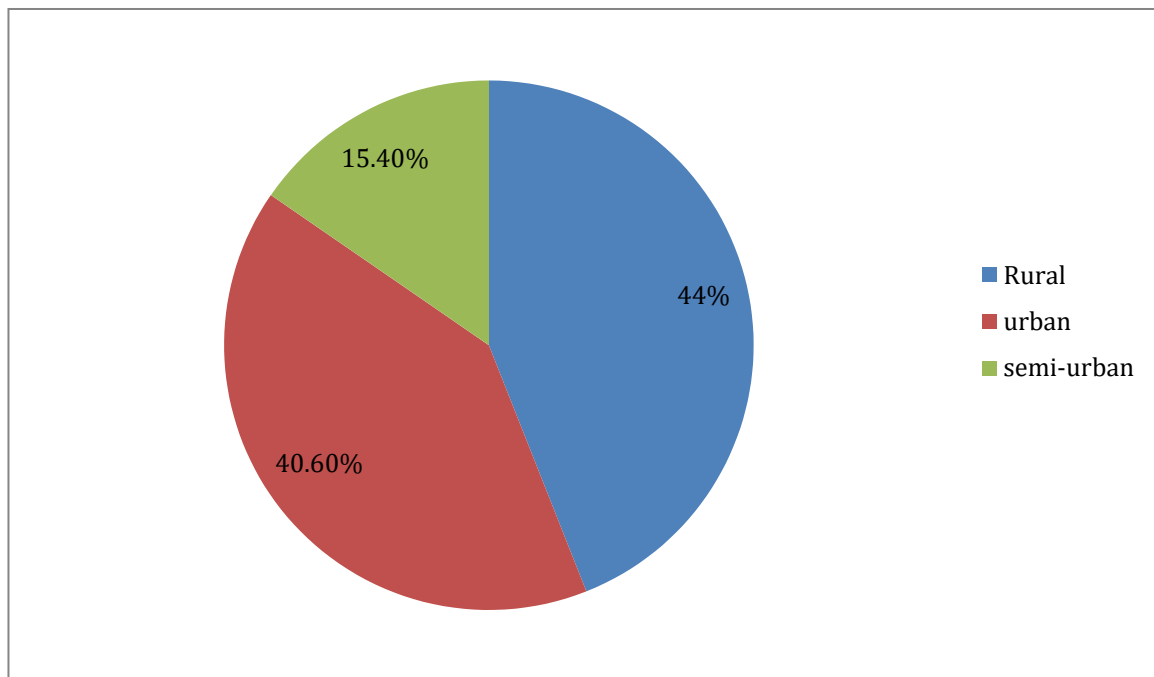**Chart showing the residential status of the respondents**

Table No. 4.1.4

Table showing familiar with Cadbury products of the respondent

Familiar with Cadbury products	Frequency	Percentage
Tv	56	37%
Radio	25	17%
Social media	49	33%
Others	20	13%
Total	150	100%

Source: Primary Data

Interpretation:

The above table shows 37% of the respondents familiar with Cadbury products by TV, 33% of the respondents familiar with Cadbury products by social media ads , 17% of the respondents familiar with Cadbury products by radio and 13% of the respondents familiar with Cadbury products by other media.

Chart No. 4.1.4

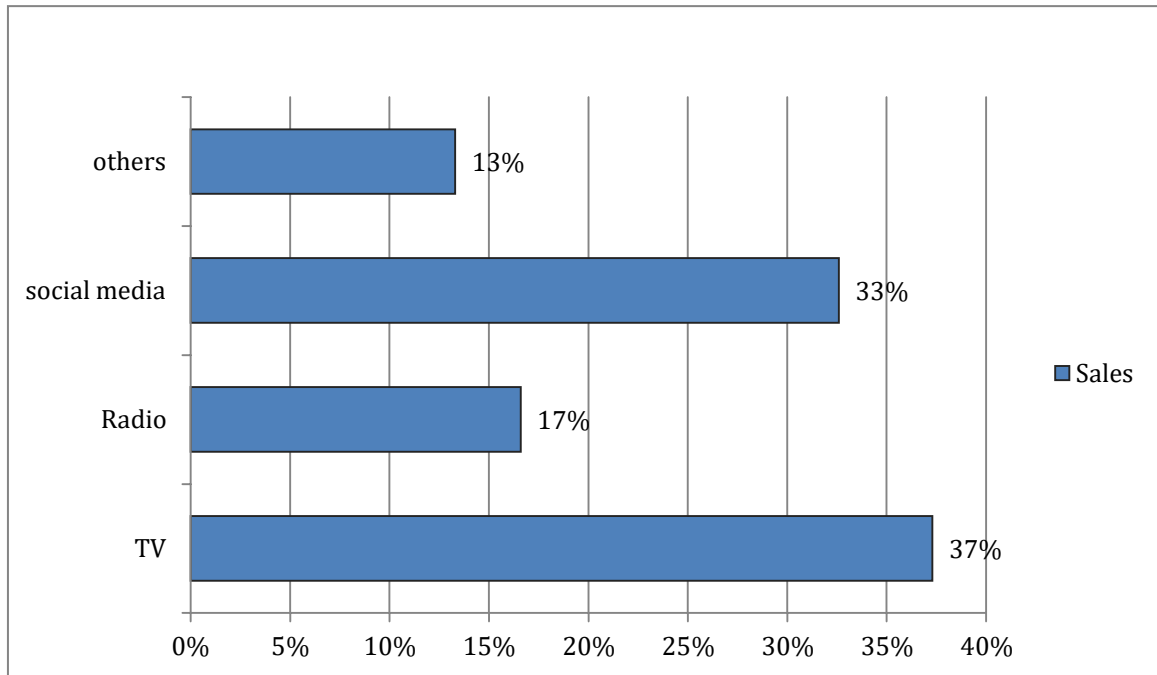**Chart showing In which media do you familiar with Cadbury products**

Table no. 4.1.5

Table showing which of these Cadbury products are mostly consumed

products	Frequency	Percentage
Dairy milk	48	32%
Crispello	25	16.7%
Éclairs	20	13.3%
Perk	27	18%
Gems	30	20%
Total	150	100%

Source: primary data

Interpretation:

The above table shows how many of these Cadbury products you consumed the most of the dairy milk are 32%, crispello are 16.7%, éclairs are 13.3%, perk are 18% and gems are 20%.

