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“A STUDY ON EMOTIONAL MARKETING STRATEGIES FOR CONFECTIONERY INDUSTRY”

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Abstract

In the ever-evolving landscape of advertising, the ability to forge deep emotional connections with consumers has emerged as a pivotal factor in the success of marketing campaigns. This comprehensive project, titled "A Study Project of Dairy Milk Advertisements Connecting Emotionally with Its Customers in India," delves into the fascinating world of Cadbury Dairy Milk advertisements and their remarkable capacity to resonate with the hearts and minds of Indian consumers. Within these pages, we embark on a journey to unravel the strategies, narratives, and creative elements that have enabled this iconic brand to carve a lasting place in the emotional fabric of India. Through meticulous research, critical analysis, and insightful findings, this report offers a comprehensive exploration of how Dairy Milk advertisements have leveraged emotional storytelling to not just sell chocolates but to become an enduring part of India's cultural tapestry.

Keywords: *Emotional Marketing, Confectionery Industry, Consumer Emotions, Marketing Strategies, Emotional Appeal*

Introduction

This extensive project explores the world of Cadbury Dairy Milk advertisements and their amazing ability to touch Indian consumers' hearts and minds. We set out to discover the tactics, stories, and imaginative components that have allowed this legendary brand to leave a lasting impression on India's emotional fabric within the pages that follow. This report provides a thorough examination of how Dairy Milk commercials have used emotional storytelling to not only sell chocolates but also to become a lasting part of India's cultural fabric through painstaking research, critical analysis, and perceptive findings.

Cadbury, a British milk chocolate brand, has a rich history dating back nearly two centuries. Founded by John Cadbury in 1801, the company began with a humble grocery store selling cocoa and drinking chocolate. Cadbury's dedication to quality and innovation set him apart, and in 1831, he started producing cocoa on a larger scale. The company expanded to include 16 different varieties of drinking chocolate and 11 types of cocoa. In 1897, Cadbury produced its first chocolate bar, using leftover cocoa butter from other products. Richard Cadbury, son of John Cadbury, introduced heart-shaped chocolate boxes as a measuring chocolate sale. George Cadbury Jr., another innovator, created a revolutionary milk chocolate bar called "Dairy Milk" with one and half glass of milk per pound of chocolate, resulting in its iconic smooth texture and becoming Cadbury's best-selling item.

The global chocolate industry, valued at billions of dollars, is a dynamic sector with a growing demand in emerging markets like Asia and Africa. Major players include Cadbury, Mars, Mondelez International, Nestlé, Ferrero, Hershey, and Barry Callebaut. The market offers a variety of chocolate products, including dark, milk, white, and filled chocolates. Consumers are increasingly aware of health and wellness, leading to a shift towards dark chocolate. Sustainability is a growing concern, with consumers pushing for fair-trade cocoa sourcing. The chocolate confectionery segment dominates, with developing countries offering growth opportunities. The digital age has transformed chocolate purchasing, with e-commerce and online retailing becoming more popular. Challenges include fluctuating cocoa prices, obesity concerns, and increased competition. Manufacturers continue to innovate, incorporating exotic ingredients and introducing new flavors.

Objectives of the Study

This research project, "A study on emotional marketing strategies for Confectionery Industry", studies the Dairy Milk Advertisements and marketing strategies and how it Connects Emotionally with its Customers in India. The study aims to achieve the following objectives:

- 1. Study the history of Cadbury Dairy milk:** To evaluate the roots of Cadbury dairy milk and its development in the industry over the past years. This will help us to understand its core values, vision, and mission of the company. It will also point out the downfalls over the years, areas to avoid and help develop a scope of improvements.
- 2. Assess Audience Perception via conducting a questionnaire:** Investigate how Indian consumers perceive and react to Dairy Milk advertisements, with a focus on emotional responses, purchase patterns, demographics, and their effectiveness in building a brand-consumer emotional connection.
- 3. Identify Emotional Triggers:** Identify and categorize the emotional triggers and themes that are prevalent in Dairy Milk advertisements, such as happiness, nostalgia, celebration, love, etc. Given India's diverse cultural landscape, this study will investigate how regional variations influence the emotional appeal of dairy milk advertisements. It will also explore how cultural nuances impact consumer responses to emotional advertising.

By shedding light on these aspects, this research project aims to provide valuable insights for dairy milk brands in India and the broader advertising industry. It will help brands tailor their marketing strategies to better connect with consumers emotionally, ultimately fostering stronger brand-consumer relationships and contributing to the continued growth of the dairy milk industry in India.

Literature Review

The study by Kang, Hong, and Hubbard (2020) explores the role of storytelling in advertising, focusing on consumer emotions, narrative engagement, and word-of-mouth intention. It finds that storytelling shapes consumer emotions, elicits emotional responses, and influences their engagement with the narrative. High narrative engagement levels lead to positive experiences and increased willingness to share thoughts and recommendations through word-of-mouth.

