



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

“A STUDY ON CONSUMER PREFERENCE TOWARDS THE CADBURY AND NESTLE CHOCOLATES IN VADODARA CITY

SUBMITTED BY

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ABSTRACT

This research aims to conduct a customer review of the chocolate they prefer and the quality of the chocolate because many children eat chocolate and some of their favorite chocolates are not available in the market. So, I am making some questions and collecting data from students who respond based on their preferences. I gather secondary data to learn more about the chocolate industry. Secondary data is gathered from the internet, websites, previous research papers, and journals. We also collect data from primary sources, such as surveys conducted on Google forms. Both methods are extremely beneficial to our research study.

KEYWORD'S: Consumer, taste, preference, comparison, flavors, chocolates

INTRODUCTION

There was very little investment in the FMCG sector between 1950 and 1980. Because of the local population's lower purchasing power, people prefer basic goods over expensive ones. The Indian government preferred small-town merchants and shops.

During the period between the 1950s and 1980s, the growth of small-scale industries and the limited purchasing power of Indian consumers resulted in minimal expansion of the Fast-Moving Consumer Goods (FMCG) sector, with only a few companies like HUL and Amul emerging as market leaders. However, in the 1980s, FMCG companies responded to consumer demands for greater product diversity by expanding their product offerings. This led to more companies entering the market, while the media sector was also experiencing a boom, which increased the pressure on new businesses to succeed.

CADBURY

Cadbury products, whether chocolate bars, toffees, jewels, or biscuits, are all favorites of ours. The company's products are well-known worldwide. Cadbury's flavor cannot be matched by any other brand's products. It's unclear when or how this company was founded, or what obstacles it had to overcome along the way to achieve its seemingly limitless success. Let us have a look at it! Cadbury was founded 200 years ago. In 1824, John Cadbury established a grocery store in Birmingham. He used to make drinking chocolate and sell it to customers in his shop.

The confectionery market is characterized by a fragmented distribution of participants, with the top five companies representing only about 40% of the market. There are many businesses that operate on a local or regional level. Cadbury competes with a mix of multinational, regional, and national corporations. Cadbury has the second highest market share in the confectionery industry, with its most popular candy brand being Halls. Additionally, Cadbury holds the first or second spot in terms of retail sales value in 20 out of the 50 largest confectionery markets worldwide.

NESTLE

Nestle is a global company that has been in the business of nutrition, health, and wellness for more than 140 years. It was founded by Henri Nestle in Switzerland in 1866, and it is still headquartered there today. With 447 operational factories worldwide, it is the largest food company globally, with a market capitalization of approximately 210 billion Swiss Francs. Nestle's product range includes baby food, dairy products, breakfast cereals, frozen food, pet food, snacks, beverages such as tea and coffee, and mineral water, with over 8000 different product brands.

Nestlé is one of the world's largest beverage, food, and snack companies. Despite chocolate's global reputation, the Swiss company has evolved into a truly global food company, expanding into areas such as baby food, beverages, and frozen food. We have employees and operations in more than 180 countries around the world. The company began as a combined dairy company in 1905, specializing in infant formula and condensed milk products, and has since grown to become one of the largest international food companies, leading the industry in terms of sales and profitability has become the clear global leader.

OBJECTIVE OF THE STUDY

- To study the factors affecting the consumption pattern.
- To know about consumer behavior towards chocolates.
- To know customer satisfaction level associated with the product.
- To know which brand customers, prefer Cadbury or Nestle.
- To identify the major strengths of Nestle chocolates and Cadbury chocolates and to find the important factor influencing respondents in buying chocolates.
- It throws light on how the two confectionery firms chosen are in monopolistic competition and how the products are differentiated via branding, which include the 4Ps, attributes of the products target markets and the segmentation.

HYPOTHESIS

- People consuming chocolates regularly.
- People are brand loyal.
- People are buying chocolates on the basis of flavor, brand, taste and price.

RESEARCH METHODOLOGY

The procedures or techniques used to identify, select, process, and analyses information about a topic are referred to as research methodology.

Research Design: The descriptive research method is used in this study to measure, evaluate, and analyses the consumer preference towards the chocolates. A questionnaire was used to collect primary data.

Data sources begin with determining what type of data is required, followed by the collection of a sample from a specific section of the population.

Area of the study: The Respondents are from Vadodara city majority of data is collected with students

Data collection method: Survey method is used to collect the sample of – peoples through the questionnaire in Vadodara city.

