

# A STUDY ON CUSTOMER PREFERENCE TOWARDS CADBURY CHOCOLATE WITH SPECIAL REFERENCE TO COIMBATORE CITY

**R.Jayasathya<sup>1</sup> & S.Hemasri<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of B.Com(CA) & M.Com., PSGR Krishnammal College for Women, Coimbatore.

<sup>2</sup>PSGR Krishnammal College for Women, Coimbatore.

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**ABSTRACT:** Cadbury India operates in five categories – Chocolate confectionery, Beverages, Biscuits, Gum and Candy. In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Celebrations, Gems, Éclairs, The present study is based on the preference of CADBURY CHOCOLATE among the consumer. A sample survey of 200 respondents was undertaken to find out the preference of CADBURY CHOCOLATE in Coimbatore city. The study mainly concentrated on customer preference towards Cadbury chocolates, Convenience sampling technique has been used in the study, Percentage analysis, Multiple responses, Descriptive statistics, ANOVA and t-test. It was found from the study that the customers prefer dairy milk chocolate when compared to other chocolates because the cost of the chocolate is very reasonable and the taste will attract the respondents.

**Key Words:**

## INTRODUCTION

Today's market has been turned from the seller's market to buyer's market. Success or failure of modern business now depends on how effectively, the marketers and advertiser are able to attract the buyer. Marketing has become a pervasive force capable of guiding and even controlling production. In fact, it is the market potential and not production resources that guide a business today. Cadbury India Limited is the biggest chocolate importer and manufacturer in India since 1948 (Cadbury, 2007), launching series of chocolates for the various segments and strata of people in India's large and diverse population. Chocolate is one of the most famous foods forever. Chocolates in India are slowly and steadily substituting the traditional Indian sweets. Due to increase in level of social consciousness people prefer gifting well wrapped chocolate packets rather than sweets on occasions and festivals.

## STATEMENT OF THE PROBLEM

The preference of the customers towards a Cadbury chocolate depends on the price, quantity, quality, taste, brand image. So, analyzing the taste and preference of the consumer is always a challenge. In the competitive world each and every day the consumer attitude may change to prefer the product. It depends on taste, quality, brand, image, competitive products, attractiveness and varieties etc. Many times the consumer cannot specify the preference due to the problems of price change, competitive products, quality of product and purchasing behavior of products.

## OBJECTIVES OF THE STUDY

- To identify the customer preference towards Cadbury chocolates.
- To analyze the factors influencing the customers to buy a Cadbury chocolates.

## RESEARCH METHODOLOGY

The study was undertaken in Coimbatore city. The study has been conducted from the month of September 2017 to March 2018, Primary data has been collected through self constructed questionnaire considering the objective of the study. Secondary data was collected from journals, magazines, reports, research studies, websites, Data has been collected from 200 respondents. Convenience sampling technique has been used in the study, Null hypothesis is employed in the study

## REVIEW OF LITERATURE

RajaRajeswari, Kirthika(2016) conducted a study to find out the consumer behavior towards Nestle products with special reference to Coimbatore city. The objective of the study to analyze the

consumer behavior 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 behavior towards the products of nestle had came to conclusion that nestle received a pivotal position in the market for their products.

**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 preference of Cadbury dairy milk.

**Patnaik, Pradeep Kumar Sahoo(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 has 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 maret. So it might resulted in low per capita consumption chocolate, the future of the company seems upbeat

**AdeoluB.Ayanwale, TaiwoAliminiand Matthew A.Ayanbimipe(2005)** 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.

**OVERVIEW OF CADBURY INDIA**

Cadbury began its operations in 1948 by importing chocolates and then re-packing them before distribution in the Indian market. After 59 years of existence, it today has five company- owned manufacturing facilities at Thane, Induri (Pune), Malanpur (Gwalior), Bangalore and Baddi (Himachal Pradesh) and 4 sales offices (New Delhi, Kolkataand Chennai). The corporate is in Mumbai. Currently Cadbury India operates in three sectors viz. Chocolate Confectionery, milk food drinks and in the Candy category.