Chart no. 4.1.5

Chart showing which of these Cadbury products are mostly consumed
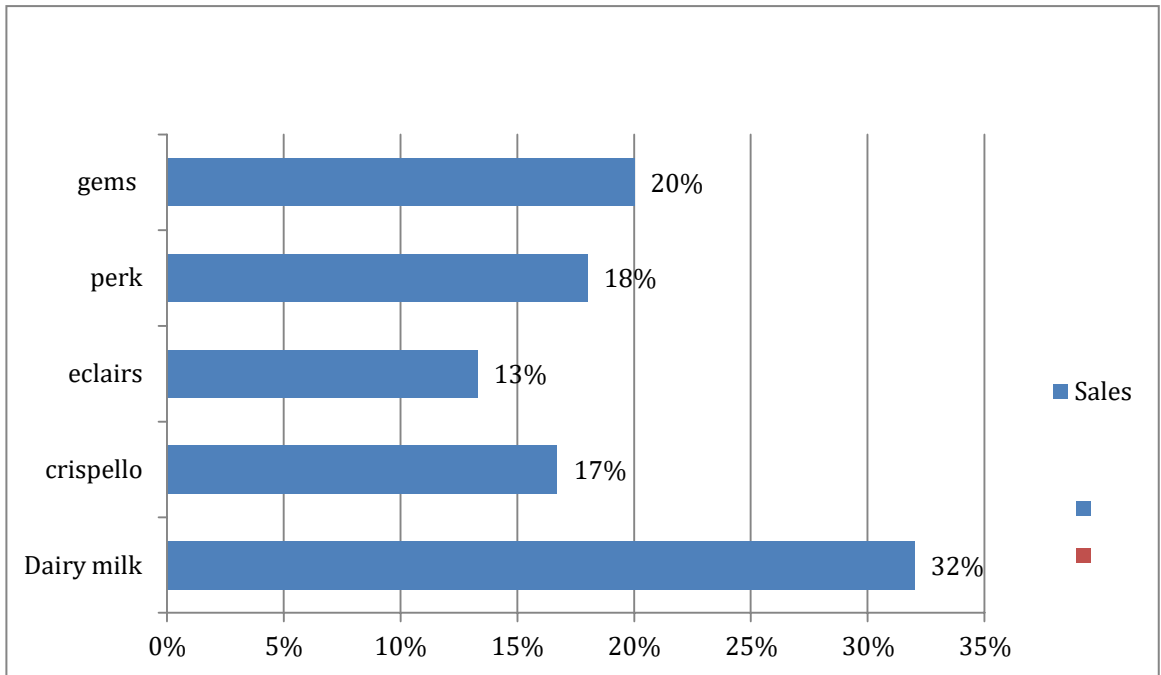
Table no .4.1.6

Table showing the frequency of Cadbury products recommended by the respondents to family and friends

prefer	Frequency	Percentage
Yes	105	70%
No	45	30%
Total	150	100%

Source: Primary data

Interpretation:

The above table shows the frequency of Cadbury products recommended by the respondents to family and a friend are 70%, are yes and no is 30% are the responses.

Chart no .4.1.6

Chart showing the frequency of Cadbury products recommended by the respondents to family and friends
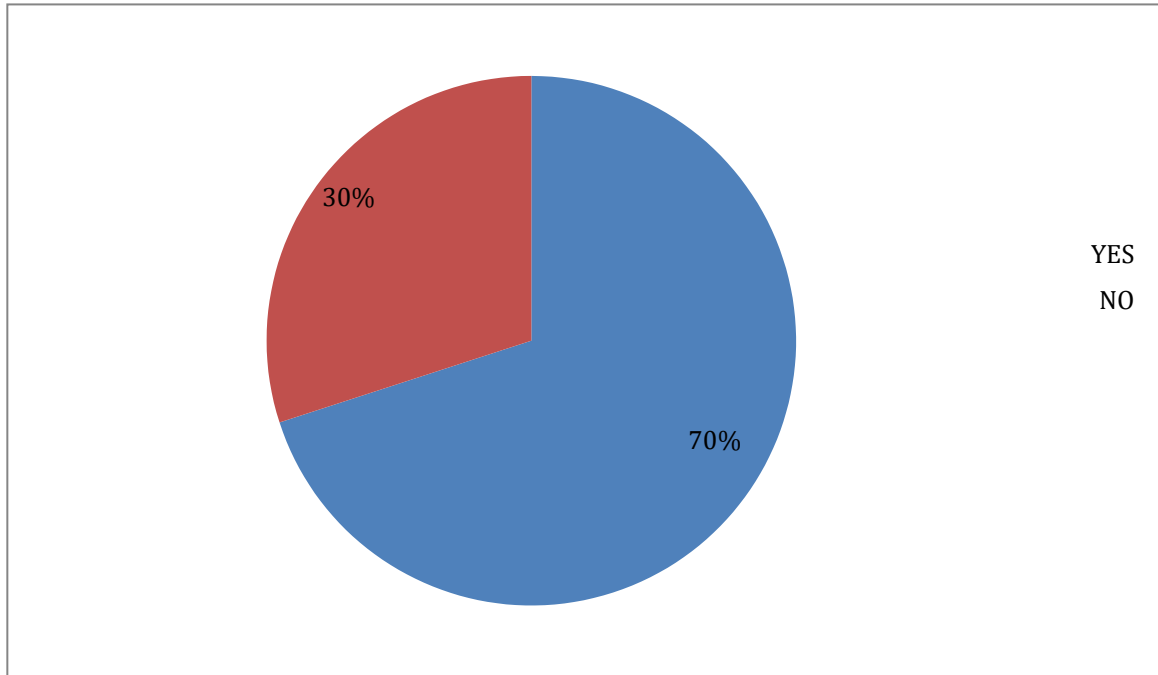
Table no. 4.1.7

Table showing the frequency of most appealing Cadbury products of theRespondents

prefer	Frequency	Percentage
Flavor	45	30%
Packaging	38	25%
Quality	42	28%
Price	25	17%
Total	150	100%

Source: Primary data

Interpretation:

The above table shows that frequency of most appealing Cadbury products of the respondents are 30% while, 28% are quality, 25% packaging, additionally 17% of price.

Chart No.4.1.7

Chart showing the frequency of the most appealing Cadbury products of the Respondents
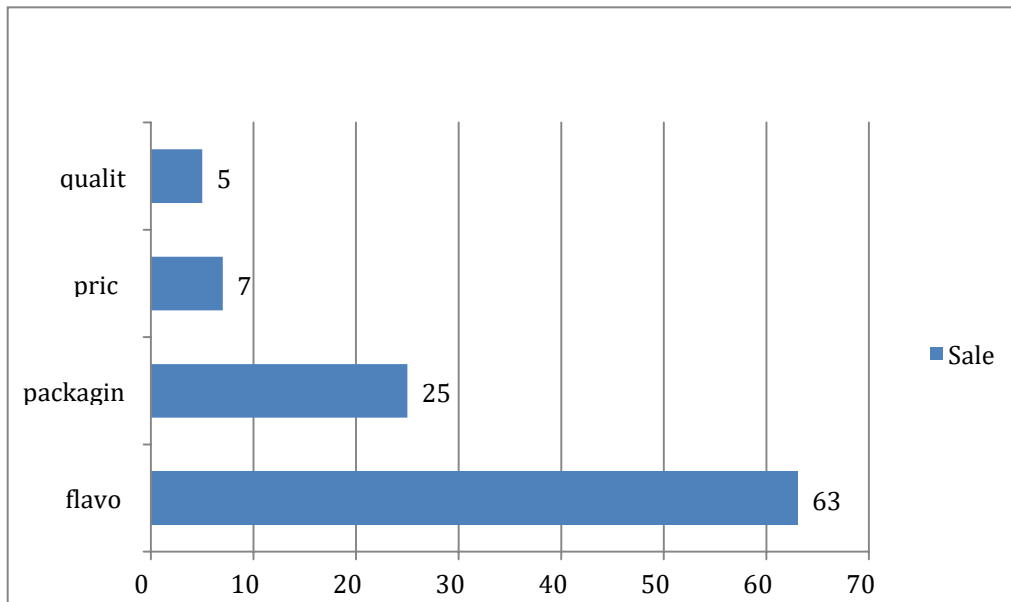
Table No.4.1.8

Table showing Cadbury product, which include respondent's preference for chocolates-covered water fingers.

prefer	Frequency	Percentage
Dairy milk silk	50	33.3%
Dairy milk with Oreo	39	26%
Breakaway	25	16.6%
Timeout	36	24%
Total	150	100%

Source: primary data

Interpretation:

The above table shows that most, 33.3%, are dairy milk silk, followed by 24% are timeout, breakaway are 16.6%, 26% are dairy milk with Oreo of the total sample.

