



Consumer Satisfaction towards Cadbury Products with Reference to Coimbatore City

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ABSTRACT

This study analysis the consumer satisfaction towards the Cadbury products within Coimbatore city. By majorly focusing on the factors such as taste, quality, pricing, availability and packaging, the satisfaction of the consumer is measured.

INTRODUCTION:

Marketing connects the business with the customers. Through understanding the consumer needs with the marketing principles, businesses are able to deliver the right product to the right consumer at the right time. This is achieved through marketing strategies like market research, analysing demand, focusing on the specifications needed by the consumer in the product

Consumer satisfaction deals with measuring the satisfaction level obtained by the consumer after consuming the product. It reflects the opinion of the customer in terms of price, taste, quality, quantity and availability of product. Businesses do research to satisfy the consumer needs through putting efforts in production research and development. Consumer's satisfaction is important for the businesses to boost their sales.

OBJECTIVES OF THE STUDY:

- To measure overall consumer satisfaction with Cadbury products.
- To analyze factors influencing consumer satisfaction (e.g., taste, quality, price, availability, packaging).
- To compare satisfaction levels across different Cadbury product lines (e.g., Dairy Milk, 5 Star, Silk).
- To identify areas for improvement and provide suggestions for enhancing customer satisfaction.

RESEARCH METHODOLOGY

The researcher designed a conceptual framework to guide the study, ensuring a structured approach to data collection and analysis. This study adopts a descriptive research design to examine customer awareness regarding Cadbury chocolate. It focuses on aspects such as demand, efficiency, brand image, and product features.

- Primary data
- Secondary data

SCOPE OF THE STUDY:

- ❖ The findings of this project will primarily benefit small retailers and local distributors by offering them insights into consumer preferences for Cadbury products, helping them improve their product stocking and marketing efforts.
- ❖ Consumers may also benefit indirectly, as their feedback can lead to minor product improvements or better availability in local stores.
- ❖ Additionally, the project could be useful for future students or researchers as a foundational study in understanding consumer satisfaction on a smaller scale, providing initial insights for more in-depth research in the future.

LIMITATION OF THE STUDY:

- ❖ The study may be confined to a particular region or city, and consumer preferences or satisfaction levels could vary significantly across different regions or countries, limiting the scope of the research
- ❖ Cadbury offers a wide range of products (e.g., chocolates, biscuits, beverages). Consumers may have different levels of satisfaction with each product, and addressing all these in a single study could be challenging, leading to a more generalized view rather than product-specific insights.

REVIEW OF LITERATURE

1. **Paul Rozin (1991)**: in his article states that Chocolate is the foremost pined for nourishment among females, and is pined for by nearly half of the female test (in both age bunches). In spite of the fact that this longing for is related to a sweet longing for, it cannot be accounted for as a longing for desserts. Approximately half of the female cravers appear an awfully well characterized longing for top for chocolate within the premenstrual period, starting from a number of days some time recently the onset of menses and expanding into the primary few days of menses. There isn't a critical connection in chocolate longing for or enjoying between guardians and their children.
2. **Bradley & Lang (2000)** told that human passionate are exceptionally complicated and cannot be effectively caught on. The analyst drawn 3 yield from the reactions gotten. Those are:- (1) overstate and auxiliary character; (2) nostalgic expressions; (3) useful reaction.
3. **Chernatony & Leslie (2004)** found that directorial buyers can be decided by the both reasonable and psychic brand values. Moreover, B2B brands can basically bargain with functional competence so as to make passionate relatedness with the buyers.
4. **Pappas o et.al (2014)** included in his ponder reports that the emotions affect net basically based looking conduct either unquestionably, through the orchestrate of fabulous sentiments, or conflictingly, through adversarial sentiments and appear that savvy sentiments arrange the association among personalization and get points.
5. **Hani S. et.al (2018)** pushed on the reality that enormous brand names could be a way to allure consumers. The affiliation between the legitimacy the enormous title endorser and each client stamp inclination and viewpoint is moreover assessed. Engrave propensity and viewpoint of the retailer unit of measurement found to unfavourably wedged by celebrity back.

INDUSTRIAL OVERVIEW:

HISTORY:

1824 - Founding of Cadbury: John Cadbury began selling tea, coffee, and drinking chocolate in Birmingham, England. Drinking chocolate was the original product that would lead to Cadbury's growth.

1905 - Launch of Cadbury Dairy Milk: One of the most iconic products, Dairy Milk, was introduced. Its rich, creamy texture made it an instant success, becoming a staple in the Cadbury lineup.

2010s - New Varieties: Cadbury expanded the Dairy Milk line with products like Oreo and Marvellous Creations, experimenting with new Flavors and textures.

CADBURY	
COMPANYTYPE	subsidiary
INDUSTRY	Confectionery
FOUNDED	4 March 1824 in Birmingham, England
FOUNDER	John Cadbury
HEADQUARTERS	Uxbridge Business Park, Greater London, England
KEY PEOPLE	Dirk Van de Put (chairman and CEO)

PARENT	Mondelez International
WEBSITE	cadbury.co.uk (http s://cadbury.co.uk/)

CADBURY PRODUCTS IN INDIA:

DAIRY MILK:

A premium version of the classic Dairy Milk, known for its smoother and creamier texture. Variants include Silk Oreo, Silk Fruit & Nut, and Silk Roast Almond

GEMS:

Colourful Candy-Coated Chocolates: Small, button-shaped chocolates covered in a crisp, colourful sugar shell

5 STAR:

- Classic 5 Star: A chewy caramel and nougat bar covered in milk chocolate.
- 5 Star 3D: An enhanced version with additional layers for a richer experience

OREO:

- Oreo Biscuits: Chocolate sandwich cookies with a sweet cream filling.
- Oreo Dipped: Oreo biscuits coated in Cadbury milk chocolate.

CADBURY BOURNVILLE:

- Bournville Rich Cocoa: A dark chocolate bar with a high cocoa content, offering an intense chocolate experience.
- Bournville Fruit & Nut: Dark chocolate combined with almonds and raisins.

PERK:

A light wafer bar coated with delicious milk chocolate, perfect for a quick snack

CADBURY LICKABLES:

Cadbury Dairy Milk Lickables is a unique chocolate treat designed especially for children. It features a smooth, creamy chocolate mousse with crunchy biscuit bits and rice crisps, packed inside a UFO-shaped container. The product gained popularity because of its interactive packaging, which often includes a small toy inside, making it a favorite among kids

CADBURY CRISPELLO:

Cadbury Crispello is a light and crispy chocolate snack with a multi-layered texture. It consists of crispy wafer layers coated in rich Dairy Milk chocolate, making it a crunchy yet creamy delight. Crispello is often marketed as a snack for those looking for a light chocolate indulgence without feeling too heavy.