The research paper by Poels and Dewitte emphasizes the importance of emotions in advertising, arguing that they can influence consumer attitudes, behaviors, engagement, and purchasing decisions. It calls for advertisers to strategically incorporate emotional elements into their campaigns, leveraging emotions to elicit desired responses and drive consumer actions.

The study by Dwivedi, Johnson, Wilkie, and De Araujo-Gil (2019) explores the relationship between consumers' emotional attachment to social media brands and their social media brand equity. It examines factors like brand trust, love, and satisfaction to understand the emotional aspects of consumer-brand relationships in the digital marketplace.

Rosenbaum-Elliott's research paper on strategic advertising management explores the role of advertising in business, its strategies, challenges, and trends, providing valuable insights for marketers and business leaders.

Yang and Kang's study examines the relationship between narrative transportation, consumer brand experience, love, and loyalty in video storytelling advertising. They explore how narrative transportation, the emotional connection individuals form with a story, can enhance brand experiences. The study also examines how narrative transportation and love for the brand influence brand loyalty. The research uses a quantitative approach, likely through surveys or experiments, to analyze these relationships.

Tabassum, Khwaja, and Zaman (2020) study explores the impact of narrative advertisements and electronic Word of Mouth (eWOM) on Generation Z's purchase intentions. Narrative advertisements, which are storytelling-driven, create emotional connections with viewers. eWOM, which includes online reviews and recommendations, is crucial in the digital era. The study found that Generation Z respondents showed a positive inclination towards narrative advertisements, which were more engaging and memorable. Positive eWOM increased the likelihood of purchase, while negative eWOM could discourage it.

The study by Achar, So, Agrawal, and Duhachek (2016) explores the impact of emotions on consumer decision-making. They found that emotions, from happiness to anger, influence consumers' perceptions, preferences, and buying behaviors. Positive emotions, like happiness, can lead to increased spending and impulse purchases. Conversely, negative emotions, like sadness, can encourage comfort purchases and impulsive behavior.

The study by Ambler, Burne, and others explores the relationship between emotions and advertising memory. It found that strong emotional responses to advertisements are better remembered than those without them. Emotional appeals, such as humor, fear, joy, or sadness, are more effective in leaving a lasting impression on viewers. The cognitive processes underlying affect on advertising memory suggest that emotions enhance information processing. The study suggests advertisers should incorporate emotional appeals into campaigns to increase brand and message retention. Emotional resonance can lead to increased brand loyalty and purchasing behavior.

The study by Dunn et al. explores the relationship between spending money on others and its impact on personal happiness and well-being. The research uses an experimental approach, where participants are given money to spend on others or themselves. Results show that spending money on others leads to higher levels of happiness and life satisfaction, across diverse demographics. The happiness boost is not solely dependent on the amount spent.

Mizerski and White's 1986 study on emotional content in advertising provides a structured framework for analyzing emotional content. They discuss the advantages of emotional appeals and ethical considerations associated with emotional advertising. Emotional content can be more persuasive and memorable than rational messaging and can influence consumer perceptions and choices. The researchers propose a systematic framework for analyzing emotional content, identifying emotional themes, assessing emotional responses, and understanding how emotions are used to create desired impacts. Emotional advertising is linked to brand recall and increased consumer engagement.

Research Methodology

Maslow's Hierarchy of Needs is used as research design for this study. It is a theory that explains what drives a consumer to want to feel satisfied, valued, or like they belong. Self-actualization is the most important factor in motivating people to feel accepted. Esteem needs are next, followed by social needs, safety needs, and physiological needs, with self-actualization at the top of the list.

Maslow's Hierarchy of Needs is a psychological theory that describes human motivation and can be used as a framework for understanding consumer behaviour and conducting research in various contexts, including the consumption of products like Dairy Milk chocolate. The hierarchy consists of five levels of needs, often depicted as a pyramid, with each level representing a different category of needs that individuals seek to fulfil.



Figure 1. Maslow's Hierarchy of Needs

Table 1. Maslow's Hierarchy of Needs as a research design for Dairy Milk research.

Needs	Research Objective	Methodology
Physiological	Investigate how Dairy Milk fulfils consumers' physiological needs.	Conduct surveys or interviews to understand the basic desires of consumers related to hunger, thirst, and taste satisfaction when consuming Dairy Milk chocolate. Ask questions about the frequency and circumstances of consumption.
Safety	: Explore how Dairy Milk chocolate contributes to consumers' sense of safety and security.	Collect data on how consumers perceive Dairy Milk in terms of product safety, quality assurance, and trustworthiness. Investigate factors that influence consumers' trust in the brand.
Love and belonging	Examine the role of Dairy Milk in fulfilling consumers' social and emotional needs.	Conduct focus group discussions or surveys to understand how sharing Dairy Milk with friends and family contributes to a sense of belonging, love, and emotional bonding. Explore occasions when Dairy Milk is commonly shared.
Esteem	Investigate how Dairy Milk contributes to consumers' self-esteem and self-worth.	Conduct qualitative interviews or online forums to explore how consumers perceive themselves when consuming Dairy Milk. Investigate any symbolism or associations with personal achievement, rewards, or indulgence.
Self-Actualization	Explore how Dairy Milk enhances consumers' self-fulfilment and personal growth.	Use surveys or case studies to examine how consumers view Dairy Milk as a means of self-expression, creativity, or a source of inspiration. Investigate if there are unique experiences related to self-actualization associated with the product.

