



A STUDY ON CONSUMER SATISFICATION TOWARDS THE CADBURY PRODUCTS IN THE VILLUPURAM TOWN

Kalpana.R, Kavi Priya.P, Kaviya. R, Keerthana.S and Mrs. A. Rahamathunnisa

PG & Research Department of Commerce

Theivanai Ammal College for Women (Autonomous)

Villupuram, Tamilnadu, India

Abstract:

The basis for the current study is consumer satisfication towards Cadbury products. To determine the preference of Cadbury goods in Villupuram town, a sample poll of 100 respondents was conducted. The survey primarily focused on consumer satisfaction with Cadbury products and general consumer awareness of Cadbury products. Additionally, dairy milk is recommended by all consumers for this taste and flavours. Based on the advertisements, the majority of people prefer the chocolates.

Introduction:

Chocolate is a food made from roasted and ground cocoa that is available as a liquid, solid or paste, either on its own or as a flavoring agent in other foods. Chocolate was first originated in the Mexico. Chocolate was first used by the Aztex people of Mexico and Central America. It was enjoyed by leaders and priests for spiritual rituals. Chocolate are native to America. The word "Chocolate" was derived from the Mayan word "XOCOLATI" which means bitter water.

Cadbury in India- An overview:

Cadbury India Ltd is a part of Mondelēz International. Cadbury India operates in five categories – Chocolate confectionery, Beverages, Biscuits, Gum and Candy. When John Cadbury set up the company, he believed chocolates have the power to make the world a better place. It is the second largest confectionery brand in the world after Mars. Cadbury is internationally headquartered in Buckinghamshire, and operates in more than 50 countries worldwide. The brand's logo of glass & a half of milk signifies that each bar has that amount of milk in it. Cadbury also believes that the logo signifies generosity. Cadbury dairy milk's main Tag line of India is "**KuchMeetha Ho Jaye**" meaning "**Let's have something Sweet**".



KEYWORDS: Cadbury, Satisfaction, Advertisement, Taste

Review of Literature

Karthikeyan published on 2017, their research work entitled on “A study on consumer satisfaction towards Dairy milk chocolate with special reference to Uttamapalayam city”, this study is based on the awareness of Cadbury dairy milk among the customers. The study mainly concentrated on general price level, quality & consumer expectation overall satisfaction about Cadbury dairy milk, general awareness and consumer preferences of Cadbury dairy milk.

Lavanya published on 2017, their research work entitled on “A Study on consumer’s preference towards Cadbury products in Coimbatore city”, this study is based on the preference of Cadbury dairy milk among the consumer. A sample survey of 150 respondents was undertaken to find out the preference of Cadbury dairy milk in Coimbatore city. The study mainly concentrated on general price level, quality & consumer expectation overall satisfaction about Cadbury dairy milk, general awareness and consumer preferences of Cadbury dairy milk.

Anusha Kiran published on 2021, their research work entitled on “A study on consumer preference towards Cadbury products with special reference to Thrissur Area”, this study is mainly concentrated on the factors influencing the customer to buy a Cadbury chocolate and to identify the customer preference towards Cadbury chocolates. This study also analyzes the factors influencing the customers to buy a Cadbury chocolate and to identify the current attitude, beliefs and expectations of consumers towards the Cadbury products.

Kishore published on 2022, their research work entitled on “A study on consumer behavior towards Cadbury dairy milk (Erode)”, This research states about the well-known merchandise of Cadbury among the consumers and to increase the customer satisfaction and to discover the customer conduct closer to Cadbury and how to increase customer satisfaction and recapture the market by fulfilling the customers need and to position itself as an all-time favorite chocolate for all groups of people irrespective of age, gender and class to make the sweet affordable with several variants.

Statement of the problem:

Now-a-days consumption of chocolate items is very large and uses of these items were very notable. The study has been considered by the researcher to examine the level of consumer satisfaction of chocolate. The present study titled on “A study on Consumer Satisfaction towards Cadbury products”

Objectives of the study:

To know the awareness level of the consumers towards Cadbury products.

To know the consumer satisfaction towards Cadbury product

To know the buying behavior of the consumer towards advertisement and taste.

Scope of the Study

Nowadays, chocolates become common to all. In homes chocolates are treated as the best sweets. From children’s to older agers chocolates are the most wanted and the lovable products for all of us. Chocolate is available for Rs.1 up to Rs.500 all can able to buy it easily. Here, the research is about the consumer satisfaction towards Cadbury products, this will be help to the manufacture to know the customer preference. With the help of this they can able to introduce new products based on their preference.

Limitation of the study

- The area of the study is only at villupuram. Hence, this research is not cover the other geographical area.
- This study was done only with the Cadbury products.
- The time provided for the project work to do is limited to go for in-depth study.

