



A STUDY ON PROMOTIONAL STRATEGIES OF CADBURY CHOCOLATES

DR. S. S. MURUGANANDAM

Professor of Commerce

Dr. N.G.P. Arts and Science College, Coimbatore.

Ms. SURUBA.L

Student of B. Com(Commerce)

Dr. N.G.P. Arts and Science College, Coimbatore.

Abstract: “Advertising is one of the wheels of marketing”. The present study is all about the promotional strategies of Cadbury products. A country like ours is developing in all fields, and this is because of advertising of new and developed ideas. The study brings out sufficient information about the effectiveness of advertisement on the Cadbury products. The present era is known for mass production and Mass distribution. Similar products are available in the market. This involves stiff competition amongst the Producers. Good quality products are produced or expect services are offered there must be known to the Public for this mass communication is needed as the population is great or the market area is wide. This calls For adaption of sales promotion and advertising as tools to mobile the marketing machinery. This project is a sincere effort to study the buying behavior of consumers when they buy chocolates. A descriptive research Procedure had been applied to come to the conclusions of the project. And collected 120 responses to bring out the opinion of the consumers in Coimbatore city.

Index Terms - Advertising, Sales promotion, Mass communication.

INTRODUCTION:

Cadbury India began its operations in India by importing chocolates. On 19 July 1948, Cadbury Was incorporated in India. It now has manufacturing facilities in Thane, Induri (Pune), Malanpur(Gwalior), Baddi (Himachal Pradesh), Sri City and sales offices in New Delhi, Mumbai, Kolkata and Chennai. The corporate head office is in Mumbai. The Head office is presently situated at Pedder Road, Mumbai, under the name of “Cadbury House”. This monumental structure at Pedder Road has been a landmark for the citizens Of Mumbai since its creation. Since 1965,

Cadbury has also pioneered the development Of cocoa cultivation in India. For over two decades, Cadbury has worked with the Kerala Agricultural University to undertake cocoa research and improve cocoa yields. Their cocoa team works with farmers to improve incomes through best practices in all Aspects of cocoa cultivation – from planting to harvesting. Currently, Cadbury India Operates in five categories – Chocolate confectionery, Beverages, Biscuits, Gum and Candy. Its products include Cadbury Dairy Milk, Dairy Milk Silk, Bournville, 5-Star, Temptations, Perk, Eclairs, Bournvita, Celebrations, Gems, Bubbalo, Cadbury Dairy Milk,Shots,Halls,Tang, and Oreo.

STATEMENT OF THE PROBLEM:

The behavior of the Consumer towards a Cadbury chocolate depends on the price, quantity, quality, taste, brand image. So, Analyzing the taste and preferences of consumers 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 reasons for his satisfaction due to the problems of price change, competitive products, quality of product and frequent changes of advertisement of Cadbury chocolates.

OBJECTIVE:

- To study about the consumers perception towards the consumption of Cadbury chocolate.
- To find out the responses of consumers towards awareness in advertising media.
- To evaluate the product, price, availability, quality and packaging of Cadbury chocolates.

SCOPE OF THE STUDY:

This project was done to find the advertising influenced to satisfy the consumers needs towards Cadbury chocolates .So, investigator was interested in conducting this study.The researcher used convenience sampling to collect the data. This research study is descriptive in nature. The collected details were analyzed, tabulated and interpreted. Various Suggestions of consumers were shortlisted and provided for improving sales.This study was conducted in Coimbatore city only and only 120 responses were considered to conduct this study. This study also tells about the taste of chocolates and the normal purchasing place of their favorite brand.

SIGNIFICANCE OF THE STUDY

This project attempts to understand the attitude and perception of the respondents towards the product.The respective study will be helpful to all managers to have an insight and understanding regarding the current consumer behavior through Advertisement. As this research deals with analyzing the insights and opinions of consumers regarding the product and its innovative characteristics,promotional strategies it will be helpful for the company to consider the suggestions and findings of the study, which will in turn assist them in giving what the consumers actually expect out of the product. This will also help the consumers to have an opportunity of getting a product at their expectation level in the later periods.

RESEARCH METHODOLOGY:

The research methodology is a way to systematically solve the problems. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

STUDY AREA:

The data for the study has been collected from the respondents in Coimbatore city.

SAMPLING DESIGN:

Sampling the process of selecting representative subset of a total population for obtaining data for the study. The study is based on a survey method. The simple random sampling technique is used to collect the required information from the respondents.

SAMPLE SIZE:

The number of items selected from the population constitutes the sample size. The study covers the consumers in the city of Coimbatore. Total sample size for the study is 120.

PERIOD OF THE STUDY:

The field survey has been carried out during the period 2023.

SOURCES OF DATA:

Both the primary and secondary data were used for the study.

PRIMARY DATA

Primary data were collected through a self constructed questionnaire, prepared under the Administration of a research guide. The questionnaire was administered to various age Grouped respondents. The sample size for the study was 120. The questionnaire included Questions related to the general preference, specific preference based on the identified Product characteristics, comparative preference towards the product on the basis its advertisements, price and product characteristics and the actual perception of the respondents regarding the impact of innovative product characteristics on its Consumption, as compared to its advertisements.

