



“A Study on Customer Satisfaction Survey With Reference To CADBURY CHOCOLATES”

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ABSTRACT

Chocolate is liked and eaten by all age group of people. It may be in a form of harder, nuttier, crunchier, or chewy. It tastes like sweet and bitter. Many people prefer Cadbury chocolates for its sweetness and crunchiness. The five product categories that Cadbury India offers are chocolate confectionery, beverages, biscuits, gum and candy. Over the years, Cadbury has remained the unchallenged leader in the chocolate confectionery industry. Cadbury Dairy Milk, 5 Star, Perk Gems, and Eclairs are a few of the leading brands. The basis for the current study is customer preference for Cadbury chocolate. The study focused primarily on general awareness and customer preferences of Cadbury dairy milk, as well as general price level quality, and consumer expectation on overall satisfaction.

INTRODUCTION

The market is now a buyer's market instead of a seller's market. The ability of marketers and advertisers to draw in customers now determines whether a corporation succeeds or fails. Nowadays, marketing is a widespread force that may direct and even control production. In actuality, a corporation today is guided by market potential rather than production resources. Since 1948, Cadbury India Limited has been the largest importer and producer of chocolate in India (Cadbury, 2007), offering a variety of chocolates for the country's many different socioeconomic groups. Nowadays, marketing is a widespread force that may direct and even control production. In actuality, a corporation today is guided by market potential rather than production resources. From the inception of a product idea to its successful sale and eventual consumption, this includes the integration of a variety of actions. One of the most well-known foods ever is chocolate. In India, chocolate is steadily and gradually taking the place of the country's traditional sweets. People now prefer to give well-wrapped chocolate packages as gifts for special events and festivals rather than sweets due to an increase in social consciousness. Satisfaction referred to a customer's judgement that a product or service feature or the product or service itself, was providing a pleasurable level of consumption related fulfilment, including levels of under or over fulfilment.

RESEARCH METHODOLOGY

To conduct research on individuals who have been satisfied with Cadbury chocolates using Google Forms, a comprehensive research methodology needs to be devised. The first step involves defining the research objectives, which may include various aspects such as taste, packaging, price, availability and overall customer experience. The research design should be chosen based on the nature of the study, whether it's exploratory, descriptive, or causal. In this case, a descriptive design may be suitable to gather detailed information about individuals who have been satisfied with Cadbury chocolates. A well-structured questionnaire will be developed using Google Forms, incorporating both closed-ended and open-ended questions. The questionnaire should cover various aspects such as demographics, product experience, satisfaction levels, and overall experience. Additionally, questions related to the improvement in the product's taste, packaging, price, and services to assess different risks should be included.

STATEMENT OF THE PROBLEM

The study aims to investigate customer satisfaction with Cadbury chocolates. Despite Cadbury's long-standing reputation and market presence, understanding current consumer preferences and satisfaction levels is crucial for maintaining market competitiveness. This research seeks to identify key factors influencing customer satisfaction, such as product quality, variety, packaging, pricing, and promotional strategies.

Additionally, it will explore how demographic variables like age, gender, and income level affect customer perceptions and satisfaction. By addressing these issues, the study aims to provide insights for enhancing customer experience and sustaining brand loyalty.

OBJECTIVES OF STUDY

- To realize how the majority of people feel about consuming Cadbury chocolates.
- To evaluate consumer awareness of Cadbury products.
- To analyze the purchasing trends for Cadbury goods.
- To measure how satisfied consumers are with Cadbury products.
- To determine which Cadbury brands is preferred by consumers.

SCOPE OF STUDY

Marketers are interested in the way people learn. They want to educate consumers about their responsibilities as buyers. They want consumers to learn about their goods, their features, potential benefits for consumers, how to use, care for, or even get rid of their goods, as well as new ways to behave that will meet both consumers' demands and marketing goals. This investigation was performed to ascertain consumer preferences for Cadbury chocolates and the range of products on the market. Therefore, the researcher was motivated to carry out this research study is descriptive. The information was evaluated, tabulated, and then interpreted. For boosting sales, a number of consumer suggestions were chosen and offered. This study also provides information on consumers preferred chocolate brands and regular shopping locations. The dark chocolates can help to control high blood pressure. The blood pressure of who consumed dark chocolates significantly decreased. People who consume white chocolates are not able to control the blood pressure.