Population: The respondents of this study considered were the people who eat the chocolates and lives in the Vadodara city. The data is collected among -- peoples who eat the chocolates of both the brands.

Sampling method

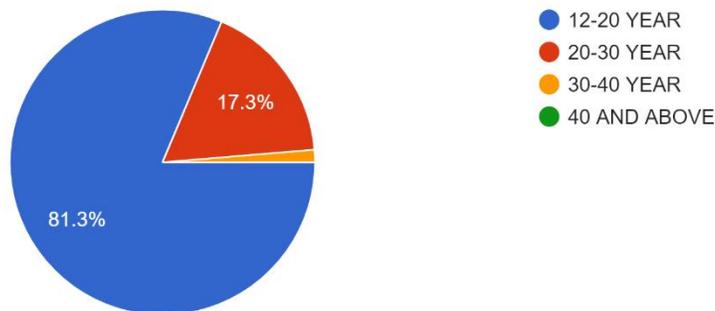
Convenience sampling: A convenience sample is a type sampling method where the sample is taken from a group of people easy to contact or to reach

Data collection instrument: we are using questionnaire as a data collection instrument which will be filled by people who are eat the chocolates in Vadodara city.

DATA ANALYSIS AND INTERPRETATION

1. AGE GROUP OF RESPONSES

AGE GROUP
150 responses



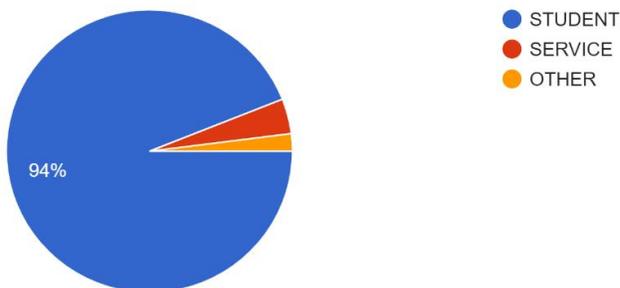
Interpretation:

From the above chart it can be interpreted that, 81.3% respondents are between 12- 20-year age group. 17.3% respondents are between 20–30-year age group. 1.3% respondents are between 30–40-year age group. 0% respondents are 40 above year age group.

2. WHAT IS YOUR OCCUPATION?

WHAT IS YOUR OCCUPATION

150 responses



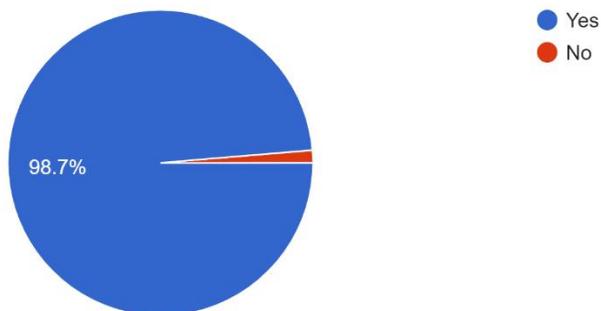
Interpretation:

Form the above chart it can be interpreted that; 94% respondents are student. 4% respondents are service. 2% respondents are other.

3. DO YOU EAT CHOCOLATE?

DO YOU EAT CHOCOLATE?

150 responses



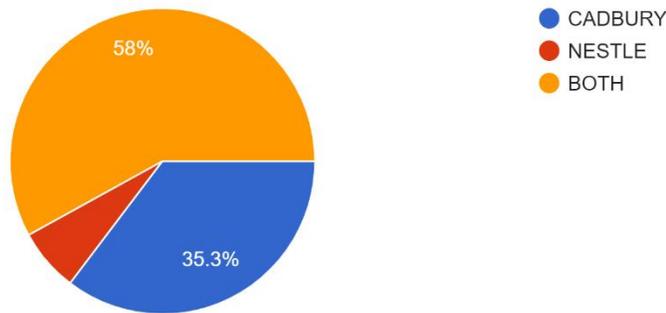
Interpretation:

Form the above chart it can be interpreted that; 98.7% respondents are eat chocolate and 1.3% respondents are not eat chocolate.

4. WHICH BRAND OF CHOCOLATE YOU PREFER?

WHICH BRAND OF CHOCOLATE YOU PREFER ?