In the case of Cadbury, one of the fundamental needs of safety has been met, which is crucial for a consumer to make a purchasing decision. Chocolates have always been a symbol of friendship and love. For cultural festivals and events that unite people and foster a sense of love and belongingness while also satisfying the social needs of the consumer, Cadbury offers special celebration boxes.

By structuring the research around Maslow's Hierarchy of Needs, we can gain a comprehensive understanding of how Dairy Milk chocolate fulfils various psychological and emotional needs of consumers. This research design allows you to explore not only the functional aspects of the product but also its role in enhancing consumer's overall well-being and satisfaction.

Data Analysis and Interpretation Methodology

1. Micro-Environmental Analysis

Barriers to Entry: Marketing stands in the way of the company's success most of the time. The officeholder companies have invested a substantial sum of rupees in cultivating brand loyalty among their clientele. Competitors must outperform both the lag time of previous advertising campaigns and the current advertising efforts because the combined effects of advertising result in a clear cost advantage for the occupying companies. Moving forward can also be challenging if there are high sunk costs. Sunk costs in this industry include launching new projects, promoting uses, and setting up distribution routes.

An abundance of factors helps successful first movers like Cadbury and Nestle and creates difficult barriers to entry for new businesses entering the market. But things have changed dramatically in the last few years, including Ferrero's intention to begin production in 2009 at a new plant near Mumbai and Hershey's collaboration with Indian confectioner Godrej Industries to distribute Hershey products.

Supplier Power: A range of unrefined ingredients are used in the assembly of chocolate products; the principal ones are sugar, cocoa beans, and other sugars (such as polyols and artificial sweeteners like aspartame), dairy products (such as milk), gum base, and leafy vegetables. The global suppliers of raw materials to Cadbury are diverse in nature. Ten percent or more of their purchases of natural substances come from one supplier. Wherever feasible, Cadbury employs forward agreements and long-term contracts as one tactic to lessen the effects of price fluctuations and guarantee supply security.

By entering into forward-looking and future agreements, they try to secure our future requirements and mitigate the effects of developments in cocoa value. They purchase cocoa beans and cocoa margarine from a variety of suppliers. Cadbury India Limited has decided to sell cocoa seedlings to coconut ranchers in Tamil Nadu for Rs 4 per seedling to ensure a steady supply of natural material for its chocolates. With this effect, an MoU was approved between the government of Tamil Nadu and Cadbury India. They purchase most of the sugar at prices that are essentially determined by laws and regulations from the government.

Buyer Power: End users have substantial purchasing power because nonexclusive and branded alternatives are readily available. A customer can easily spend less money on an almost identical item. Customers now have a great deal of power, and Cadbury is compelled to spend a lot of money differentiating its products through sales and new releases to stay ahead of emerging trends. Retail locations have a lot of buying power because they can charge a lot for rack space, which is an important channel of distribution for Cadbury. Cadbury has worked hard to build trusting relationships with these retailers to mitigate this effect.

Substitutes: New products on the market imply that chocolates might not be the only dessert option. The fact that chocolate was not thought of as a gift item separate from desserts until a few years ago further complicates this. However, thanks to a clever system Cadbury put in place, things have changed significantly recently. To highlight the extraordinary bond that people have with chocolate, Cadbury India has introduced a range of newly designed Cadbury Celebration packs as part of its year-round 'Cadbury Celebration giving' line. The reach includes a range of clever new packs that are available in the following flavours: 'Nut Butterscotch', 'Caramel', 'Almond Magic', 'Cashew Magic' and 'Raisin Magic'.

2. Macro-Environmental Factors (Pest Analysis)

Political: Direct imports from Cadbury Schweppes by dollar stores could destroy a piece of the pie; WTO-provoked progress measures that influence deals through import competition. Changes in governmental policies have made it possible for some new players to enter the market; US-based Hershey's is considering entering the Indian chocolate market through its partnership with Godrej. The "too good to share" Kashmir ad campaign for "Allurements" in 2002 sparked a significant debate. Political coalitions organised protests outside of the organization's offices, and newspaper articles criticized the organisation for its callousness. A general acknowledgment was made after the removal of the advertisement lobby. The Food Safety and Standard Bill, 2005 with reformatory arrangements necessitates a survey because it grants immense authority to the inspecting officers to retain food items without permission and could cause unintended chaos to the organization's weak points.

Economic: The two main ingredients in chocolate, cocoa and milk, have seen price increases of 50% while sugar, another important unrefined ingredient, has seen a price decrease. Costs for general information have increased by 20%. India imports a significant portion of its cocoa needs, and as a result, cocoa prices have increased globally. If the costs of these products continue to rise, Cadbury will be forced to increase its costs. Low margins, high volumes, the company's value responsiveness, and competition from less expensive substitutes essentially rule out cost moving.