LIMITATION OF STUDY

- To check the satisfaction level by temporary factors such as recent product experiences, marketing campaigns, or seasonal variations.
- Investigate the impact of vary in their methodologies, population selection, and outcome measures, making it challenging to compare findings across different studies.
- To know the factors such as age, only people from urban areas, only young customers, lifestyle factors and access to broader population's satisfaction.
- Examine the satisfaction level across different cultural or geographical groups.
- Factors such as economic conditions, competitor actions, or broader market trends, can influence customer satisfaction and are difficult to control for.
- Explore studies on tracking individual feelings about Cadbury Chocolates, leading to inaccuracies in their satisfaction.

REVIEW OF LITERATURE

1. Researchers have identified the socio-economic characterise of the respondents and to ascertain the satisfaction level of the customer towards the Cadbury Chocolates. Traditionally customer satisfaction has been defined as the consumer response after using a product or service.
2. 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. Over the years, the company has conducted numerous customer satisfaction surveys to adapt to changing consumer tastes and preferences. Early studies focused on the quality of the product, packaging, and price.
3. Customer satisfaction is a critical aspect of business success, especially in the highly competitive chocolate industry. Cadbury, as one of the leading chocolate brands worldwide, has consistently invested in understanding customer preferences and satisfaction levels to maintain its market position.
4. Customer satisfaction is the degree to which a product's perceived performance matches a buyer's expectations. For Cadbury, high customer satisfaction is vital for brand loyalty, repeat purchases, and positive word-of-mouth. Researchers emphasized that satisfaction level leads to customer retention, which is crucial in a saturated market like chocolates. The literature on customer satisfaction surveys concerning Cadbury chocolates demonstrates the importance of continuous adaptation to consumer preferences and market trends. By consistently measuring and addressing customer satisfaction, Cadbury maintains its competitive edge in the global chocolate industry.

RESEARCH Methodology

In conducting research on individuals who have been overall experiences and satisfaction with Cadbury Chocolates using Google Forms as a primary data collection method, the research methodology involves several key steps. The process begins with the formulation of research objectives and the development of a structured questionnaire using Google Forms. The questionnaire is designed to gather relevant information about purchase behaviour, satisfaction level, and impact of product quality, price, packaging, and brand image on customer satisfaction.

SOURCE OF DATA COLLECTION

In conducting primary data collection on individuals who have been satisfied with Cadbury chocolates, Google Forms can serve as an effective tool for gathering information. Google Forms is a versatile and user-friendly online survey platform that allows researchers to design and distribute custom surveys to targeted audiences.

SAMPLING METHOD

To collect primary data on individuals who have been satisfied with Cadbury chocolates, a systematic sampling method utilizing Google Forms will be employed. The process will begin by defining the target population, which in this case, comprises the individuals purchase behavior, satisfaction levels by using Cadbury chocolates. A sampling frame will be developed, encompassing all potential respondents, ensuring a representative cross-section of the individual perceptions, experiences, and suggestions related to Cadbury chocolates.

Size of Sample:

70 customers

TYPES OF SAMPLING

- Using Google Forms, you can randomize the order of your questions or randomize the selection of respondents from a list.
- Divide the population into different strata or groups based on certain characteristics

(e.g., age, gender, geographic regions).

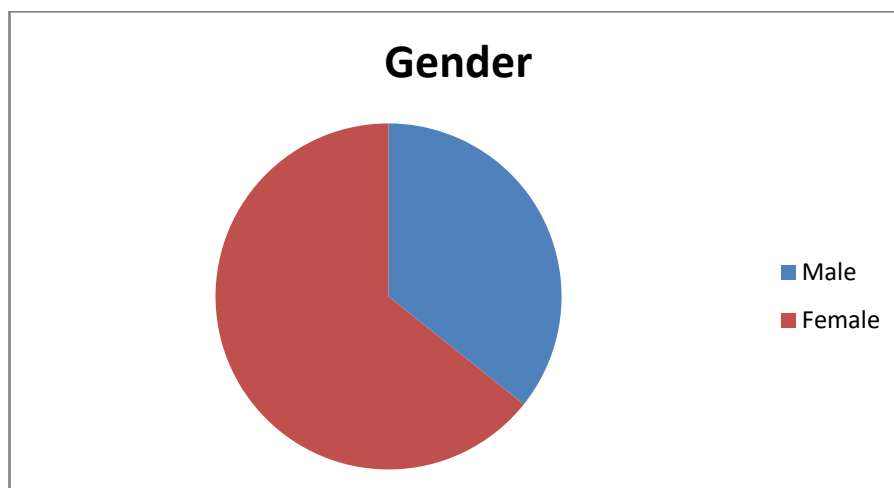
- Ensure representation from each stratum in your sample to get a comprehensive view.
- Divide the population into different strata or groups based on certain characteristics (e.g., age, gender, geographic regions).
- Ensure representation from each stratum in your sample to get a comprehensive view.