150 responses



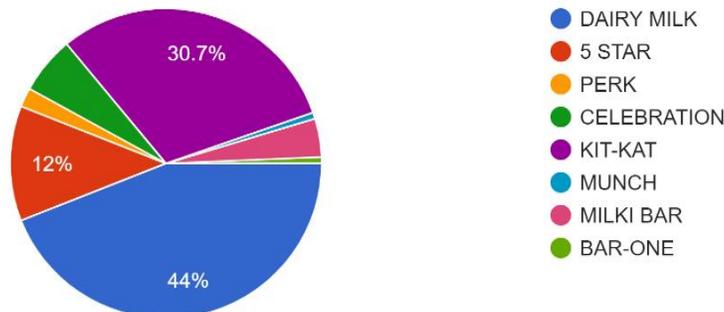
Interpretation:

From the above chart it can be interpreted that, 35.3% respondents prefer Cadbury brand chocolates. 6.7% respondents prefer Nestle brand chocolates. 58% respondents prefer both brand chocolates.

5. WHICH CHOCOLATE DO YOU PURCHASE?

WHICH CHOCOLATE DO YOU PURCHASE?

150 responses

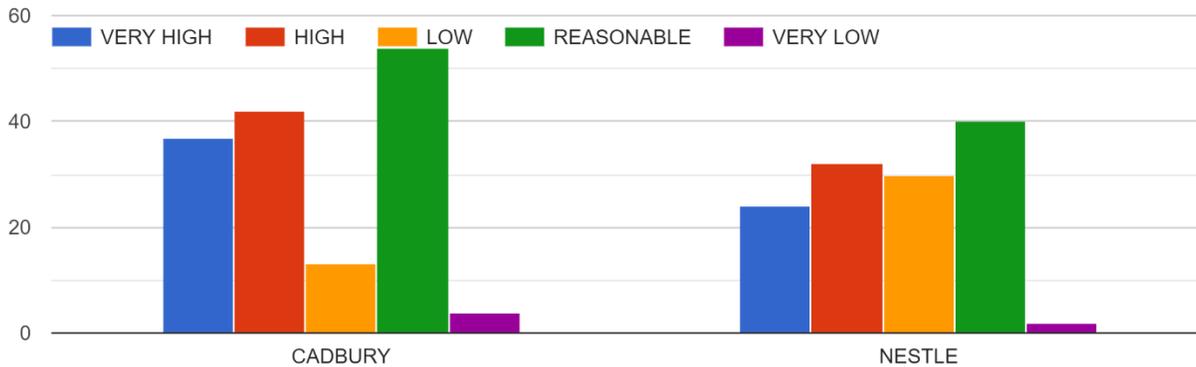


Interpretation:

From the above chart it can be interpreted that, 44% respondents prefer dairy milk chocolates. 12% respondents prefer 5star chocolates. 2% respondents prefer perk chocolates. 6% respondents prefer celebration chocolates. 30.7% respondents prefer kit kat chocolates. 0.7% respondents prefer munch chocolates. 4% respondents prefer milky bar chocolates. 0.7% respondents prefer bar-one chocolates.

6. IN TERMS OF PRICE COMPARISON, PLEASE SHARE YOUR VIEWS?

IN TERMS OF PRICE COMPARISON, PLEASE SHARE YOUR VIEWS.



Interpretation: Cadbury

From the above chart it can be interpreted that, 37 respondents said very high price. 42 respondents said high price. 54 respondents said reasonable price. 13 respondents said low price. 4 respondents said very low price.

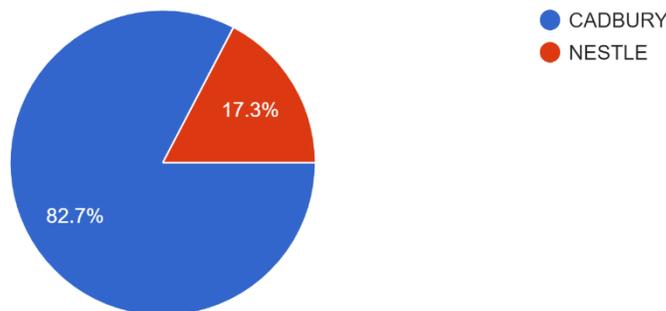
Interpretation: Nestle

From the above chart it can be interpreted that, 24 respondents said very high price. 32 respondents said high price. 40 respondents said reasonable price. 30 respondents said low price. 2 respondents said very low price.

7. IN THE TERMS OF SALES PRAMOTION, WHICH ONE OF THE FOLLOWING IS GOOD IN YOUR VIEWS?

IN THE TERMS OF SALES PRAMOTION,WHICH ONE OF THE FOLLOWING IS GOOD IN YOUR VIEWS?