Social: After customers discovered worms in Dairy Milk packages in October 2003, the Pune plant had to remove its stock of chocolates; as a result, sales decreased by 30% when they were expected to rise by 15% due to the holiday season. For a month and a half, no advertisements were broadcast; Cadbury invested Rs. 15 crores in innovation, hired Amitabh Bachchan as the brand minister, and upped promotion spending by 15% in an effort to win back customers' lost trust. "Indianization" of the brand to broaden usage by interacting with Indian consumers. By positioning chocolates as an alternative to desserts, Cadbury has become a part of Indian traditions and customs.

Technological: The space and classification board arrangement of JDA programming resulted in 93.75% less time spent organising and handling things and increased usefulness. E-commerce has not developed all that well; there has been very little business conducted through this route.

3. SWOT Analysis

Strength: Cadbury's brand name is perhaps its greatest asset. Even before contestants were able to peep in, it has been accessible for more than 65 years. People frequently associate chocolate with Cadbury because of their long history of doing so. It appears Cadbury and traditional high-class chocolate are inseparable. Cadbury is a wholly advantageous association that generates billions of dollars in revenue. The parent company of Cadbury India Ltd. is Mondelez International. Cadbury produces a wide range of products, including chocolates, drinks, malted foods, and so forth.

These products are priced to appeal to a range of financial customer segments. Sales have increased because of VIP support, further elevating the brand. Cadbury India holds the largest portion of the market with 67% of the total, followed by Nestle with 21%. Amul and another person hold the remainder. Dairy Milk, their signature chocolate, continues to set records among many consumers despite improvements in the chocolate category. The cost of production was low because of economies of scale. This suggests that the dependable circulation system will result in greater benefits and easier market entry.

Weakness: Worms were discovered in Cadbury chocolates, which temporarily reduced sales. Like Amul and Nestle, two leading serious brands that provide a wide range of products like bread rolls, dairy products, and other items, Cadbury does not. One of the important natural ingredients, like cocoa, must be imported, leading to combined imports and higher stock. Additionally, a larger portion of Indian business sectors are not air-adapted, which prevents them from keeping chocolates in storage primarily during the sweltering summers and limits their access to the market.

There is no entry in the regional market, where people typically excuse it as a very high-quality item. Metropolitan and semi-metropolitan areas are where it is primarily found. The working benefit of the company decreased, and declining productivity will adversely affect the company's operations. India's feeble innovation in comparison to recent global advancements.

Opportunity: Due to the strong foundation Cadbury has built for itself in the Indian market, it is now able to focus only on a select few well-known products and scale back its own individual Cadbury's store. It has the capacity to expand the range of goods produced. Without much difficulty, the organization can expand into new areas both independently and jointly. The display of foreign goods in India is another significant open door that can be seen. By addressing accessibility and moderation, the organization can narrow its focus to metropolitan areas and developing areas. The organization strives to improve circulation and operations. Likely, data innovation can be used to achieve this. Cadbury can also focus on profiting from the market for chewing gum.

Threats: The competitors looking to capitalize on the current situation have questioned Cadbury's standing as it successfully dealt with a worm outrage. Companies like Amul, Nestle, and others pose a real threat to Cadbury in the ice cream parlour market. Cadbury makes chocolates and a few other related products, so managing the many different areas effectively occasionally becomes challenging.

4. THE 5 C'S MODEL

Company: The Cadbury dairy milk brand of chocolate is produced by the Kraft Foods subsidiary Cadbury Plc. and is available in a select number of countries worldwide. In the United Kingdom, it first went on special in 1905. Mondelez International is the current parent company.

Customers: The typical dairy milk customer is between the ages of 5 and 60. Dairy milk has a range of products that are suitable for every member of the family. The goal is to strengthen the buyer's current relationship with the brand. The clientele for journal milk changes in scope. While some people receive it as a sweet option, others receive it as a gift. Customers typically make impulse purchases and are influenced first by taste and flavour, then by the company and brand.

Competitors: In India, Nestle, Ferrero Rocher, Amul chocolates, and unbranded chocolate are the top competitors for dairy milk. The imported Swiss chocolates are a competitor for the very high-quality chocolates (Bourneville and silk). In any case, the brand steadfastness of dairy milk is likely its biggest advantage over competitors. It has become the most prominent brain brand in the chocolate category thanks to its incredible publicity, reach, and accessibility.

Climate: In a country like India, the business environment for dairy milk and chocolate seems to be very alluring. The market's enormous size and the empowering class development make the prospects generally excellent. The fact that the product isn't random, and the advantage is also excellent, improves the business environment unexpectedly. The market is still growing, and there are new developments in products and packaging.

Collaborators: As was previously stated, Cadbury dairy milk works with a wide range of associates, including entire vendors and retailers. In the long run, the company has teamed up with various organizations, such as Adam Philippines in 2001, to create a much more extensive appropriation network in the Philippines.