ANALYSIS AND INTERPRETATION OF DATA

Table no.1 Shows how respondents are arranged according to gender.

PARTICULARS	RESPONDENTS	PERCENTAGE
MALE	25	36%
FEMALE	45	64%
TOTAL	70	100%

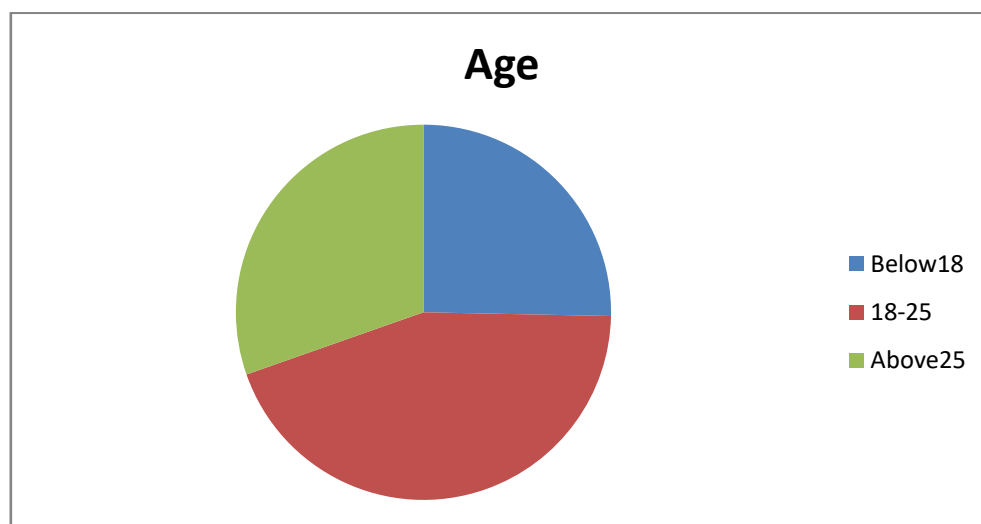
Graph no. 1



The graph makes it evident that most of the customers are Female.

Table no.2 Shows the age of the Respondents.

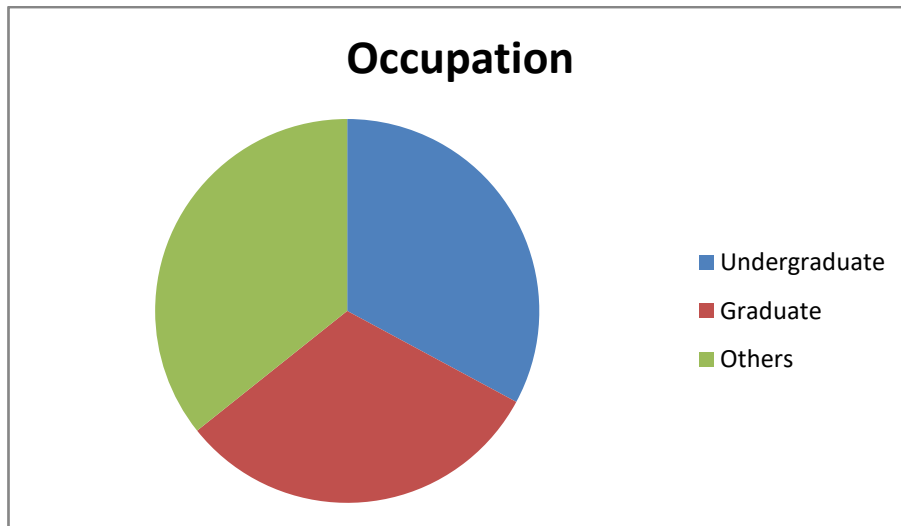
PARTICULARS	RESPONDENT	PERCENTAGE
Below18	20	25%
18-25	35	45%
Above25	15	30%
TOTAL	70	100%



The graph makes it evident that between 18-25 aged customers make up the majority of the respondents.