Research Methodology:

Research Design

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data.

Hypothesis

H1: There is a relationship between the purchase and advertisement

H2: There is no relationship between the purchase and advertisement

Sample Size

The sample size of the research is 100 collected from various respondents.

Statistical Tools Used:

- ❖ Percentage Analysis
- ❖ Chi-Square test.

Data analysis and interpretation

- ✚ What they have to increase

Content	Respondent	Cumulative	Percentage
Packing	17	17	17%
Taste	15	32	15%
Quality	37	69	37%
Flavor	31	100	31%
Total	100	100	100%

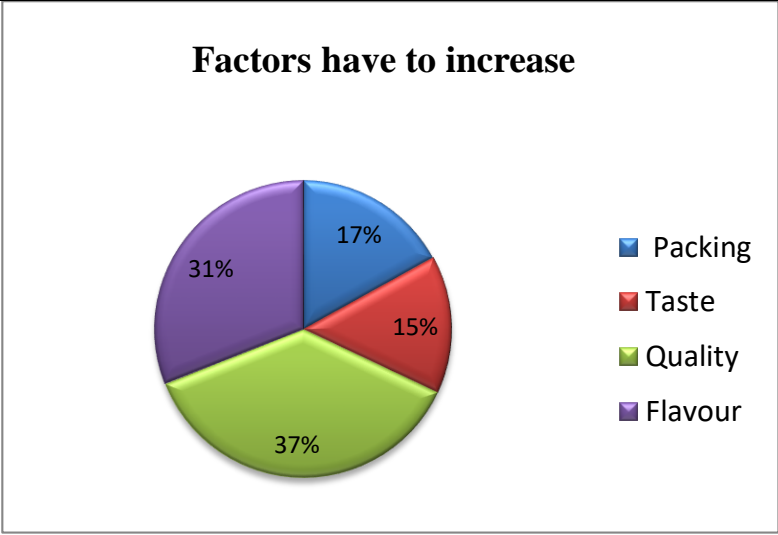
Sources: Primary Data

Interpretation:

This table represent that 37% of consumers wants to increase the quality, 31% of the consumers wants to increase the flavors, 17% consumers wants to increase the package of the product, 15% consumers wants to increase the taste of the product.

Inference:

Majority 37% of the respondents what the quality have to increase



What is your favorite chocolate in Cadbury

Content	Respondent	Cumulative	Percentage
Diary Milk	61	61	61%
5 Star	17	78	17%
Perk	10	88	10%
Gems	12	100	12%
Total	100	100	100%

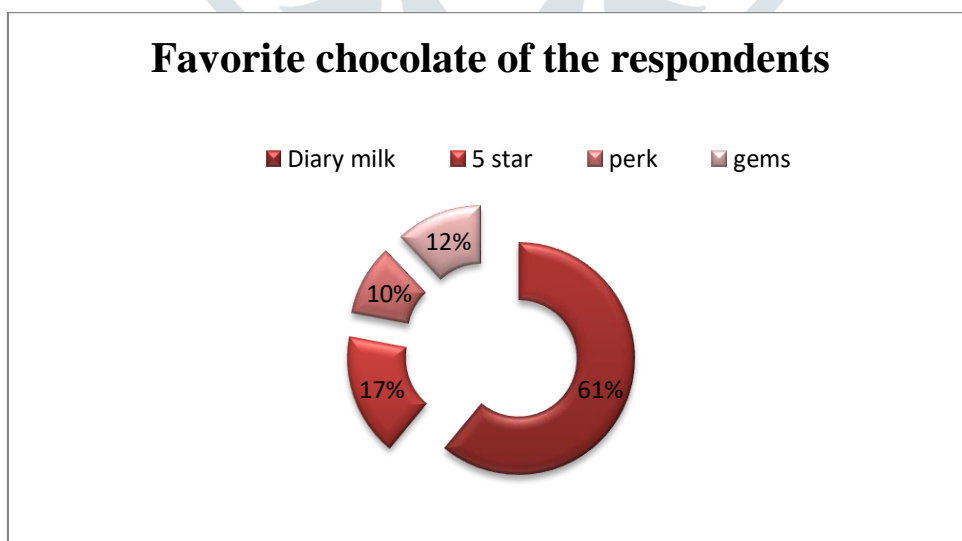
Sources of Primary Data

Interpretation:

This shows that the 61% of the consumer’s favorite chocolate is Diary Milk, 17% of the consumers favorite chocolate is 5 Star, 12% of the consumer’s favorite chocolate is Perk, 10% of the consumers favorite chocolate is Gems.

Inference:

Majority 61% of the respondent’s favorite chocolate is Cadbury diary milk.