Chart No.4.1.8

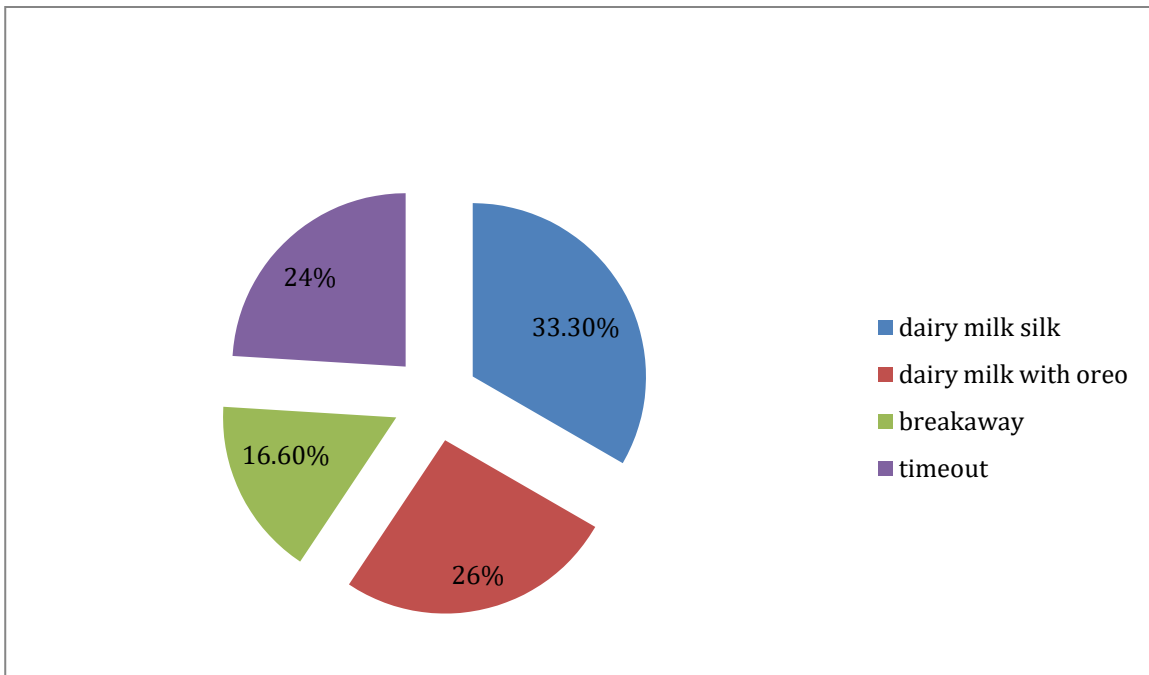**Chart showing Cadbury product, which include respondents' preference for chocolates-covered water fingers.**

Table No.4.1.9
Table showing the frequency of Cadbury chocolates consumed by the respondents

prefer	Frequency	Percentage
often	90	60%
Occasionally	25	16.6%
Rarely	35	23.3%
Total	150	100%

Source: primary data

Interpretation:

The above table shows that often eating Cadbury chocolates is 60% are often consuming, 16.6% are occasionally, 23.3% are rarely consume the Cadbury chocolates.

Chart no. 4.1.9

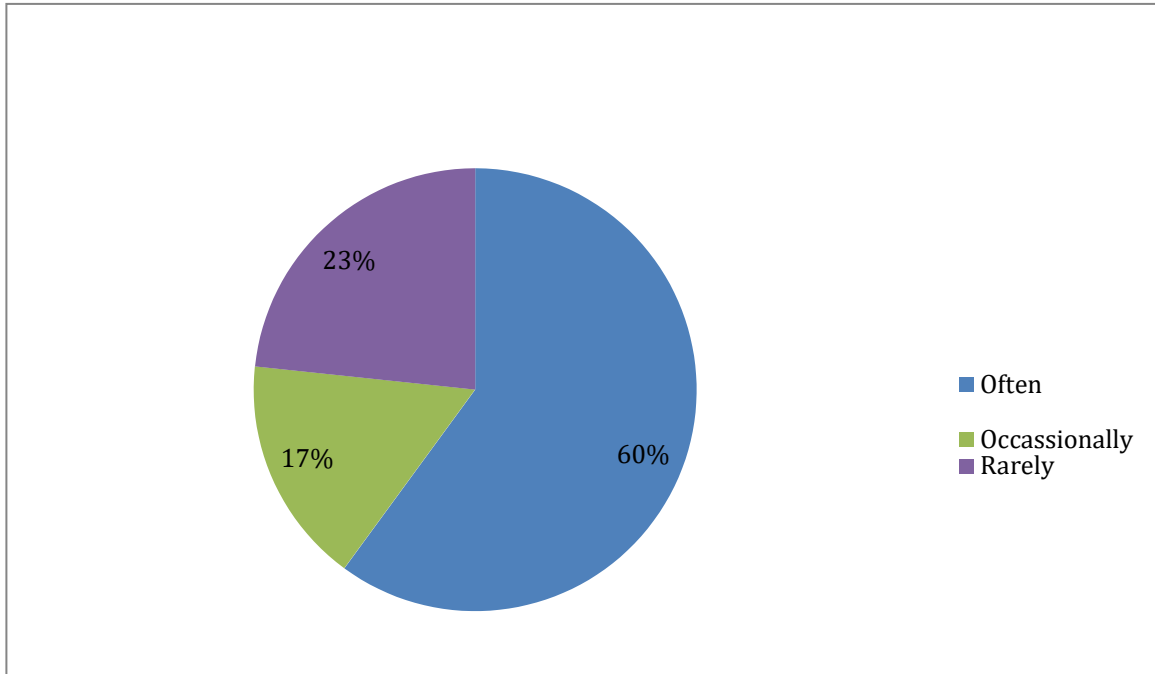**Chart showing the frequency of Cadbury chocolates consumed by the respondents**

Table no. 4.1.10

Table showing the form of Cadbury products consumed mostly by the respondents

prefer	Frequency	Percentage
chocolates	90	60%
Coco powder	15	10%
cookies	20	13.3%
Chocolate shakes	25	16.6%
Total	150	100%

Source: primary data

Interpretation:

The above table shows that Cadbury consume the most are chocolate consumes 83%, coco powder are 10%, Cookies are 7%, chocolate shakes are 16.6%.