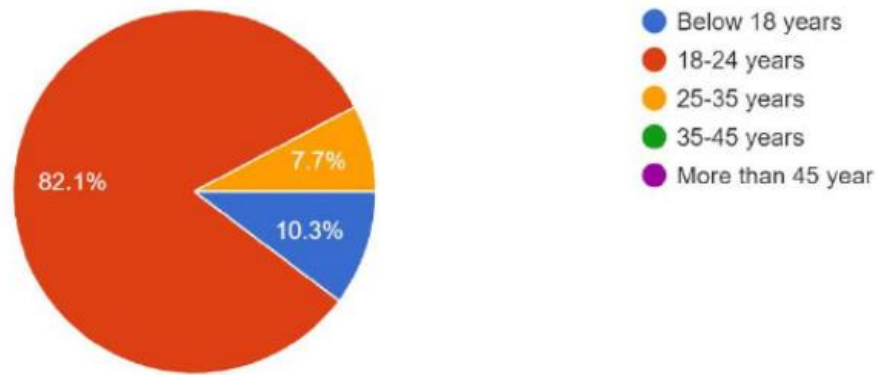
Results

Customers of chocolate were questioned about their favourite chocolate brand, what qualities they look for in chocolate, and other things. Most consumers who buy chocolate rank Cadburys as the best chocolate brand, while a small number also favour Nestle. Additionally, it was observed that Cadburys is up against strong competition from foreign brands. This might be the case because the respondents to our review tended to be wealthy people from middle-class, upper-class, and high society backgrounds. 100 people participated in our study.

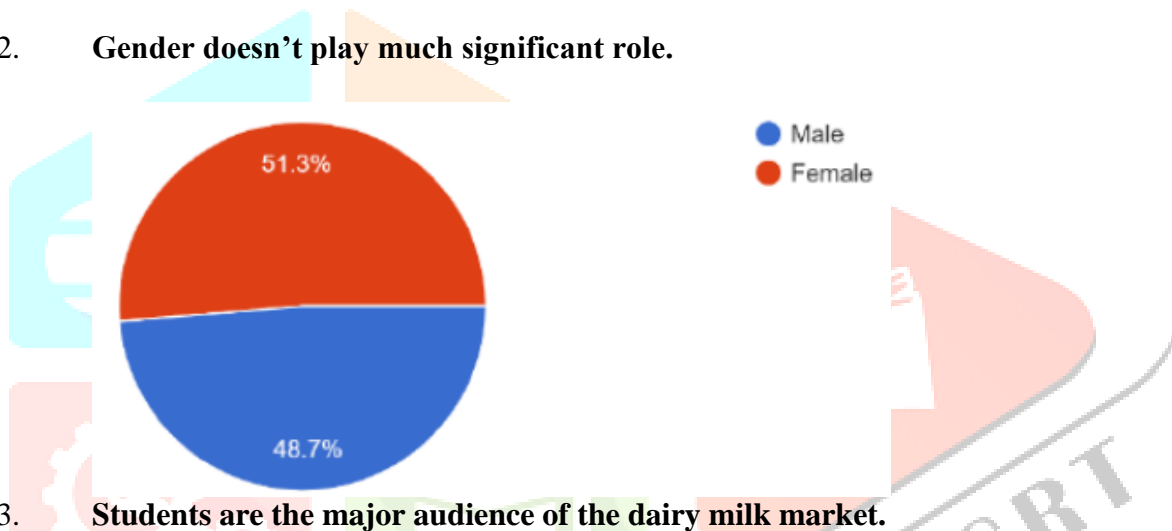
The chocolate industry is intensely focused. Together, Cadbury and Nestle account for 90% of retail transactions, with Cadbury dominating the market. The competition in this sector is fierce, especially between Cadbury and Nestle. In each segment, both Cadbury and Nestlé have competing products (e.g., Cadbury's Dairy Milk, 5 Star, Perk versus Nestlé's Classic, bar-one, chomp, etc.).

The data gathered from the questionnaire are noticeable as follows:

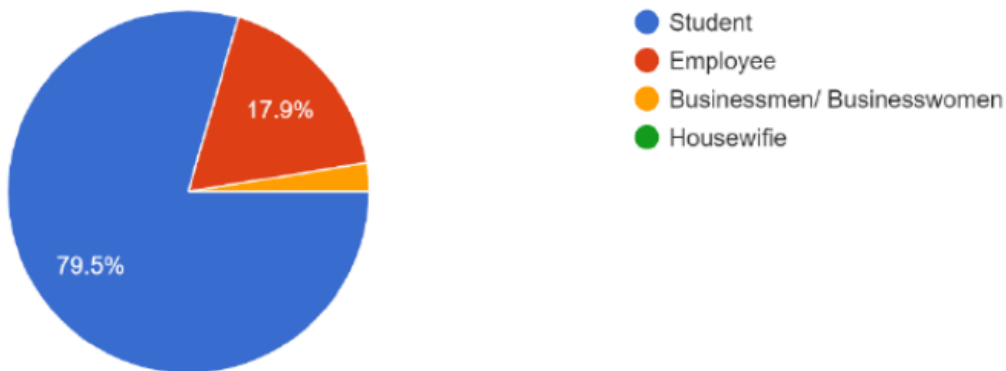
1. **The majority of the buyers are in the age range of 18-24.**