**CHOCOLATES OF CADBURY**

- Dairy milk
- 5 star
- Perk
- Celebrations
- Temptation
- Gems
- Eclairs

**DATA ANALYSIS AND INTERPRETATION**

**Table 1**  
**Ageof the Respondents**

Age	Frequency	Percent
Below 20 years	86	43.0
Between 20-40 years	96	48.0
Above 40 years	18	9.0
<b>Total</b>	<b>200</b>	<b>100</b>

**Source: Primary data**

**Interpretation**

This table depicts the 43 per cent of the respondents are below 20 years, 48per cent of the respondents are between the age group of 20-40 and 9per cent of the respondents belongs to the age group

of above 40 years. The age group of 20-40 preferred chocolate more, because they need increase their sugar level.

Therefore, it reveals that 48per cent of the respondents belongs to the age group of 20 -40 years.

**Table 2**  
**Gender of the Respondents**

Gender	Frequency	Percent
Male	84	42.0
Female	116	58.0
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

### Interpretation

This table is inferred that 42per cent of the respondents are male and 58per cent of the respondents are female. Female can eat more chocolate because they are mostly attracted by the chocolates compared to male respondents.

Hence, it reveals that majority 58per cent of the respondents are female.

**Table 3**  
**Place of Buying chocolates**

Place of Buying	Frequency	Percent
Departmental stores	44	22.0
Super market	116	58.0
Retail shop	35	17.5
Others	5	2.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

### Interpretation

The above table observed that 22per cent of the respondents buy a Cadbury chocolate from departmental stores, 58per cent of the respondents buy from super market, 17.5per cent of the respondents buy from retail shops and 2.5per cent of the respondents buy a chocolate from others. Most of the respondents can buy a chocolate from super market, they can give very least preference to other stores, In super markets they are ready provide more offers to their customers compared to other stores.

Hence it reveals that 58per cent majority of the respondents buy a chocolate from super market.

**Table 4**  
**Offers Prefer by Respondents**

Offers	Frequency	Percent
Free gifts	20	10.0
Price offer	92	46.0
Buy1 get1	68	34.0
Size offer	20	10.0
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

### Interpretation

From the table it clears that 10per cent of the respondents are attracted by free gift offers, 46 per cent the respondents are attracted by price offers, 34per cent of the respondents are attracted by buy one and get one offer and 10per cent of the respondents are attracted by size offers. In this most of the respondents are attracted by the price offer compared to other offers if the price of the chocolate reduced most of the respondents can ready to buy a chocolate.

Hence it reveals that 46per cent majority are attracted by price offers.

**Table 5**  
**Pack Prefer by Respondent**

Pack	Frequency	Percent
Small	37	18.5
Big	75	37.5
Family pack	88	44.0
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**Interpretation**

In this table it is observed that 18.5per cent of the respondents are purchase small pack, 37.5per centof the respondents are purchase big pack and 44per cent of the respondents preferred to buy family pack. Compared to small and big pack respondents are mostly prefer to buy family pack because they can able to share with many persons at a minimum cost.

Hence,It reveals that 44per cent majority of the respondents purchase family pack.

**Relationship Between Demographic Factors and Pack Prefer by the Respondents - Chi Square Analysis**

**H0:** There is no significant relationship between the demographic factors and the pack.

**TABLE 6**

**Chi-Square Analysis**

**Demographic Factors and Pack Prefer by Respondents**

Groups		Small		Big		Family pack		Total		Chi-square value	Sig.	S/NS
		No	%	No	%	No	%	No	%			
Gender	Male	18	21.4	27	32.1	39	46.5	84	100	1.974	.373	NS
	Female	19	16.4	48	41.4	49	42.2	116	100			
Marital status	Single	20	16.7	47	38.2	53	44.1	120	100	.769	.681	NS
	Married	17	21.25	28	35	35	43.75	80	100			
Family Monthly income	Below Rs. 20000	11	23.9	13	28.3	22	47.8	46	100	3.517	.475	NS
	Rs. 20001-40000	17	15.32	47	42.34	47	42.34	111	100			
	Above Rs. 40000	9	20.9	15	34.9	19	44.2	43	100			
<b>Total</b>		<b>37</b>	<b>18.5</b>	<b>75</b>	<b>37.5</b>	<b>88</b>	<b>44</b>	<b>200</b>	<b>100</b>			

Source: Primary data S- significance at 5% level NS- not significant.

**Gender**

The gender wise distribution among 200 respondents, 116 respondents are female of which 19 female respondents buy small pack, 27 female respondents buy big pack and 39 female respondents buy family pack.