150 responses



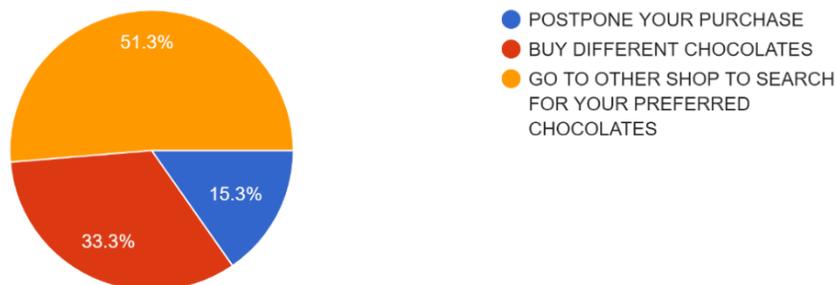
Interpretation:

From the above chart it can be interpreted that, 82.7% respondents said Cadbury sales promotion is good. 17.3% respondents said Nestle sales promotion is good.

8. IF YOU ARE PREFERRED CHOCOLATE IS NOT AVAILABLE FOR REPEAT PURCHASE THE WHAT WILL WE DO?

IF YOU ARE PREFERRED CHOCOLATE IS NOT AVAILABLE FOR REPEAT PURCHASE THE WHAT WILL WE DO?

150 responses



Interpretation:

From the above chart it can be interpreted that, 15.3% respondents prefer postpone the purchase. 33.3% respondents prefer buy different chocolates. 51.3% respondents prefer go to the other shop to search for the preferred chocolate

9. IF ANOTHER BRAND OF THE SAME CHOCOLATE APPEARS IN THE MARKET, WILL YOU PREFER TO STOP BUYING THIS BRAND AND BUY THE NEW BRAND?

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150 responses



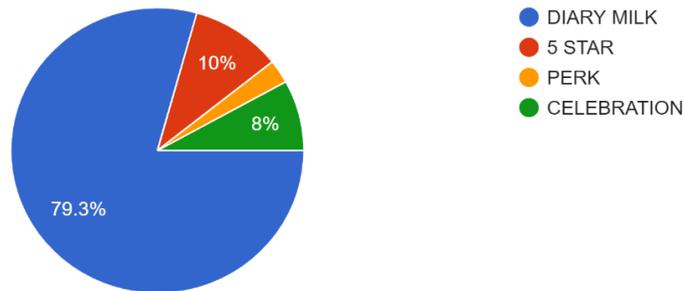
Interpretation:

From the above chart it can be interpreted that, 24% respondents said yes, will start buying the new brand. 28.7% respondents said I may try the new brand. 35.3% respondents said no, I will stick to my preferred brand. 12% respondents said cannot say.

10. WHEN YOU THINK OF CADBURY BRAND CHOCOLATE COME TO YOUR MIND FIRST?

WHEN YOU THINK OF CADBURY BRAND CHOCOLATE COME TO YOUR MIND FIRST?

150 responses

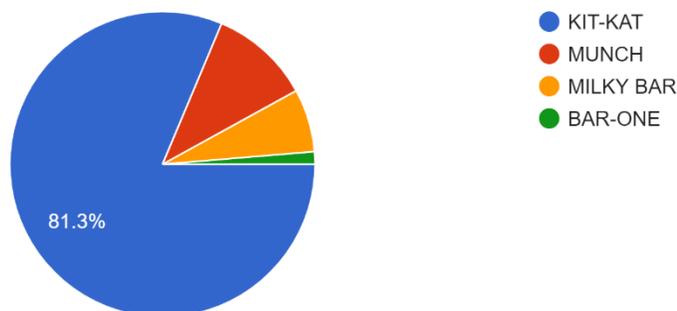
**Interpretation:**

From the above chart it can be interpreted that, 79.3% respondents thought of the Cadbury brand, their dairy milk chocolate come to mind. 10% respondents thought of the Cadbury brand, their 5star chocolate come to mind. 2.7% respondents thought of the Cadbury brand, their perk chocolate come to mind. 8% respondents thought of the Cadbury brand, their celebration chocolate come to mind.

11. WHEN YOU THINK OF NESTLE BRAND CHOCOLATE COME TO YOUR MIND FIRST?

WHEN YOU THINK OF NESTLE BRAND CHOCOLATE COME TO YOUR MIND FIRST?