Table no.3 showing the educational background of respondents

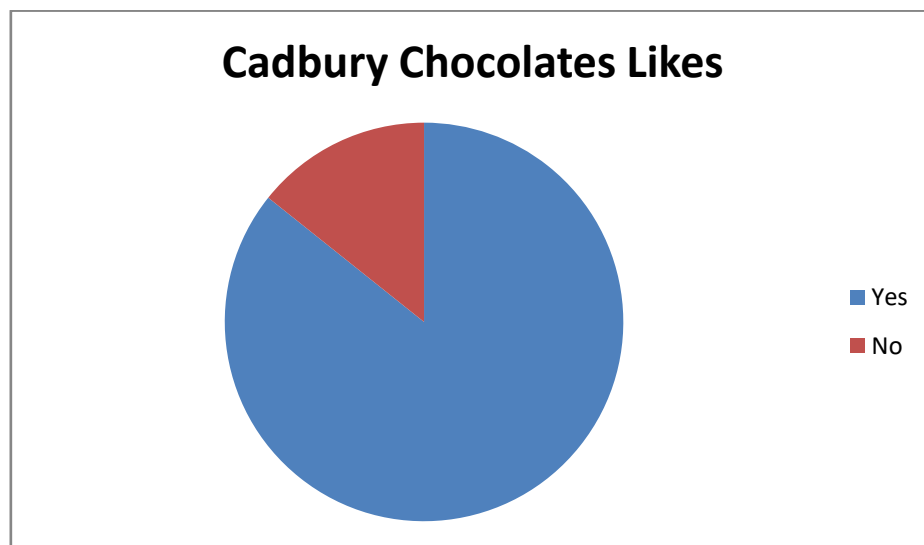
PARTICULARS	RESPONDENT	PERCENTAGE
UNDERGRADUATE	23	33%
GRADUATE	22	31%
OTHERS	25	36%
TOTAL	70	100%



This graph shows the maximum majority of graduates are customers.

Table no.4 shows how many customers like Cadbury Chocolates;

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE
YES	60	86%
NO	10	14%
TOTAL	70	100%

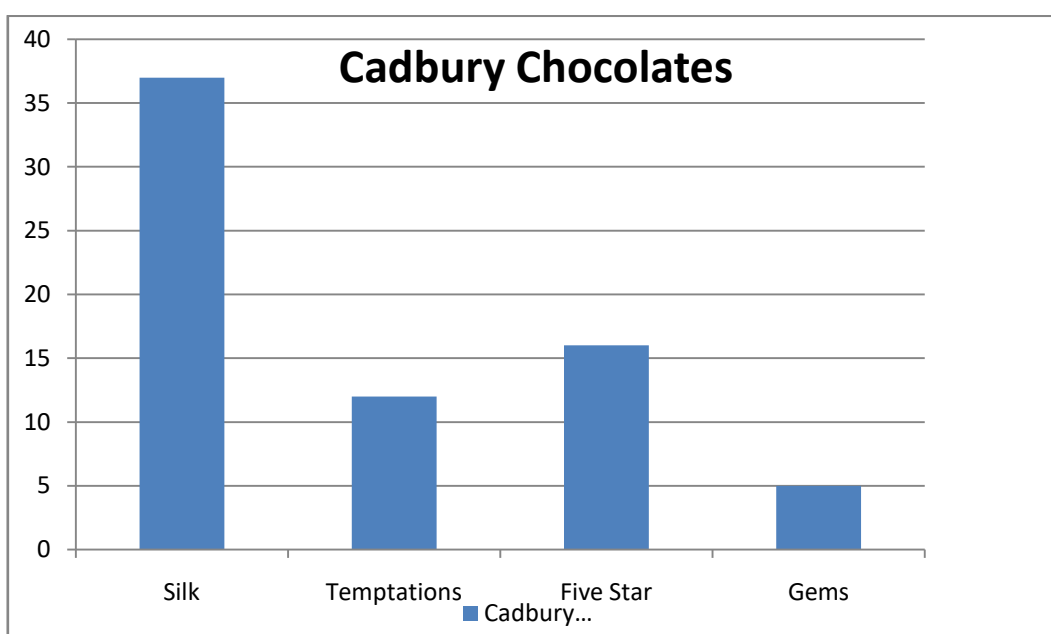


From the above table it can be analyzed that 86% of the customers like to eat Cadbury Chocolates.