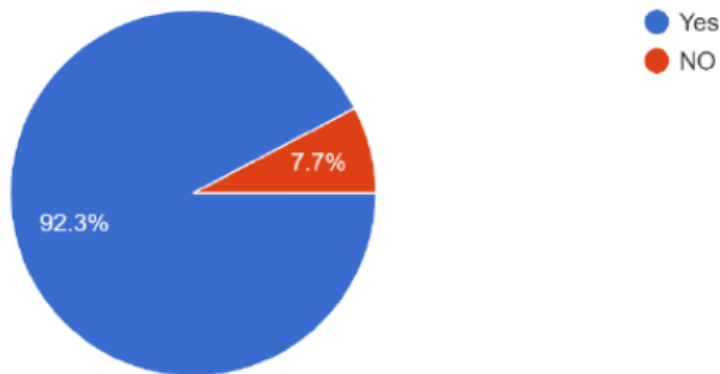
2. **Gender doesn't play much significant role.**



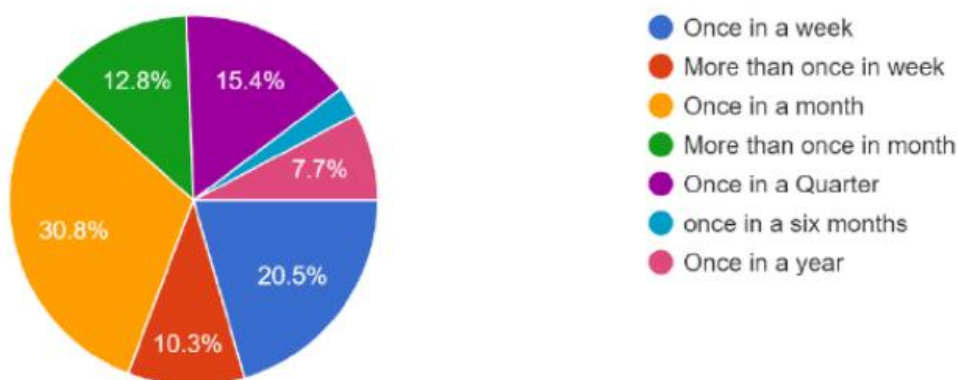
3. **Students are the major audience of the dairy milk market.**



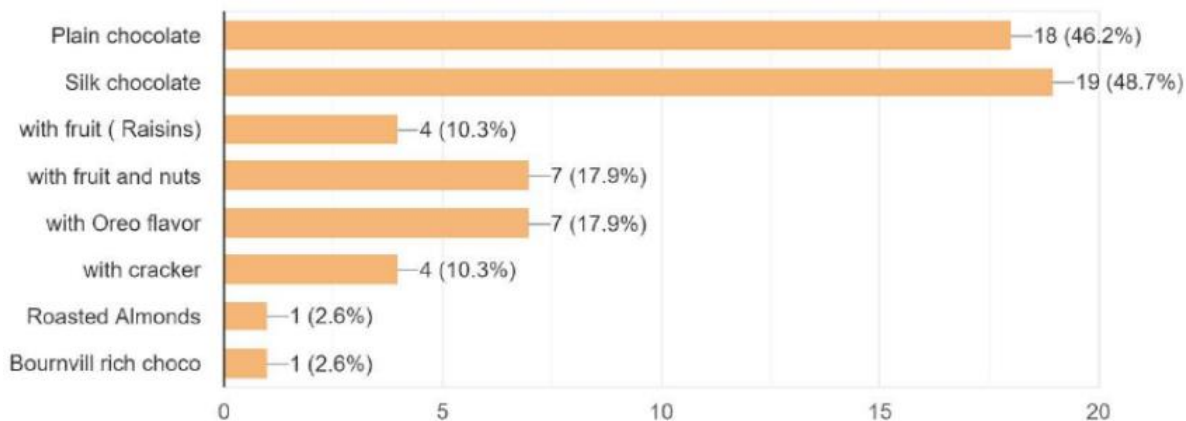
4. Majority of the participants are fond of the Cadbury Dairy milk chocolate.