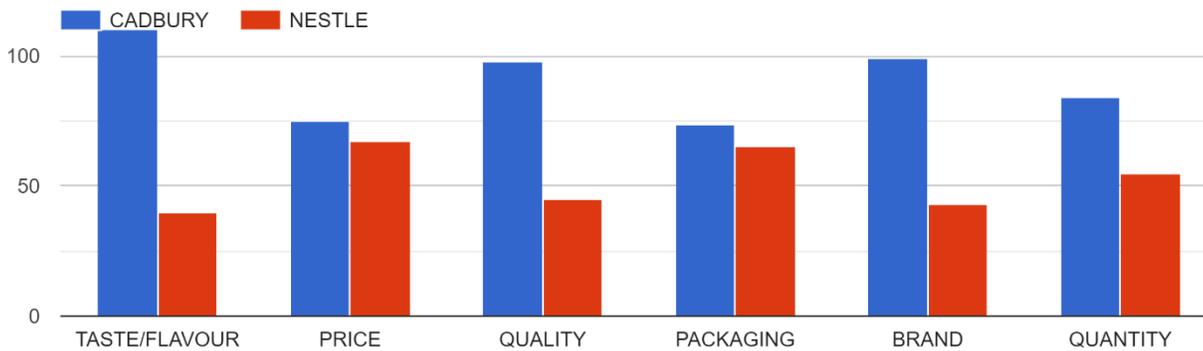
150 responses

**Interpretation:**

From the above chart it can be interpreted that, 81.3% respondents thought of the Nestle brand, their kit kat chocolate come to mind. 10.7% respondents thought of the Nestle brand, their munch chocolate come to mind. 6.7% respondents thought of the Nestle brand, their milky bar chocolate come to mind. 1.3% respondents thought of the Nestle brand, their bar-one chocolate come to mind.

12. HOW MUCH IMPORTANCE DO YOU GIVE TO THE FOLLOWING FACTOR WHEN YOU PURCHASE THE BELOW BRAND CHOCOLATE?

HOW MUCH IMPORTANCE DO YOU GIVE TO THE FOLLOWING FACTORS WHEN YOU PURCHASE THE BELOW BRAND CHOCOLATE?



Interpretation:

From the above chart it can be interpreted that, 110 respondents prefer taste/flavor in Cadbury brand chocolates. 40 respondents prefer taste/flavor in Nestle brand chocolates. 75 respondents prefer price in Cadbury brand chocolates. 67 respondents prefer price in Nestle brand chocolates. 98 respondents prefer quality in Cadbury brand chocolates. 45 respondents prefer quality in Nestle brand chocolates. 74 respondents prefer packaging in Cadbury brand chocolates. 65 respondents prefer packaging in Nestle brand chocolates. 99 respondents prefer brand in Cadbury brand chocolates. 43 respondents prefer brand in Nestle brand chocolates. 84 respondents prefer quantity in Cadbury brand chocolates. 55 respondents prefer quantity in Nestle brand chocolates.

RESULT AND FINDINGS

Consumer preference towards Cadbury and Nestle brand chocolates can be reflected by how well the consumers can identify the brand under various conditions and brand preference means what are consumers' feelings, ideas, and emotions about the brand.

1. 98.7% respondents eat chocolate.
2. 58% respondents prefer both (Cadbury and Nestle) brand chocolates.
3. Most of the respondents likes dairy milk chocolate in Cadbury brand.
4. Most of the respondents likes kit kat chocolate in Nestle brand.
5. It shows that respondents like both brand chocolates.
6. 54 respondents said Cadbury brand chocolates price is reasonable and 40 respondents said Nestle

brand chocolates price is reasonable.

7. 82.7% respondents are said Cadbury sales promotion is good and 17.3% respondents are said Nestle sales promotion is good.
8. Most of the respondents said taste/flavor and quality is important factor. According to my research 110 people choose Cadbury chocolates in flavor and 40 people are choosing nestle chocolates.

CONCLUSION

A survey of the people has been conducted to know the liking pattern of the two products Cadbury and Nestle. It is observed that overall people like to eat Cadbury brand rather than nestle. It is concluded that mostly people preferred Dairy Milk of Cadbury due to its flavor/taste, quality, and image and due to its hard form. Some people often like to have a chocolate with good flavor, quality, and crunchiness so they are going towards Kit Kat and Munch of Nestle due to its taste and crunchiness. It is thus concluded from the facts collected that mostly people refer to buy big pack of their favorite chocolate, and sometimes some of them go for small and family pack.

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