Table no.5Thinking about Cadbury which Chocolate comes to mind.

PARTICULARS	RESPONSES	PERCENTAGE
Silk	37	53%
Temptations	12	17%
Five Star	16	23%
Gems	05	07%
TOTAL	70	100%

From the above table it can be analyzed that Silk comes to mind while thinking about Cadbury Chocolates to 53% of customers.

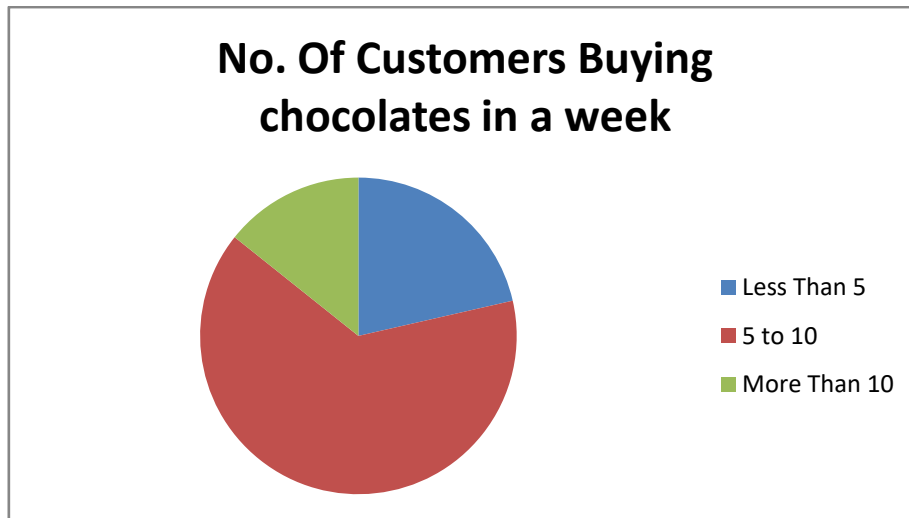


From the above graph it can be interpreted that most of the respondents are thinking about Silk in Cadbury brand.

Table no.6:showshow many chocolates would the customers buy in a week

Particulars	Number of responses	Percentage
Less Than 5	15	21%
5-10	45	64%
More Than 10	10	14%
Total	70	100%

From the above table it can be analyzed in that 64% of customers buy 5-10 chocolates in a week.

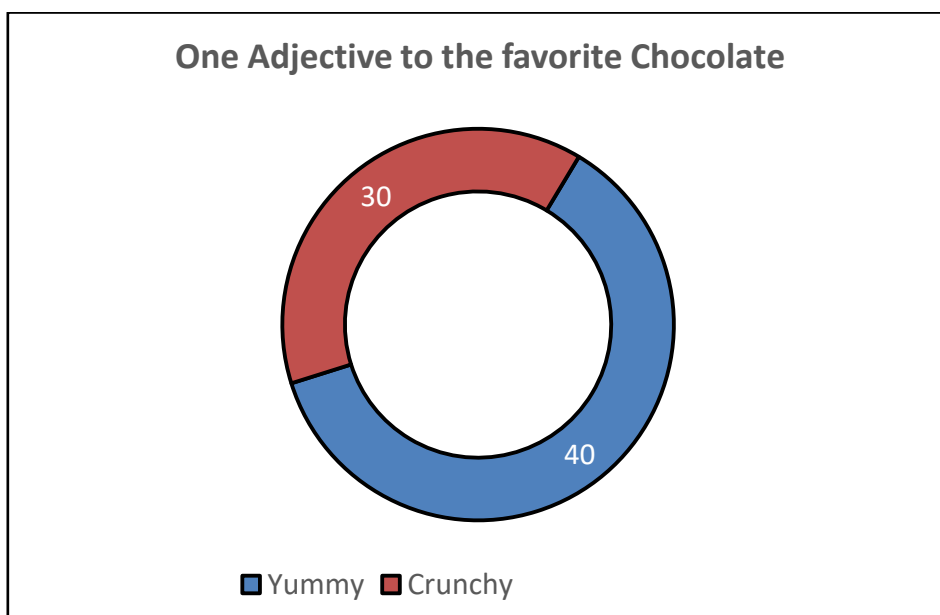


According to the graph, a significant most of customers, precisely 64%, will buy the chocolates in a week.