Chart no. 4.1.10

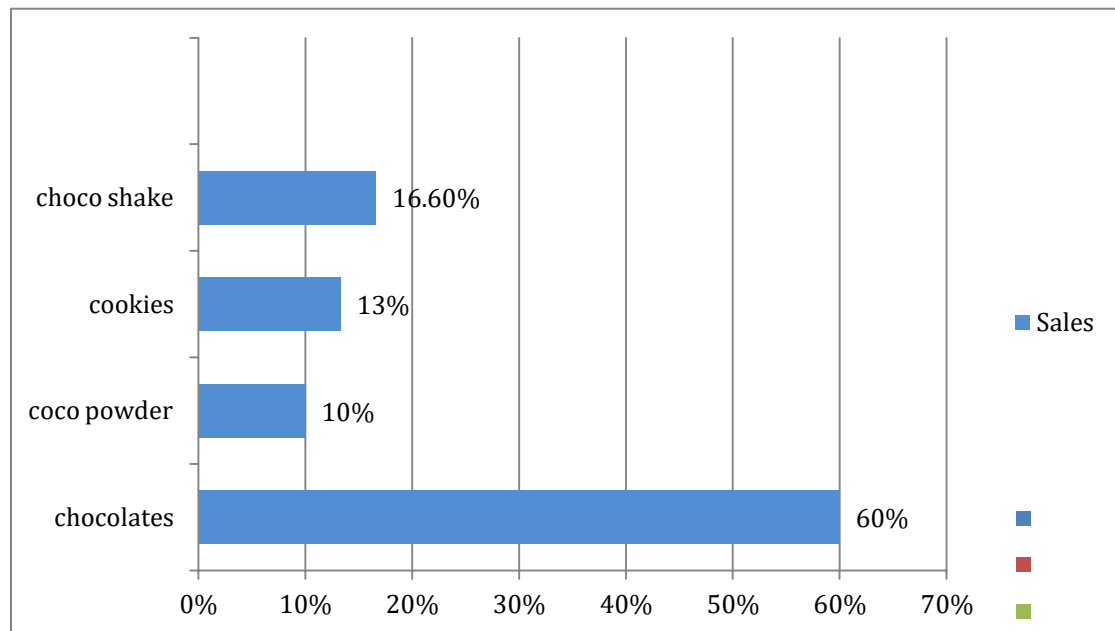**Chart showing the form of Cadbury products consumed mostly by the respondents**

Table no. 4.1.11

Table showing which size chocolates do you purchase often

prefer	Frequency	Percentage
Small	35	23%
medium	93	62%
large	22	15%
Total	150	100%

Source: Primary data

Interpretation:

The above table shows that size of chocolate the consumer purchase often are 23% as small, 62% as medium, 15% as large.

Chart no. 4.1.11

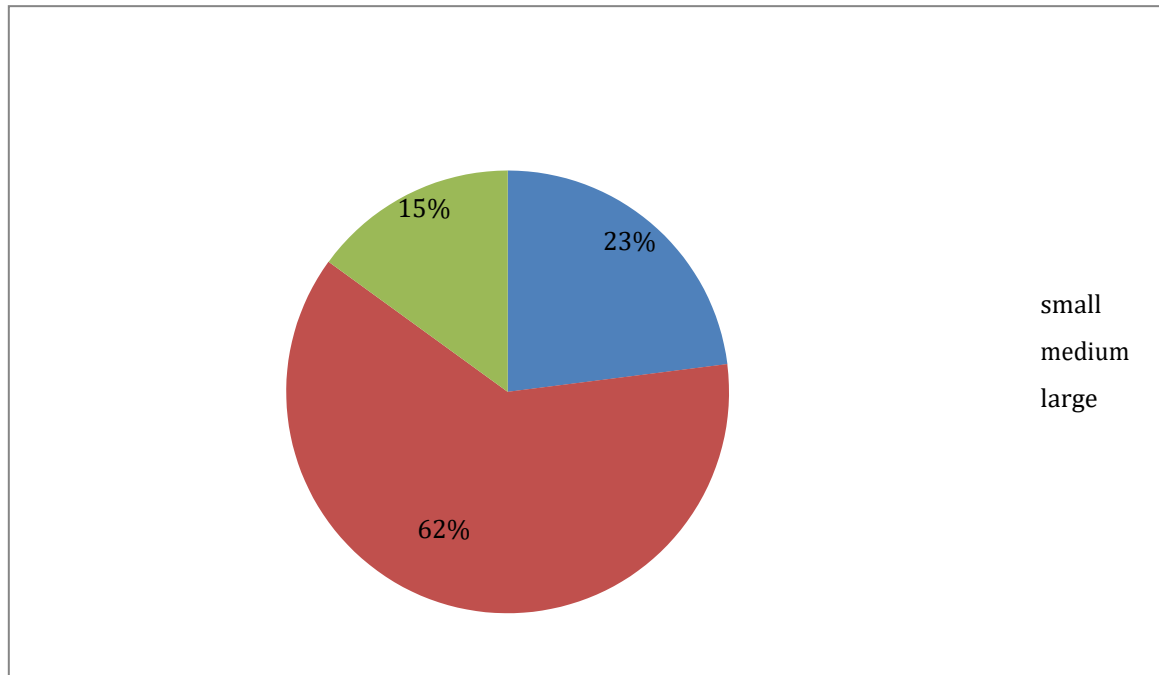**Chart showing which size chocolates do you purchase often**

Table No.4.1.12

Table showing depicting the location for purchasing chocolates

Prefer	Frequency	Percentage
Supermarket	63	42%
Bakeries	60	40%
Food court	27	18%
Total	150	100%

Source: Primary data

Interpretation:

The above table shows that depicting the location for purchasing chocolates are buying following 42% of supermarket, 40% of bakeries, 18% of food court.

Chart No.4.1.12

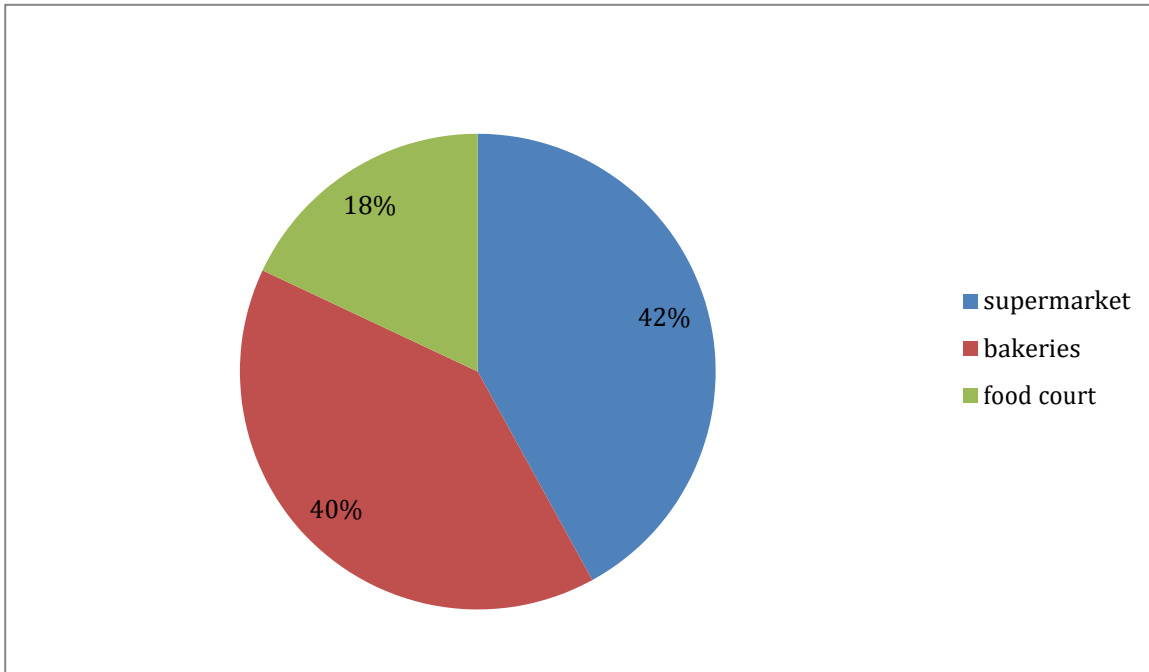**Chart showing depicting the location for purchasing chocolates.**

Legend:
- supermarket
- bakeries
- food court

Table no. 4.1.13

Table showing the type of chocolates preferred by the respondents

prefer	Frequency	Percentage
Hard	24	16%
Crunchy	78	52%
chew	19	13%
Nutties	29	19%
Total	150	100%

Source: primary data

Interpretation:
The above tables shows that type of chocolates do you prefer are 16% of hard, 52% of crunchy, 13% of chew, 19% of nutties.