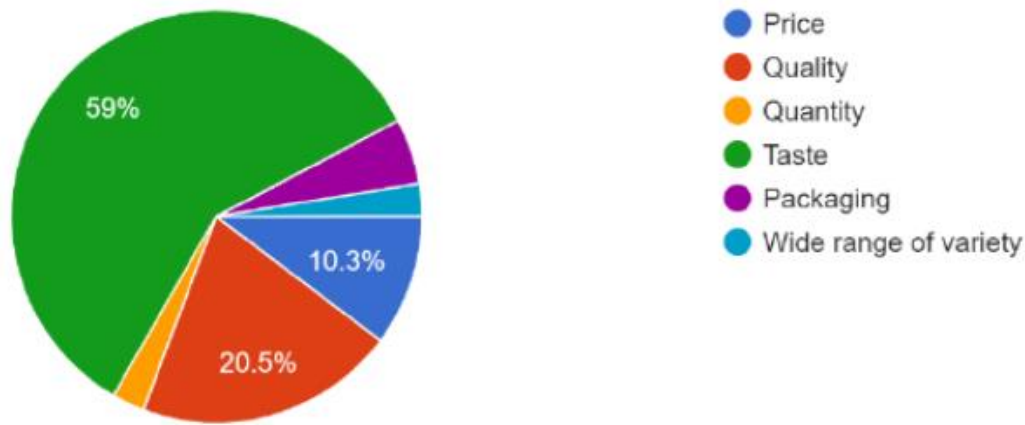
5. Most of the consumers prefer to buy Cadbury dairy milk chocolate once a month.



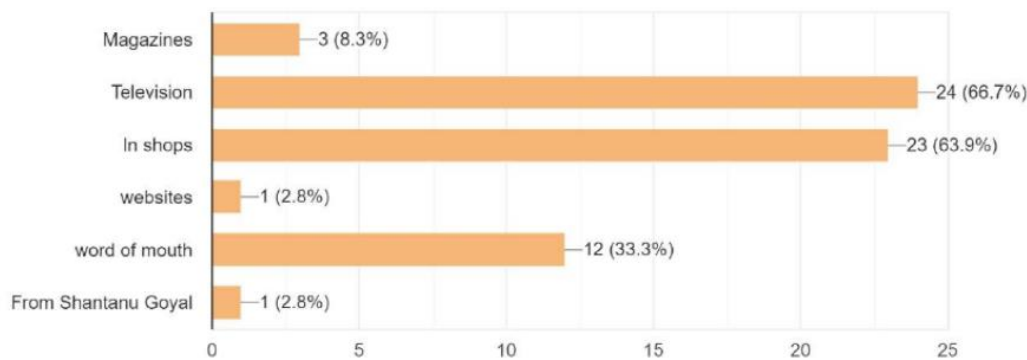
6. The choice of the type of chocolate are as follows:



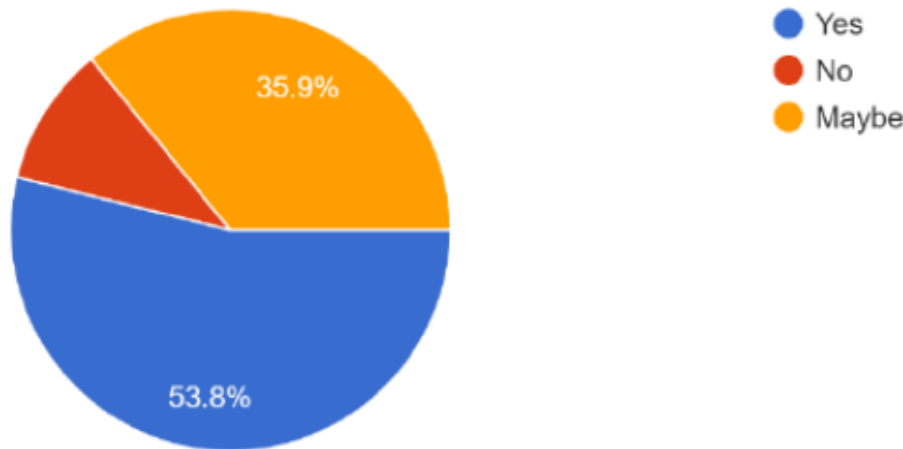
7. The taste and quality of the chocolate are the two leading factors of consideration for the selection of the chocolate.



8. Television and in-store promotions are the two leading factors of marketing.



9. More than 50% of the participants were inclined to buy a new variant of the chocolate.



Discussions

The following arguments were the main justifications for Cadbury's aggressive growth and expansion in its efforts to take a larger share of the market pie.

1. Global management processes: India holds a prominent position in the international organization, with supporters in local and global headquarters. Global management has given local business development a significant amount of flexibility, understanding that resource usage may be lower, and returns may be slower to materialize but anticipating volume offer to more than make up for lower edges in the long run.

2. Local management processes: The entire Cadbury India group is Indian and has a thorough understanding of local market components. The business is structured in a way that emphasizes restriction in all areas, supporting the belief that developing limited plans of action is the best strategy for success in India. For instance, the company altered the chocolate recipe in India to prevent melting in the country's humid outdoor climate.

3. Customized business model: Local government has set up systems to test and foster products from the ground up with specific interconnected cells that carry out development and market testing side by side. The key item pioneer is Cadbury India. The entire Cadbury product line in India, with the exception of dairy milk, has been grown locally to appeal to Indian consumers. Advertising, distribution, and bundling have all been tailored to the local economic climate.

