



A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT :

This study investigates consumer preferences toward Cadbury products with a special focus on Coimbatore City. Cadbury, a leading brand in the Indian chocolate industry, is known for its wide range of products and strong market presence. The research aims to identify the key factors that influence customer decisions, such as taste, price, brand loyalty, packaging, and health consciousness. Primary data was gathered from 110 respondents through structured questionnaires using convenience sampling. The findings reveal that Cadbury's Dairy Milk is the most preferred product, particularly among young adults and female consumers. Price and taste emerged as significant decision-making factors, while advertising and festive promotions also played a role in driving purchases. Though Cadbury enjoys high consumer satisfaction, concerns regarding pricing and demand for healthier alternatives were noted. The study suggests that Cadbury should explore sugar-free variants and regional promotions to maintain and grow its consumer base. The insights gained will help marketers better understand localized preferences and adapt their strategies accordingly.

Keywords: Cadbury, Consumer Preference, Dairy Milk, Brand Loyalty, Taste, Coimbatore

1 INTRODUCTION:

Consumer preference refers to the subjective tastes of individual consumers, which are measured by their level of satisfaction after purchasing a product. This satisfaction is often termed as "utility." Consumer value is determined by comparing the utility derived from different products. It can be assessed by analysing the satisfaction a consumer experiences with a particular item relative to the opportunity cost of choosing it over a competing product.

While individual consumers may not always consciously analyse why they prefer one product over another, businesses and marketers rely heavily on understanding consumer demand. Apart from factors like product price and availability, consumer preferences help predict a product's sales potential and pricing strategy. Preferences vary from product to product, and various components of a product can influence consumer choices.

The market today has shifted from a seller's market to a buyer's market. The success or failure of modern businesses now depends on how effectively marketers and advertisers can attract consumers. Marketing has evolved into a powerful force that not only influences but also guides production decisions. In today's business environment, it is market potential rather than production resources that drive business strategies.

Cadbury India Limited has been the leading chocolate importer and manufacturer in India since 1948 (Cadbury, 2007). Over the years, it has launched a variety of chocolates catering to different segments and demographics of India's vast and diverse population. Chocolate has always been one of the most popular food products, and in India, it is gradually replacing traditional sweets. With a growing sense of social consciousness, people increasingly prefer gifting well-packaged chocolates instead of traditional sweets on festive occasions.

Cadbury India, a subsidiary of Mondelez International, operates across multiple categories, including Chocolate Confectionery, Milk Food Drinks, Candy, and Gum, maintaining its market leadership for years. Some of its key brands in India include Cadbury Dairy Milk, 5 Star, Perk, Eclairs, and Celebrations. The Cadbury brand dates back to 1831 when John Cadbury started commercial-scale production in a four-story warehouse on Crooked Lane. Today, Cadbury is the world's second-largest confectionery brand after Mars. Cadbury India operates under Kraft Foods Inc., with the core purpose of "making today delicious."

This study examines consumer preferences for Cadbury products based on a sample survey of 110 respondents in Coimbatore. It primarily focuses on factors such as price, taste, quality, brand image, consumer expectations, and overall satisfaction. Additionally, the study explores general consumer awareness and preferences regarding Cadbury products.

2 LITERATURE REVIEW:

Kishore (2022) emphasizes the importance of increasing customer satisfaction and loyalty towards Cadbury Dairy Milk in Erode by understanding consumer needs across different demographics. Thomas Bush (2022) highlights Cadbury's global brand strength, with consumers associating it with a specific taste and quality, also noting the success of products like Oreo under the Cadbury umbrella.

Anusha Kiran (2021) explores consumer preferences in Thrissur, focusing on attitudes and expectations towards Cadbury chocolates. *Priya Krishna (2020)* discusses the deep cultural connection of Indian consumers to Cadbury, with Dairy Milk becoming a daily staple for many. *Karthikeyan (2017)* investigates consumer satisfaction, emphasizing awareness, price sensitivity, and quality.

Lavanya (2017) in Coimbatore finds that price, quality, and expectations influence consumer choices regarding Cadbury Dairy Milk. *Poateek Pawar (2016)* identifies a growing demand for healthier options, such as sugar-free chocolates. *Essays, UK (2013)* discusses Cadbury's strong brand loyalty, with consumers preferring to wait for its products rather than buying competitors' chocolates.

Zeenat Ismail (2012) finds that price and quality are the main factors influencing consumer decisions. *Patnaik & Sahoo (2012)* analyze consumer behavior towards Cadbury and Nestlé in India, noting that despite market challenges, the chocolate industry is growing. *Ankita Singh (2012)* highlights Cadbury's universal brand image, evoking happiness across all age groups. *Dr. Shendge (2012)* confirms Cadbury's preference across age groups in India, and *Gill Corkindale (2009)* reflects on the nostalgic and emotional connection many Britons have with the brand.

3 RESEARCH METHODOLOGY:

This study adopts a descriptive research design to explore consumer preferences and behavior towards Cadbury products in Coimbatore city. The primary aim of the research is to gain insights into the factors influencing consumer choices, satisfaction, and brand loyalty. Primary data is collected through a structured questionnaire, which includes both closed-ended and open-ended questions. The closed-ended questions focus on demographics, purchase frequency, satisfaction levels, and brand preferences, while the open-ended questions capture deeper insights into consumer attitudes, perceptions, and motivations. Secondary data is gathered from existing literature, research papers, and industry reports to contextualize and validate the primary findings.