Chart no. 4.1.13

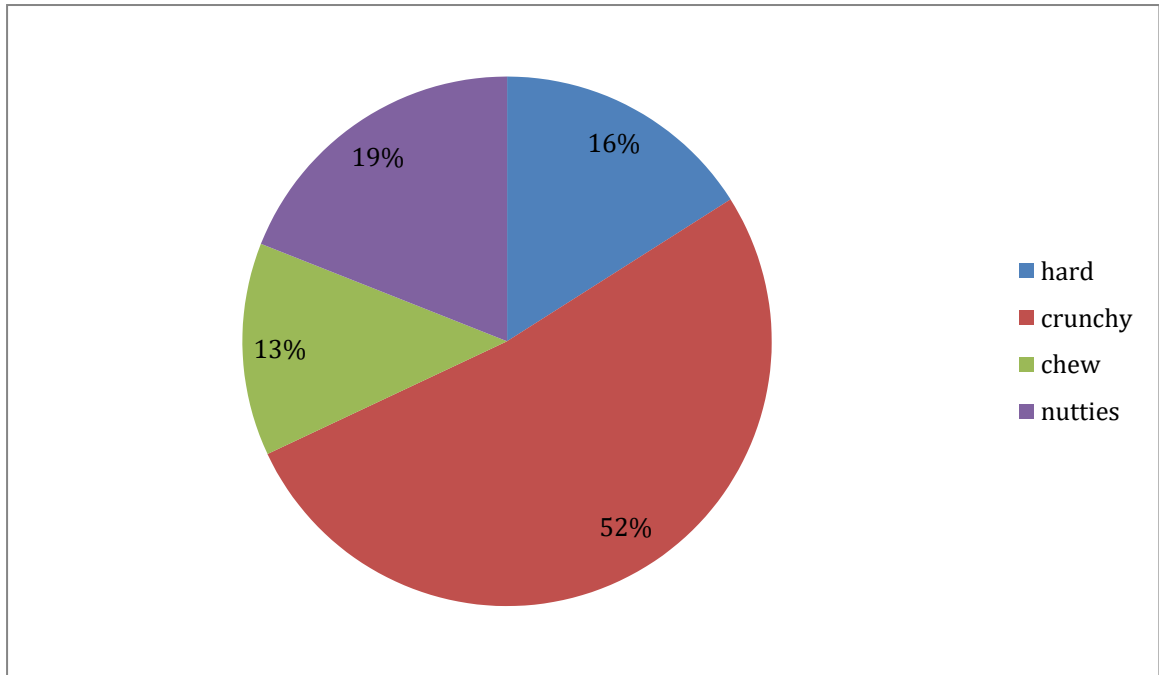**Chart showing which type of chocolates do you prefer**

Table no. 4.1.14

Table showing the factors that Cadbury must improve

Factors	Frequency	Percentage
Price reduction	77	51%
Quantity	22	15%
Quality	25	17%
Unique flavors	26	17%
Total	150	100%

Source: primary data

Interpretation:

The above table shows that factors that Cadbury must improve flavor indicates the 51% of price reduction, 15% of quality, 17% of quantity, 17% of unique flavors.

Chart no. 4.1.14

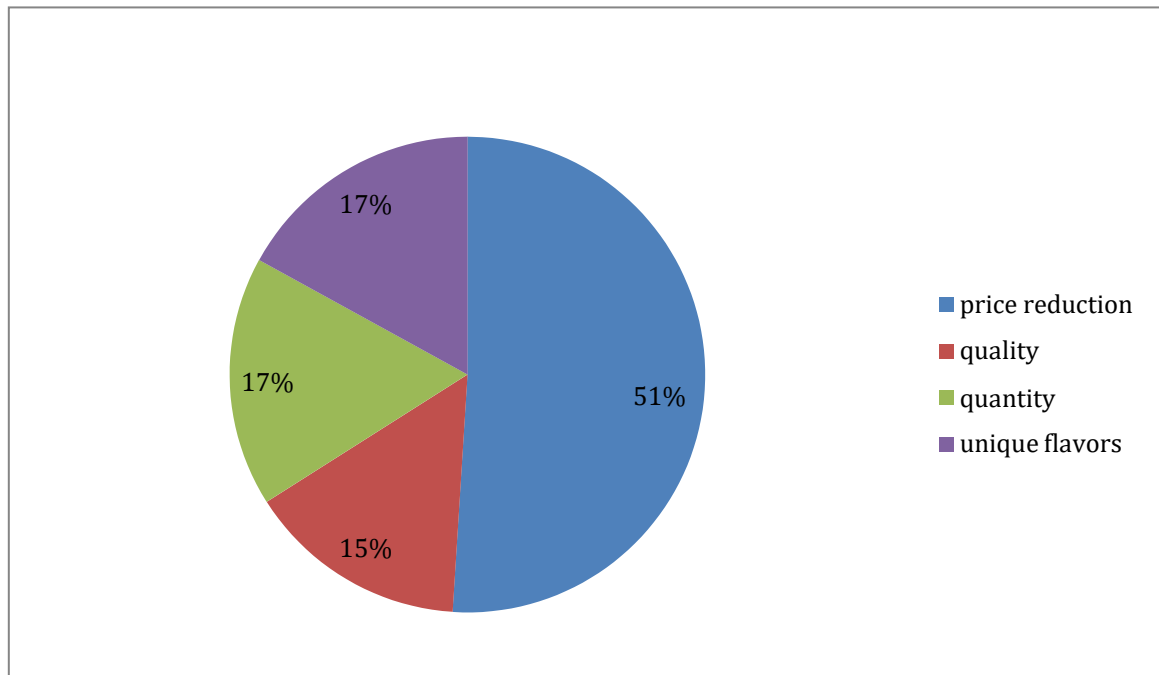**Chart showing what influences your choice of Cadbury product flavor**

Table No.4.1.15

Table showing illustrating the content of Cadbury chocolates advertisement that you prefer most

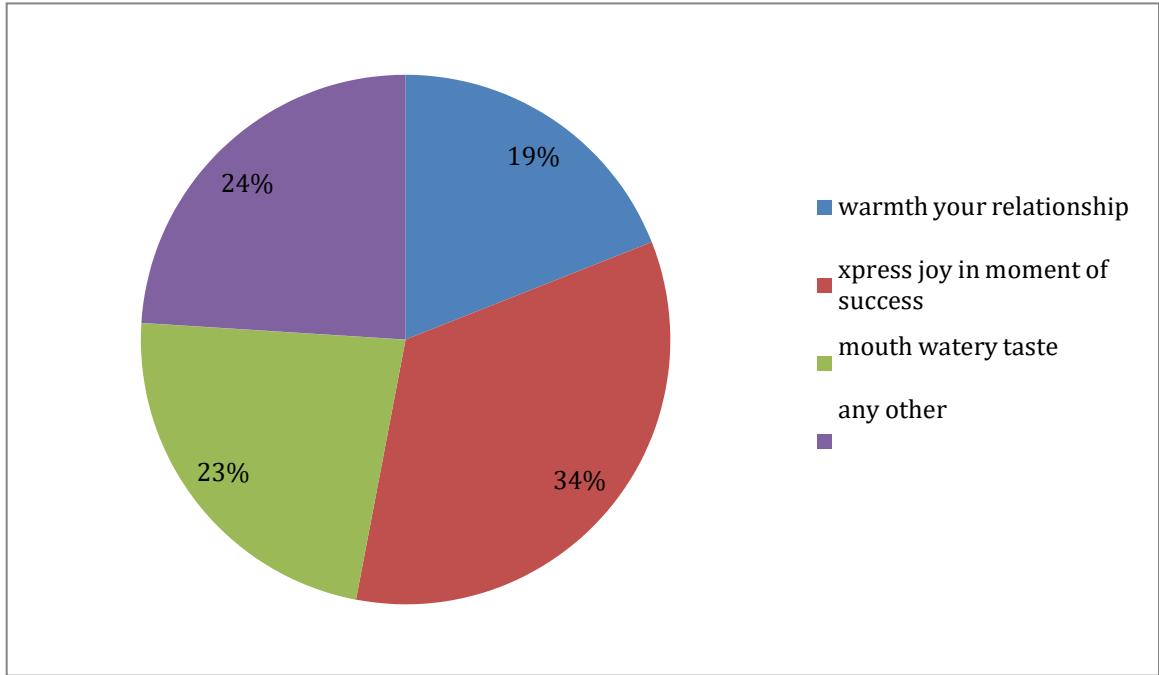| prefer	Frequency	Percentage
Warmth your relationship	28	19%
Xpress joy in moment of success	51	34%
Mouth watery taste	35	23%
Any other	36	24%
Total	150	100%