It has been found that there is **no significant** relationship ( $\chi^2=1.974, p <.373$ ) between gender and pack. As the chi- square sig. value ( $p <.373$ ) is more than 0.05. There is no relationship between the gender and pack. It indicates that the relationship between gender and pack is not significant. **Hence null hypothesis accepted.**

**Marital status**

An analysis of marital status reveals that among 200 respondents, 120 respondents are single of which 20 respondents buy small pack, 47 respondents buy big pack and 53 respondents buy family pack.

It has been found that there is **no significant** relationship ( $\chi^2=.769, p <.681$ ) between marital status and pack. As the chi- square sig. value ( $p <.681$ ) is more than 0.05. There is no relationship between the marital status and pack. It indicates that the relationship between marital status and pack is not significant.

**Hence null hypothesis accepted.**

### Family monthly income

An analysis of family monthly income reveals that among 200 respondents, 111 respondents family monthly income ranges Rs.20001-40000 of which 17 respondents buy small pack, 47 respondents buy big pack and 47 respondents buy family pack.

It has been found that there is **no significant** relationship ( $\chi^2=3.517$ ,  $p < .475$ ) between family monthly income and pack. As the chi- square sig. value ( $p < .475$ ) is more than 0.05. There is no relationship between the family monthly income and pack. It indicates that the relationship between family monthly income and pack is not significant. **Hence null hypothesis accepted.**

### Customer Preference Towards Cadbury Chocolate - Descriptive Statistics

Descriptive statistics has been used to find the mean scores of the sub brand of Cadbury chocolate mostly preferred by the customer. The preference of the customer are measured by summing up the ratings given by the respondents for 7 statements at five point scale. The mean ratings have been assigned as 1 for 'highly preferred', 2 for 'Preferred', 3 for 'Normal', 4 for 'least preferred', 5 for 'very least preferred'. High score indicates most preferred by the customers.

**Table 7**  
**Descriptive Statistics**

### Customer Preference Towards Cadbury Chocolate

Statements	No.	Maximum	Minimum	Mean	Standard deviation
Dairy milk	200	1	5	1.72	.802
5 Star	200	1	5	2.18	1.018
Perk	200	1	5	2.60	1.098
Celebrations	200	1	5	2.93	1.132
Temptation	200	1	5	2.98	1.343
Gems	200	1	5	2.95	1.210
Eclairs	200	1	5	3.19	1.532
<b>Total</b>	<b>200</b>	<b>7</b>	<b>35</b>	<b>18.55</b>	<b>8.135</b>

Source: Primary data

The total mean rating of customer preference towards Cadbury chocolate is 18.55. The highest mean score 3.19 has been found for Eclairs with the standard deviation of 1.532, the highest mean score represents the least preferred and the lowest mean score 1.72 has been found for Dairy milk with the standard deviation of .802. The respondents are very least preference to éclairs, the lowest mean score represents the highly preferred. So this inferred that most of the respondents can mostly prefer dairy milk chocolate when compared to other chocolates because the cost of the chocolate is very reasonable and the taste will attract the respondents.

### Demographic Factors and Customer Preference Towards Cadbury Chocolates - ANOVA

**H0:** "The average score of the customer preference towards Cadbury chocolate does not differ significantly for demographic factors."

**Table 8**  
**ANOVA**

### Demographic Factors and Customer Preference Towards Cadbury Chocolates

Personal factor		Mean	S.D	No	t-value	F-value	Sig.	S/NS
Age	Below 20 years	2.7425	.39977	86		3.775	.025	S
	Between 20-40 years	2.6027	.47863	96				
	Above 40 years	2.4841	.37362	18				
Gender	Male	2.6276	.43682	84	.666		.852	NS
	Female	2.6700	.44955	116				
Marital status	Single	2.6405	.44216	120	.455		.859	NS
	Married	2.6696	.44808	80				
Status	Student	2.7014	.38983	89		.995	.411	

	Employee	2.6595	.45564	60				
	Professional	2.5286	.43256	20				NS
	Business	2.5204	.70790	14				
	Home maker	2.6218	.41014	17				
Family monthly income	Below Rs. 20000	2.5280	.36992	46		2.529	.082	NS
	Rs. 20001- 40000	2.7014	.43482	111				
	Above Rs. 40000	2.6578	.51709	43				
<b>Total</b>		<b>39.3559</b>	<b>6.74653</b>	<b>200</b>				