Table no.7 One adjective to the favorite chocolate of the customer.

Particulars	Number of responses	Percentages
Yummy	40	62%
Crunchy	30	38%
Total	70	100%

From the above table it can be analyzed that 62% of customers gives the word Yummy to Cadbury Chocolates.

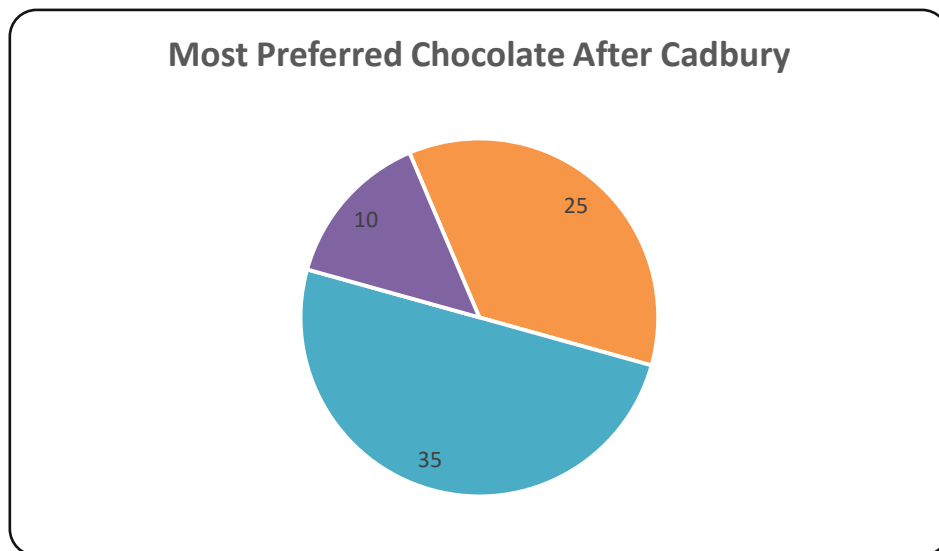


From the above graph it can be interpreted that majority of respondents, precisely 62%, of customers use the adjective Yummy for Cadbury Chocolates.

Table no.8 Which is the most preferred chocolate after Cadbury

Particulars	Number of responses
Nestle	25
Ferrero Rocher	35
Mars	10
Total	70

From the above table it can be analyzed that 50% of customers prefer Ferrero Rocher after Cadbury Chocolate.

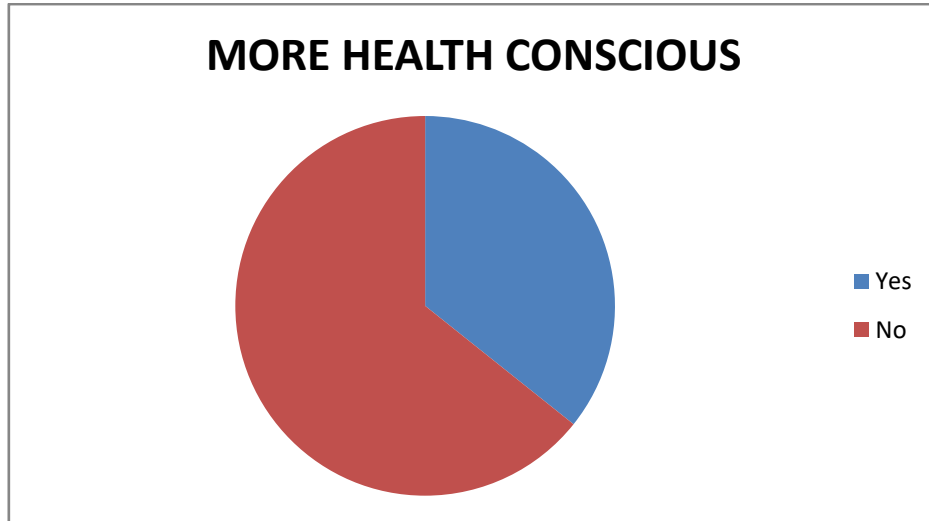


From the above graph it can be interpreted a majority of customers 50% , prefer Ferrero Rocher after Cadbury Chocolate.