4. Royalty Structure: A royalty of about 1% of the turnover is paid to Cadbury Schweppes. But in exchange, the company gains unrestricted access to the newest products, innovations, etc. If the new products are appropriate for the Indian market, they may also offer new products from the parent company.

5. Subtle reengineering of raw material mix led to cost savings: Cadbury has reduced its reliance on cocoa, lowering its exposure to volatile raw material costs and cutting costs in the process. It appears that they have subtly altered the recipe by using more milk and sugar and less of the more expensive cocoa. The introduction of Cadbury's Perk has also made a significant contribution to reducing the amount of cocoa in the overall natural substance blend.

6. Brand Building: Since its founding, Cadbury has led the market in India thanks to consistent marketing campaigns that have understood the needs of the nation and opened doors for them. Nestle, on the other hand, has solidly maintained its second place thanks to its commitment to providing high-quality products. Amul, an Indian company, has the option to produce products of brand quality and then market them under their own name.

7. Wide variety of brands: The 1960s saw the launch of several brands that have long held a special place in the hearts of Indians: Tiffin's, Nut Butterscotch, Caramels, Crackle, 5 Star, and Gems. It was a system that introduced consumers to a range of flavours and item shapes, which led to a rapid increase in the use of chocolate.

8. Quality products at low price: When Cadbury's Eclairs were introduced in 1972, they cost an impressive 0.25p and quickly became popular. It remains arguably the best brand in the Cadbury lineup and has the lowest price point at which consumers can experience the true flavour of chocolate. However, because there is no competition, the costs are incredibly high when compared to other organizations.

9. Innovative & attractive packaging: Cadbury invested in innovation in the years that followed, making a difference through creative bundling. Volumes saw a steady increase this decade as Cadbury launched a flurry of brands at varying price points and pack sizes. The widespread use of the Sheet Metal Dispenser, which is now commonplace on cash registers in thousands of stores to distribute chocolates, was a breakthrough that helped brands tap into the distinctive personalities of Indian consumers.

10. Timely expansion of market: Cadbury recognized the need to expand the market and the extension of the market in the 1990s. Cadbury 'universalized' the chocolate market, until recently perceived as a children's product exclusively. 'The Real Taste of Life', a multi-grant winning public relations campaign, was launched, capturing the innocent immediacy in every adult. Éclairs and shaped chocolate also demonstrated appetizing development. Additionally, this has aided in strengthening the organization's base and distribution network in the chocolate and ice cream industry.

11. Introducing new products: Cadbury 5 Star targeted the younger generation with its "Invigorating Bar" campaign, providing them with a mental and physical boost. Cadbury Perk, the light chocolate nibble that foreshadowed the competition, propelled chocolates into the wider food arena by promising "Thodi Si Pet Pooja Kabhi Bhi Kahin Bhi" (whenever, anywhere) and introducing new flavours like "Mint Hint," "Mango Tango," and "Very Strawberry." It has also recently introduced new chocolates, such as Fruits and Gollum.

12. Constant diversification: Faced with rapidly evolving industry trends and increased competition, Cadbury launched Truffle to secure its strategic position as an exceptional chocolate. This was followed in 1998 by Picnic, which promises to introduce chocolates into the realm of nibbles with its remarkable, multi-fixing build. Since Gollum and Fruits were introduced, Cadbury has dominated the market.

13. Commitment of expansion: Cadbury surprised the market by launching Trebor Googly, a line of tart, bubbly treats, and introduced Trebor to the rapidly growing Indian sugar sweet shop market. The introduction of a Mint flavour to Googly strengthens Cadbury's commitment to establish the Trebor brand as a strong contender in the market for worth-added sugar confectionery products.

Conclusion

The Indian chocolate industry is a unique blend of outlandish usage patterns, mindsets, beliefs, income levels, and expenditures. Comprehending the demands of the buyer and maintaining the standard will be essential. The secret to Cadbury's product reaching every customer's home is valuing. Appropriate valuation will be the decisive factor in the item's success. In terms of both product offering and geology, the chocolate industry in India is also rapidly expanding. Therefore, I believe that increasing institutional sales (through a creative method) and launching web sales (through Facebook) will boost overall Cadbury's sales and once again demonstrate the organization's generosity.

Without a doubt, Cadbury has emerged as the industry leader in the chocolate sector. Cadbury has practically applied this standard, just as a pioneer embraces the quality of gathering inclination over oneself. Not only has Cadbury's marketing strategy increased its share of the market pie, but it has also improved the pie's overall condition. Cadbury hit the mark when it came to the most important aspect of a customer: his psyche. By concentrating on the buyer mindset rather than the customer wallets, Cadbury played the long game instead of using standard or simple route deals advancement procedures. Furthermore, it undoubtedly paid off.

The outrageous advertising efforts are unquestionably a remarkable, outside-the-container display. There are important lessons to be learned from it for any company looking to hurt the industry, and for advertisers. The phrase "Business has just two capacities - Innovation and Marketing" is what I reiterate to wrap up. Additionally, Cadbury has embodied the proverb both verbally and spiritually.

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