Source: Primary data

The average mean score for customer preference towards Cadbury chocolate and demographic factors. The respondents whose age is above 40 years are found to be lowest mean score of 2.4841. The respondents whose gender is male are found to be the lowest mean score of 2.6276. Respondents whose status is Business are found to be lowest mean score of 2.5204. The respondents whose family monthly income is Below Rs. 20000 are found to have lowest mean score of 2.5280. The mean score 2.6405 has been low for respondents who are single. In this the lowest mean score represents the highest preference of Cadbury chocolate

ANOVA results indicate that there is **significant** difference in mean score of customer preference towards Cadbury chocolate in respect of age. **Hence null hypothesis rejected**. However in case of status and family monthly income there is **no significant** difference in the mean score of customer preference towards Cadbury chocolate. **Hence null hypothesis is accepted**.

The paired t-test result shows that there is **no significant** difference in the mean score of customer preference towards Cadbury chocolate in respect of gender and marital status. **Hence null hypothesis accepted**.

There is a significant difference in the age and customer preference towards Cadbury chocolate. There is no significant difference in the demographic factors like gender, marital status, status and family monthly income and factors influencing the customers to buy a Cadbury chocolate. Hence, it is concluded that the age play a predominant role in the customer preference towards Cadbury chocolate, whereas the other demographic factors namely gender, marital status, status and family monthly income does not play a role in customer preference towards Cadbury chocolate.

**Factors Influencing The Customers To Buy a Cadbury Chocolate - Descriptive Statistics**

Descriptive statistics has been used to find the mean scores of factors influencing the customers to buy a Cadbury chocolates. The factors influencing the customers are measured by summing up the ratings given by the respondents for 17 statements at five point scale. The mean ratings have been assigned as 1 for 'highly influenced', 2 for 'influenced', 3 for 'neutral', 4 for 'not influenced', 5 for 'highly not influenced'. High score indicates factor that will mostly influenced the customers to buy a Cadbury chocolates.

**Table 9**

**Descriptive Statistics**

**Factors Influencing the Customers to Buy a Cadbury Chocolate**

Statements	No.	Maximum	Minimum	Mean	Standard deviation
Flavor/taste	200	1	5	1.85	1.189
Price	200	1	5	2.26	1.212
Quality	200	1	5	2.35	1.189
Packaging	200	1	5	2.61	1.193
Nature	200	1	5	2.69	1.350
Brand image	200	1	5	2.80	1.257
Freshness	200	1	5	2.62	1.451
Color	200	1	5	2.47	1.314
Shape	200	1	5	2.19	1.145
Offers	200	1	5	2.69	1.444
Availability	200	1	5	2.69	1.372
Quantity	200	1	5	2.55	1.168
Size	200	1	5	2.59	1.261
Advertisement	200	1	5	2.55	1.177

Suggestions from friends	200	1	5	2.53	1.299
Attractive display	200	1	5	2.57	1.321
Ingredients	200	1	5	2.63	1.436
<b>Total</b>	<b>200</b>	<b>17</b>	<b>85</b>	<b>42.64</b>	<b>21.778</b>

**Source: Primary data**

The total mean rating of factors influencing the customers to buy a Cadbury chocolate is 42.64. The highest mean score has been found 2.80 for brand image with the standard deviation of 1.257, the highest mean score represents the highly not influenced and the lowest mean score 1.85 has been found for flavor/taste with the standard deviation of 1.189, the lowest mean score represents the highly influenced. The respondents are highly influenced by flavor/taste and they are highly not influenced by brand image. Most of the respondents can buy a chocolate because they are attracted by the flavor/taste of the chocolate.

### SUGGESTIONS

Most of the respondents suggested that more varieties to be introduced in chocolates. The company need to introduce more flavors in dairy milk, 5 star, perk, celebrations, temptation, gems and éclair s, The company should maintain awareness among the Cadbury chocolates, The price of the chocolates to be reduces and quantity of the chocolate to be increase.

### CONCLUSION

The study concludes that all the chocolates brand of Cadbury should take necessary promotional activities to increase their demand by introducing new flavors in small pack. The cost of the product should be reasonable to purchase, the producer can with stand the chocolates market in the Coimbatore city. The different varieties of advertisements through television media will increase the marketability of Cadbury chocolate. Quality is the main motivational factor for the consumers to buy the chocolates of Cadbury.

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