SECONDARY DATA:

Secondary data for the study were collected from various news papers, journals, books, Articles, websites etc

STATISTICAL TOOLS USED FOR DATA ANALYSIS:

- Chi-Square Test.
- Bivariate Correlation Analysis.

LIMITATIONS OF THE STUDY:

- Only the consumer's point was considered and not of any shopkeepers, companies were taken.
- Sample size is 120 so the accurate survey is not enough to generalize the finding of the study.
- Samples are only collected in Coimbatore city. So, it will not be applicable to other places.

REVIEW OF LITERATURE:

Ms.Princy Josee M.M (2022) conducted “ A study on impact of Cadbury dairy milk silk advertisement on teenagers with special reference to Coimbatore city”.The main objective of the study is to understand the impact of dairy milk silk advertisement on teenagers and find out the satisfaction level of the consumer about the product.

Ajinkya Sonawane, Sukhada Jenekar (2022) conducted “A study on Consumer buying behavior with respect to Cadbury products”.This research aims to study about the impact and role of emotions on consumers purchasing with respect to Cadbury.The research has 260 responses.

N.Ramya, Akshaya Cet.al (2017) studied on the “Consumer perception towards Cadbury in coimbatore city”. Sample size is 50. The study concentrated on taste, price, quality and overall satisfaction about Cadbury products. The research uses percentage analysis. The researcher concluded from the study that Cadbury products need to improve promotional activities to increase their demand.

Patnaik, Pradeep kumar sahu (2012) conducted an 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 have to understand the real need, wants, beliefs, attitudes of a consumer towards product and services. The growth of the Indian chocolate industry in the past has been hampered, because there was a stiff duty on chocolates and the non availability of cocoa in the country. In India the chocolate market is transforming and new players are entering into the market. So, it might result in low per capita consumption of chocolate, the future of the company seems upbeat.

DATA ANALYSIS: CHI-SQUARE

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi- square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables. Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.

RELATIONSHIP BETWEEN GENDER AND PREFERENCE

GENDER	PREFERENCE				TOTAL
	5-star	Dairy milk	Gems	Perk	
Female	12	16	15	13	61
Male	12	11	23	31	59
	24	27	38	31	120

To find out the association between gender and preference of the respondents chi square test is used and the result is given below.

HYPOTHESIS

There is no significant between the gender and preference of the respondents

CHI – SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
GENDER	3.384 ^a	3	7.815	REJECTED

INTERPRETATION:

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is rejected. So there is no relationship between the gender and preference.

BIVARIATE CORRELATION ANALYSIS

Bivariate correlation that measures the strength of association between two variables and the direction of the relationship. In terms of the strength of relationship, the value of the correlation coefficient varies between +1 and -1. A value of ± 1 indicates a perfect degree of association between the two variables. As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker. The direction of the relationship is indicated by the sign of the coefficient; a + sign indicates a positive relationship and a - sign indicates a negative relationship.

RELATIONSHIP BETWEEN THE OCCUPATION AND INFLUENCED YOU TO BUY CHOCOLATES

		OCCUPATION	INFLUENCED YOU TO BUY CADBURY CHOCOLATES
OCCUPATION	Pearson Correlation	1	194
	Sig. (2-tailed)		034
	N	120	120
INFLUENCED YOU TO BUY CADBURY CHOCOLATES	Pearson Correlation	194	1
	Sig. (2-tailed)	034	
	N	120	120

INTERPRETATION:

There is a relationship between occupation and influenced you to buy Cadbury Chocolates because the P value greater than 1, So the Null hypothesis is rejected, Alternative hypothesis is accepted.

FINDINGS:

CHI-SQUARE ANALYSIS:

- There is no relationship between the gender and preference.

BIVARIATE CORRELATION ANALYSIS:

- There is a relationship between occupation and influenced you to buy Cadbury chocolates.

SUGGESTIONS:

- The marketers should focus on adding a rich and wide variety of the product to cater to the needs of varied customers.
- 'Affordability in price' was a factor on which respondents were indifferent about. So, price needs to be revised so as to skim the overall market in the chocolate confectionery.

CONCLUSIONS:

The purpose of the study was to understand the preference towards Cadbury Dairy Milk Silk and to determine the role of advertisement in emphasizing the buying decision of the consumers. For analyzing the objective, various variables were identified and measured. The identified variables were taste, appealing shape, attractive, packing, availability of different varieties of flavors, good quality chocolate, usable gift, interesting advertisements, affordable price, easy availability through shops and markets, on the basis of which study arrived at its conclusion. The analysis and test result directed towards the fact that the advertisements significantly impacts the consumption of Cadbury chocolates. Hence, it is concluded that there is a significant and an unavoidable role of advertisement in the consumption of Cadbury chocolates. Therefore, we can say that the product 'Cadbury Dairy chocolates' in itself is a full - fledged promotional aid, the characteristic of which, attracts consumers to purchase the same.

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