Source: Primary data :

Interpretation:

The above table shows that content of Cadbury chocolates advertisement you like the most shows that the 19% of warmth your relationship, 34% of xpress joy in moment of success, 23% of mouth watery taste, 24% of any others.

Chart No.4.1.15

Chart showing illustrating the content of Cadbury chocolates advertisement that you prefer most

flavor?

Table No.4.1.16

Table showing the factor influences to choose the Cadbury product

prefer	Frequency	Percentage
Personal preference	28	19%
recommendation	51	34%
Promo	35	23%
Availability	36	24%
Total	150	100%

Source: Primary data

Interpretation:

The above table shows that factors influences to choose Cadbury chocolates flavor you like the most shows that the 19% of personal preference, 34% of recommendation, 23% of promo, 24% of availability.

Chart No.4.1.16

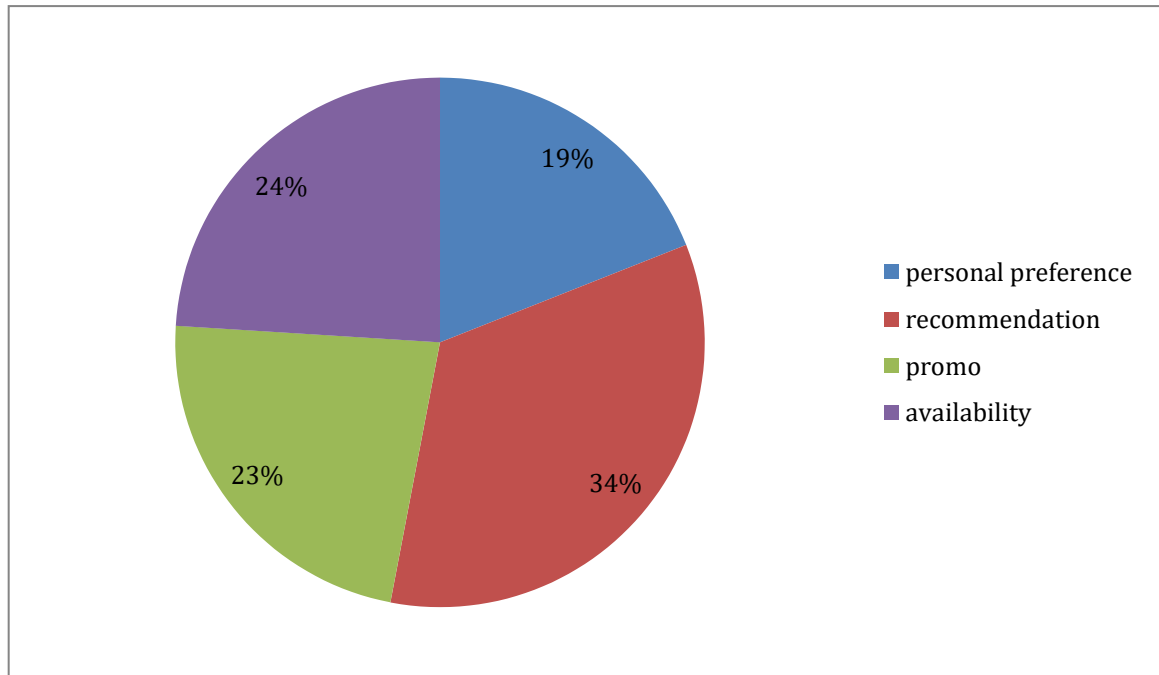**Chart showing content of Cadbury chocolates advertisement you like most**

Table no. 4.1.17

Table showing the promotional offers you prefer the most

Prefer	Frequency	Percentage
Free gifts	45	30%
Price discount	51	34%
Buy one get one	54	36%
Total	150	100%

Source: primary data

Interpretation:
The above table shows the promotional offers prefer the most consumers as are 30% of free gifts, 34% of price discount, 36% of buy one get one.

Chart no. 4.1.17
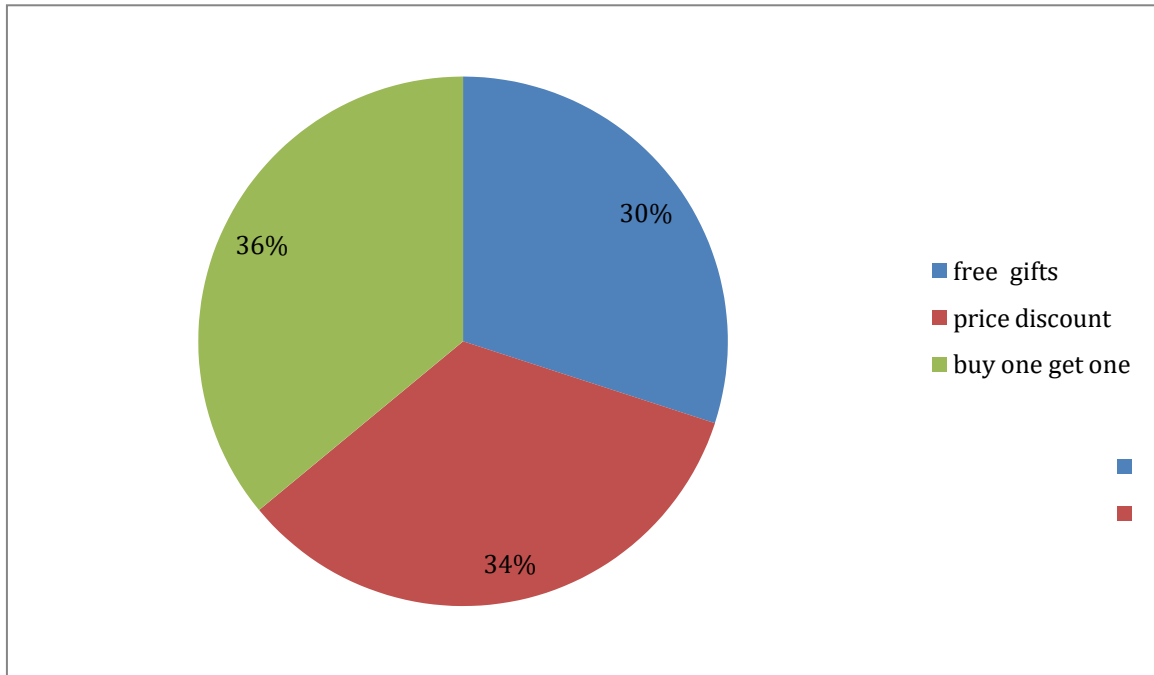
Chart showing the promotional offers you prefer the most

Table no. 4.1.18

Table showing whether you purchase special editions of Cadbury products.

prefer	Frequency	Percentage
Yes	105	70%
No	45	30%
Total	150	100%

Source: primary data

Interpretation:

The above table shows that consumer whether like if Cadbury special editions into the market it indicates 70% of people refer to' yes', 30% of 'no'.

