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# **A STUDY ON CONSUMER BEHAVIOUR ON CADBURY PRODUCTS**

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## **CHAPTER-I**

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### **INTRODUCTION**

**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 21<sup>st</sup> 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

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### **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.

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### **1.3 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.

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### **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 healthier alternatives, like low-sugar or dark chocolate variations, in response to evolving consumer preference.

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### **LIMITATIONS OF THE STUDY**

- Time 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.

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### **METHODOLOGY OF THE STUDY**

Methodology refers to the study of methods from which we can obtain knowledge. It is one 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

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## 1.7 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

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## REVIEW OF LITERATURE

### 2.1 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.

## CHAPTER-III

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## COMPANY PROFILE

### 3.1 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's death in 1864, George and Richard, sons of John continued to expand the product line. Cadbury manufactured its milk chocolate in 1897. In 1920's the Cadbury script logo is first used. Today Cadbury is the largest confectionery company in the world. The company was known as Cadbury Schweppes plc. from 1969-2008 until its demerger. 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.



### 3.2 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 confectionery, candy and gum. Cadbury is the market leader in chocolate business. The pure taste of dairy 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 in the 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.

The following tools were used:

- Percentage Analysis
- Rank Analysis
- Weighted Average Score Method

**Table No.4.1.1**  
**Table showing Gender of Respondents**

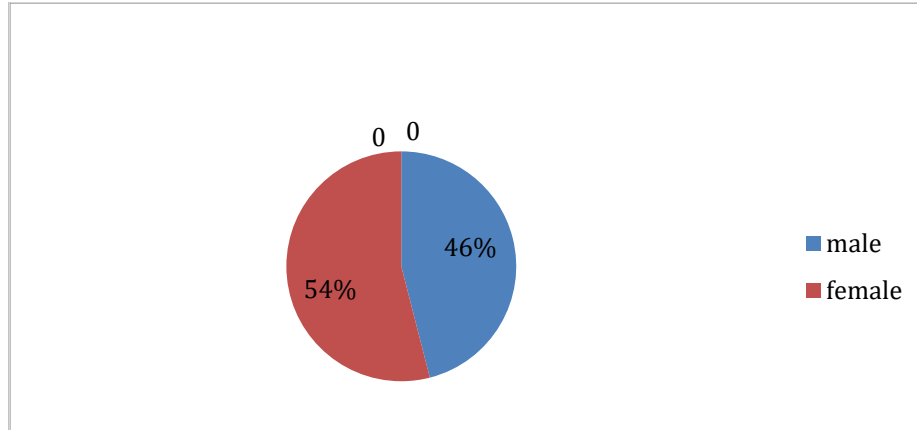
Gender	Frequency	Percentage
Male	69	46%
Female	81	54%
TOTAL	150	100%

Source: Primary data

Interpretation:

Of the total respondents, 54% are female, while 46% are male.

**Chart No.4.1.1**  
**Chart showing Gender of Respondents**



**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.

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.

**Table no 4.3.1**

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

Cadbury products	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
Bournvita	45	43	44	18	415	2.76	5

#### Interpretation:

The above table shows the satisfaction level of the consumers with the Cadbury products. The majority number of respondents chooses Dairy 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

#### 5.1 FINDINGS:

The objectives of the study was 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 of the study based on which few suggestion have been made.

##### 5.1.1 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.

##### 5.1.2 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.

##### 5.1.3 WEIGHTED AVERAGE METHOD:

The above table shows the satisfaction level of the consumers with the Cadbury products. The majority number of respondents chooses Dairy 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.

#### 5.2 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.

#### 5.3 conclusions:

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 the certain 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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