Table no.9 Have become more health conscious that the need for chocolate has declined

Particulars	Number of responses	Percentage
Yes	25	36%
No	45	64%
Total	70	100%

From the above table it can be analysed that 64% of customers have become more health conscious that the need for chocolate has declined.

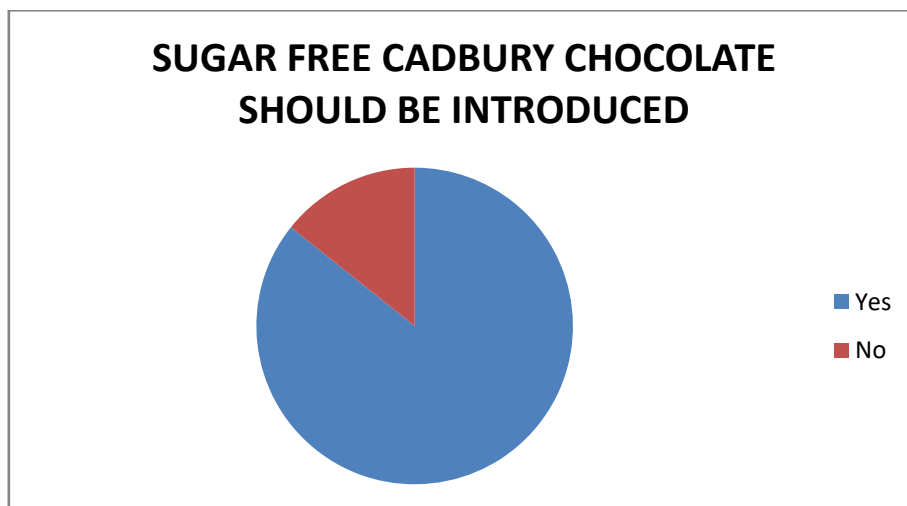


From the above graph, it can be interpreted that majority of respondents, precisely 64%, of customers have become more health conscious that the need for chocolate has declined.

Table no.10 Do you think sugar free Cadbury Chocolates should be introduced

Particulars	Number of responses	Percentage
Yes	60	86%
No	10	14%
Total	70	100%

From the above table it can be analysed that 86% of customers think that sugar free Cadbury Chocolates should be introduced to attract health conscious people.



From the above graph, it can be interpreted that majority of respondents, precisely 86% of customers think that sugar free Cadbury Chocolates should be introduced to attract health conscious people.

Finding

1. The most of respondents are female
2. The most number of respondents are age belong to 18 to 25 years.
3. The majority of respondents are graduates.
4. Themajority of respondents like Cadbury Chocolates.
5. The greatest number of respondents think about Silk when saying about Cadbury Chocolates..
6. The most of respondents buy 5-10 chocolates in a week.
7. A majority of respondents have the adjective Yummy as the adjective for the Cadbury Chocolates.
8. The majority of respondents expressed that Ferrero Rocher takes place after Cadbury Chocolates.
9. The majority of respondents have become more health conscious
10. The majority of respondents think sugar free Cadbury Chocolates should be introduced to attract health conscious people.

Conclusion

Cadburychocolates reveals significant insights into customer preferences and brand perception. Overall, the majority of respondents expressed high satisfaction with Cadbury products, citing factors such as taste, quality, and brand reputation as primary reasons for their positive feedback. Cadbury chocolates consistently received high ratings for their rich flavour and smooth texture, which are key factors in customer satisfaction. A substantial number of customers demonstrated strong brand loyalty, often choosing Cadbury over other brands due to its long-standing reputation and consistent quality. Cadbury has successfully established itself as a strong customer base. By continuing to focus on quality, innovation, and customer engagement. Cadbury can further enhance its customer satisfaction and maintain its market leadership. This conclusion encapsulates the key takeaway from the survey and provides actionable insights for Cadbury to sustain and improve customer satisfaction.