Chart no. 4.1.18

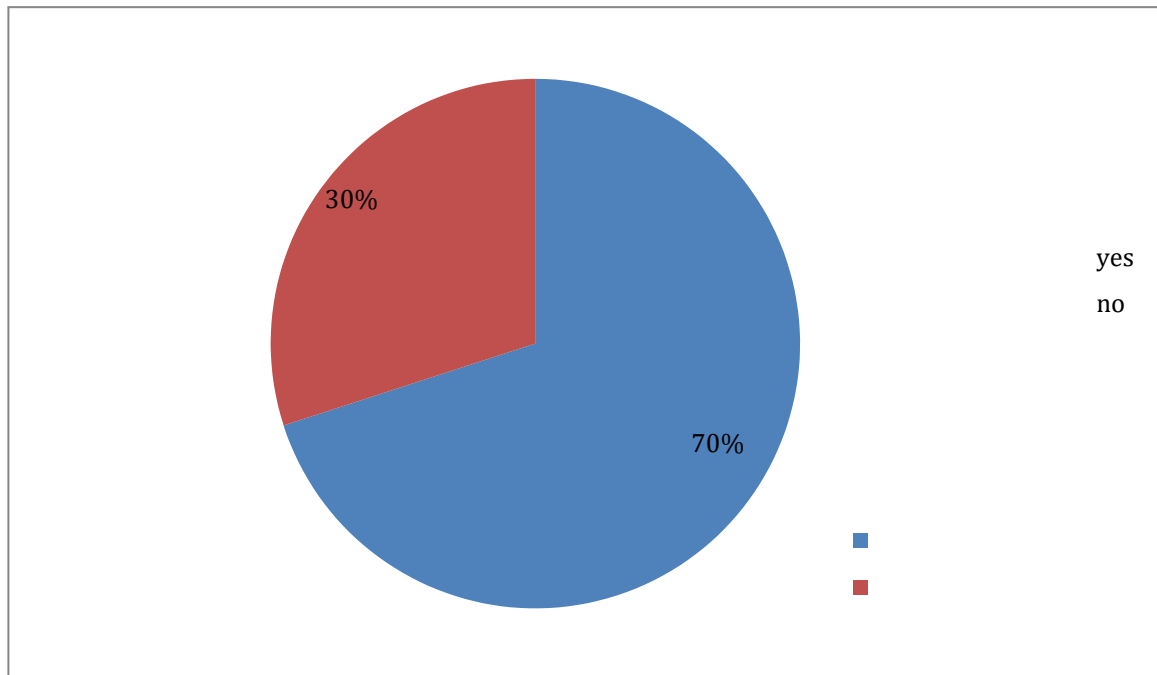**Chart showing whether you purchase special editions of Cadbury products.**

Table no. 4.1.19

Table showing whether you would consider switching to a new brand offering the same products enters the market.

prefer	Frequency	Percentage
Yes, I will buy	100	66.6%
No, I will not buy	50	33.3%
Total	150	100%

Source: primary data

Interpretation:

The above table shows that consumer whether like if Cadbury new brand enters into the market it indicates 66.6% of people refer to' yes', 33.3% of 'no'.

Chart no. 4.1.19

Chart showing whether you would consider switching to a new brand offering the same products enters the market
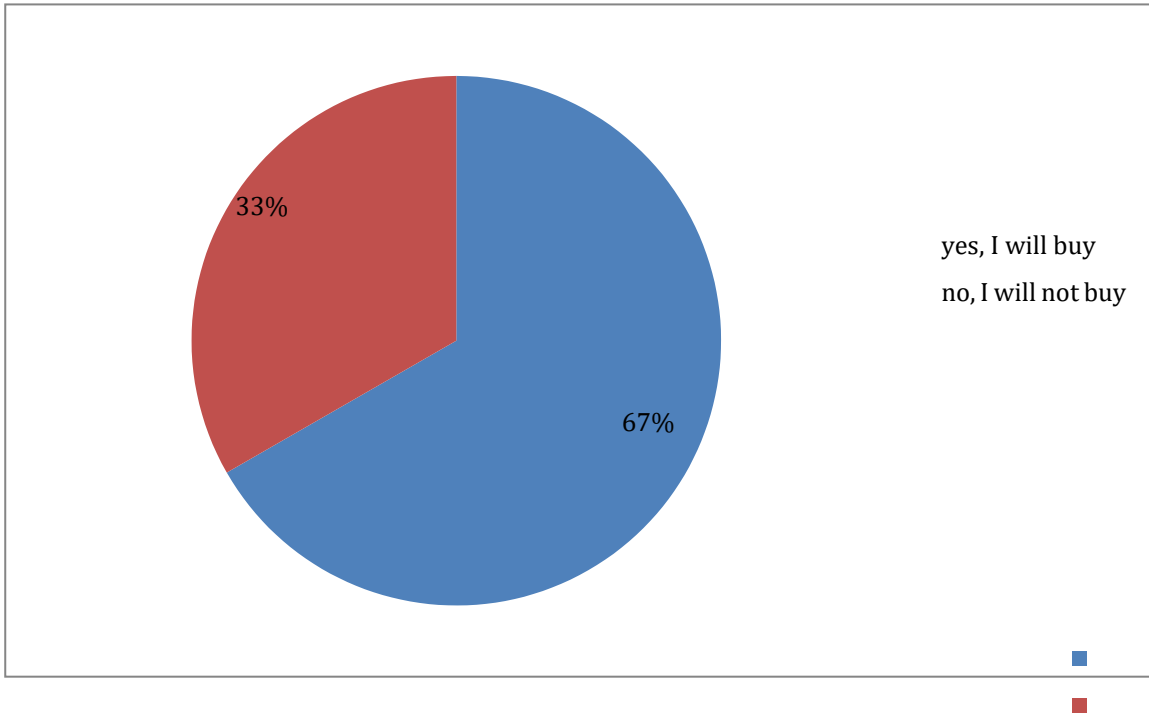
yes, I will buy

no, I will not buy

Table No. 4.1.20

Table showing the frequency of Cadbury cake consumption upon its introduction to the market.