The sample consists of 150 respondents selected using a simple random sampling method, ensuring that each consumer has an equal chance of being included in the study. This sampling technique helps minimize bias and ensures the sample is representative of the consumer population in Coimbatore. The collected data is analyzed using both quantitative and qualitative methods. Quantitative data from closed-ended questions is analyzed using descriptive statistics such as mean, frequency, and standard deviation, providing a numerical understanding of consumer behavior. Qualitative data from open-ended questions is analyzed through thematic analysis to identify key themes and patterns in consumer attitudes and preferences.

The scope of the study is limited to Coimbatore city, offering valuable insights into the preferences of consumers in this specific urban market. While the findings may not be fully generalizable to other regions, they provide meaningful insights for marketing strategies targeting similar consumer segments in Tier-2 cities in India. This research methodology aims to uncover the underlying factors driving consumer satisfaction and loyalty towards Cadbury products, contributing to a deeper understanding of consumer behavior in the chocolate industry.

4 DATA ANALYSIS AND INTERPERTATION

TABLE 4.1
Gender of the respondents

| Options | No. of respondents | Percentage |
|--------------|--------------------|-------------|
| Male | 43 | 39.1% |
| Female | 67 | 60.9% |
| Total | 110 | 100% |

INTERPRETATION:

From the above table, out of 110 respondents 39.1% respondents are Male and 60.9% are Female respondents.

The female respondents are higher than the male

TABLE 4.2
Table showing the Age category of people often likes to buy Cadbury products.

| Options | No. of respondents | Percentage |
|--------------|--------------------|-------------|
| Below 18 | 27 | 24.5% |
| 18-25 | 64 | 58.2% |
| 25-35 | 10 | 9.1% |
| Above 35 | 9 | 8.2% |
| Total | 110 | 100% |

INTERPRETATION:

The above table shows the Age category of people often likes to buy Cadbury products and here 58.2% of respondents choose 18-25 age category, 24.5% of respondents choose below 18 age category and 9.1% of respondents choose 25-35 age category and 8.2% of respondents choose Above 35 age category.

TABLE 4.3

Table showing the type of individual consume more Cadbury products.

| Options | No. of respondents | Percentage |
|--------------|--------------------|-------------|
| Female | 67 | 60.9% |
| Male | 43 | 39.1% |
| Total | 110 | 100% |

INTERPRETATION:

The above table shows the type of individual consume more Cadbury products and here 60.9% of respondents choose Female, 39.1% of respondents choose Male.

TABLE 4.4

Table showing the location of people often purchases Cadbury products.

| Options | No. of respondents | Percentage |
|--------------|--------------------|-------------|
| City | 71 | 64.5% |
| Town | 25 | 22.7% |
| Village | 12 | 10.9% |
| Other | 2 | 1.8% |
| Total | 110 | 100% |

INTERPRETATION:

The above table shows the location of people often purchases Cadbury products and here 64.5% of respondents choose City, 22.7% of respondents choose Town, 10.9% of respondents choose Village and 1.8% of respondents choose other.

TABLE 4.5

Table showing whether people like to eat Cadbury products.

| Options | No. of respondents | Percentage |
|--------------|--------------------|-------------|
| Yes | 81 | 73.6% |
| No | 18 | 16.4% |
| May be | 11 | 10% |
| Total | 110 | 100% |

INTERPRETATION:

The above table shows whether people like to eat Cadbury products and here 81% of respondents choose Yes, 16.4% of respondents choose No and 10% of respondents choose May be.

TABLE 4.6

Table showing the category of people like to eat Cadbury products often.

| Options | No. of respondents | Percentage |
|------------------|--------------------|------------|
| College Students | 50 | 45.4% |
| Working people | 15 | 13.6% |

| | | |
|--------------|------------|-------------|
| School kids | 44 | 40% |
| Other | 1 | 0.9% |
| Total | 110 | 100% |

INTERPRETATION:

The above table shows the category of people like to eat Cadbury products often and here 45.4% of respondents choose College students, 13.6% of respondents choose working people, 40% of respondents choose School kids and 0.9% of respondents choose other

6 FINDINGS:

1. Here, 60.9% of the respondents are female
2. Here, 58.2% of respondent are 18-15 age category of people often likes to buy Cadbury product
3. Here, 60.9% of the respondents are female consume more Cadbury product
4. Here, 64.5% of respondents chose city people often purchase Cadbury product
5. Here, 73.6% of respondents are like to eat Cadbury product
6. Here, 45.4% of respondents are college students like to eat Cadbury products

6 RESULTS AND DISCUSSIONS:

The results of the study indicate a strong preference for Cadbury products among young adult consumers, particularly females and college students in Coimbatore. The demographic analysis reveals that 60.9% of respondents are female, and 58.2% fall within the 18–25 age group, showing a clear trend of brand popularity among the youth. Additionally, 45.4% of those who enjoy Cadbury products are college students, highlighting their role as a key consumer segment. This suggests that Cadbury's marketing and product offerings are well-aligned with the preferences of younger, more brand-conscious consumers who often make impulse purchases.

When it comes to product choices, Dairy Milk stands out as the most preferred variety, favored by 49.1% of the respondents. This highlights the effectiveness of Dairy Milk's positioning as a classic and universally appealing chocolate. Pricing was found to be both a motivator and a barrier—43.6% of respondents cited price as an important factor in their purchasing decisions, while the same percentage felt that Cadbury products are priced on the higher side. Despite this, the emotional value attached to the brand and the perceived product quality seem to drive continued loyalty and repeat purchases.

Overall, the findings suggest that while Cadbury enjoys a strong market position and brand loyalty, especially among young adults, attention to price sensitivity and evolving health trends (e.g., demand for sugar-free options) could enhance its consumer base further.

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