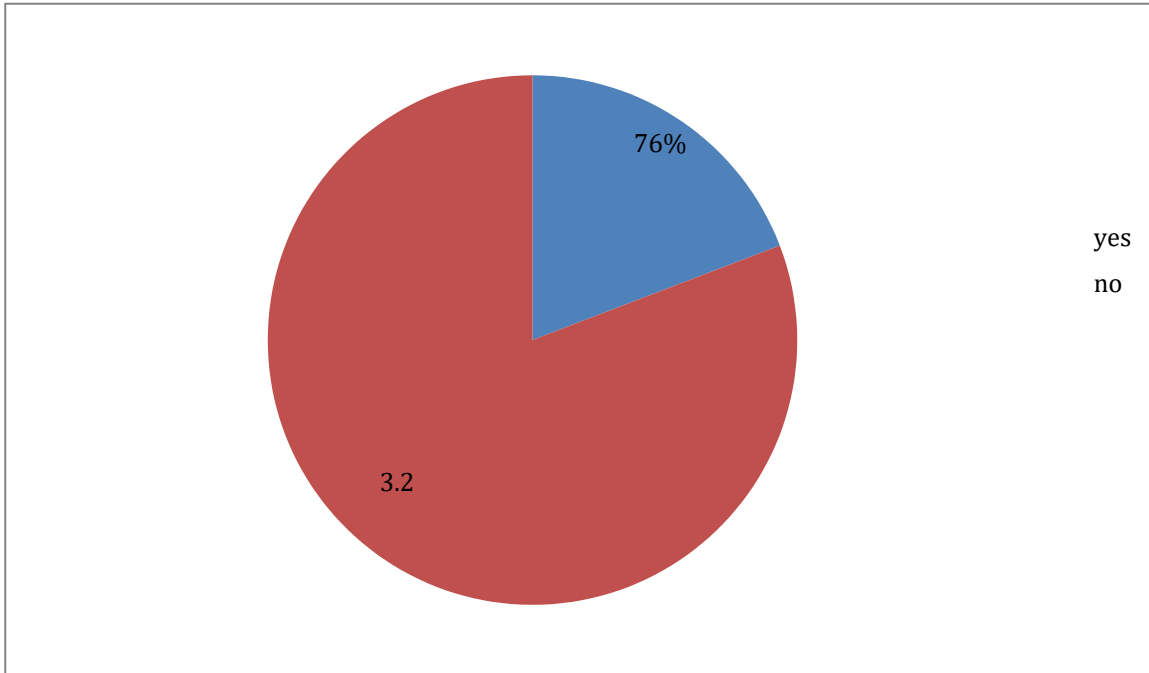| prefer	Frequency	Percentage
Yes	114	76%
no	36	24%
Total	150	100%

Source: primary data

Interpretation:

The above table shows that Cadbury product if they launch cake into the market. The majority, 76%, are yes, while 24% are no.

Chart No. 4.1.20

Chart showing the frequency of Cadbury cake consumption upon its introduction to the market.

RANK ANALYSIS

Ranking establishes a relationship among a set of items where each item is either considered higher, lower, or equal in rank to another. In mathematical terms, this is referred to as a weak order or total pre-order of objects. Unlike a total order, a ranking doesn't necessarily establish a clear hierarchy among all objects, as two distinct items can share the same rank. However, the rankings themselves follow a total order. For instance, materials can be pre-ordered by hardness, while the degrees of hardness form a total order. Analyzing data based on rankings often involves using non-parametric statistics.

Table no. 4.2.1

Table showing different FMCG brands and including which brand do you prefer

FMCG products	5	4	3	2	1	Total	Rank
Cadbury	97	31	12	4	6	659	1
Hershey's	42	51	35	13	9	554	3
mars	32	25	56	26	11	491	5
Nestle	60	33	26	26	5	567	2
Kinder joy	64	31	15	18	22	547	4

Interpretation

The above table showing the rank of the Cadbury products of those respondents prefers the most. The ranks are provided according to the wish of the respondents from ranking I to V.
Most of the people choose Cadbury to be in I Rank. Then Nestle to be ranked as II Rank, Hershey's to be ranked as III and so on.

WEIGHTED AVERAGE SCORE METHOD:

A weighted average is a type of average where each data point in the dataset is given a specific weight before being combined to produce a final average value. In this method, the weight assigned to each data point reflects its relative significance in the calculation. This weighting procedure ensures that each individual quantity contributes to the average proportionately to its assigned importance, similar to considering multiple identical items with the same value involved in the average.

To compute a weighted average score, various scores or grades are utilized alongside assigned weights or percentages. In order to calculate a weighted average with percentages, each score within a category is initially multiplied by its corresponding percentage. Subsequently, the resulting values are summed together.

FORMULA:

Total of Rank

Weighted Average Score =

Total number of Respondent

Table no 4.3.1

Table showing the level of consumer satisfaction with in Cadbury products.

Cadburyproducts	Very satisfied (4)	Satisfied (3)	Neutral(2)	Dis satisfied(1)	Total	Weighted Average score	Rank
Diary milk	91	40	17	2	520	3.46	1
Temptation	45	57	37	11	436	2.90	4
5 star	55	55	28	12	453	3.02	2
perk	55	50	35	10	450	3.00	3
Bourn Vita	45	43	44	18	415	2.76	5

Interpretation:

The above table shows the satisfaction level of the consumers with the Cadbury products. The greatest number of respondents chooses Diary milk to be the most satisfied product. Then they choose 5 star to be the second satisfied product. Perk as their third satisfied product in Cadbury.

CHAPTERT-V

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

The objectives of the study were to know about the consumer preference, satisfactions, attitude towards Cadbury products and list out the levels which consumer face during the use of Cadbury products also factors influencing the consumers to buy those products. This study measures the overall satisfaction and awareness on Cadbury products. This study has been analyzed using techniques of percentage analysis, rank analysis, weighted average score analysis. The final chapter is an attempt to summarize the findings ofthe study based on which few suggestions have been made.

PERCENTAGE ANALYSIS:

- ➢ 54% of the respondents are belongs to female respondents.
- ➢ 42% of the respondents are belongs to the age group between 8-25 years.
- ➢ 44% of the respondents are belong to rural area.
- ➢ 37% are well known about the product through television advertisement.
- ➢ 32% of people are consumed more dairy milk.
- ➢ 30% of the people are most appealing Cadbury products as flavor
- ➢ 33% of the people are consists of chocolate covered water fingers as dairy milk silk.
- ➢ 60% of the people are eating chocolates often

- ➤ 60% of the people consumed the most using chocolates product
- ➤ 62% of the people purchasing chocolate size as small.
- ➤ 42%of the people buy chocolates in supermarket
- ➤ 52% of the people prefer crunchy chocolates
- ➤ 51% of the people think to improve in their price reduction
- ➤ 34% of the people likes the advertisement in Express joy in moment of success
- ➤ 34% of the people choice of Cadbury product flavor is recommendation
- ➤ 36% of the people attracts the most in buy one get one
- ➤ 70% of the people purchase special edition of Cadbury products
- ➤ 67% of people using new brand while come into market
- ➤ 76% of the peoples like Cadbury cakes.

RANK ANALYSIS

The above table showing the rank of the Cadbury products of those respondents prefers the most. The ranks are provided according to the wish of the respondents from ranking I to V.

Majority of the people choose Cadbury to be in I Rank. Then Nestle to be ranked as II Rank, Hershey's to be ranked as III and so on.

WEIGHTED AVERAGE METHOD:

The above table shows the satisfaction level of the consumers with the Cadbury products. The majority number of respondents chooses Diary milk to be the most satisfied product. Then they choose 5 stars to be the second satisfied product. Perk as their third satisfied product in Cadbury.

SUGGESTION:

- • Cadbury products need to enhance their chocolate quality, quantity, pricing and packaging.
- • Introducing a new flavor of the health drink by Cadbury products suitable for all ages would prove highly impactful.
- • If Cadbury introduces diary milk cake in response to popular demand its market reach will be significantly increase.
- • Additionally, a price reduction would greatly benefit consumers, enabling more frequent purchases for everyone.

Conclusion:

According to the conducted result, A most of the respondent are familiar with Cadbury products. Utilizing questionnaire result to gather information about Cadbury products proves effective to thecertain degree. While there are both advantages and disadvantages associated with using Cadbury products, the most of respondent preview the pros outweighing the calls however, the efficientness could be enhanced further by taking into account the suggestions provided by the respondents.

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