Which media of Advertisement influence you to purchase

Content	Respondent	Cumulative	Percentage
Newspaper	4	4	4%

Television	77	81	77%
Smart Phone	16	97	16%
Display	3	100	3%
Total	100	100	100%

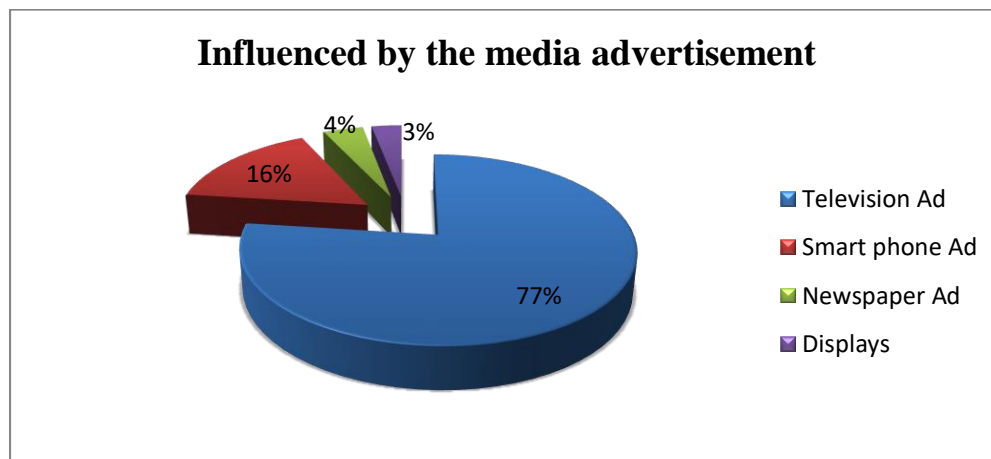
Sources of Primary Data

Interpretation:

This table shows that 77% of consumers is influenced by the way of television advertisement, 16% of consumers is influenced by the way of Smart Phone advertisement, 4% of consumers is influenced by the way of Newspaper advertisement, 3% of consumers is influenced by the way of display advertisement.

Inference:

Majority 77% of the respondents are influenced by the television advertisement.



Chi-Square test

Relationship between the factors and the satisfaction level of the Cadbury products.

Factors	Highly satisfied	Satisfied	Neutral	Not satisfied	Highly not satisfied	Total
Price	8	39	27	18	8	100
Taste	44	42	14	-	-	100
Quality	22	41	25	11	1	100
Quantity	25	35	21	17	2	100
Brand	44	38	12	6	-	100
Packing	34	43	14	7	2	100
Color	44	42	11	3	-	100
Flavor	26	45	20	7	2	100
Total	247	325	144	69	15	800

Null Hypothesis (H1):

H1-There is a significant relationship between the factors and the satisfaction level of the consumer.

Alternative Hypothesis (H2):

H2 -There is no a significant relationship between the factors and the satisfaction level of the consumer.

Level of Significance : 5%

Degree of Freedom : 54

Tabulated value : 113.871

For the **54 degree of the freedom** the value of the Chi-square is **67.5 at 5%** level of significant.

Inference:

It is observed from the obtained statistical result that the calculated chi-square value is higher than the table value. It signifies that the Null Hypothesis is accepted. Therefore it is concluded that there is a relationship between the factor and the satisfaction level of the consumer.

Findings:

- ✚ Majority 100% of the respondents prefer chocolates.
- ✚ Majority 61% of the respondents favorite chocolate is Dairy milk.
- ✚ Majority 56% of the respondents eats chocolates because it changes the mood
- ✚ Majority 77% of the respondents influenced to buy chocolates mainly because of the television advertisement
- ✚ Majority 59% of the respondents think that the chocolate is a necessary for their life.

Suggestion:

- Consumers want Cadbury products to be made of nutrition content and try to increase the quality.
- Consumers want more flavors in perk, 5star chocolates.
- Try to reduce the price level of the product.
- Try to change the packing style of the product and to increase the taste in it.

Conclusion:

Chocolate as been considered as an necessary product. Chocolate is considered as festival sweets now-a-days. Chocolate is consumed not based on the age. There are lots of varieties of chocolates and the consumers are willing to buy the chocolate even though it is costly. Chocolate are changing the moods of the humans and it is treated as a good sweet and there is more consumption of the chocolate in world wide. So, the preference of buying the chocolates is so high. Chocolate as been considered as a necessary product. Cadbury have mixed up of various human sentiments and created an altogether mixed market where they are able to promote products as well as for building different human and socio relations. There advertisements are emotionally toughing the consumers heart.

Bibliography:**Books:**

- Gupta C.B and N. Rajan nair, Marketing Management, 7th edition Sultan Chand & sons publishing co. Ltd., New Delhi.
- Jim Blythe, Consumer Behavior, 4th edition, SAGE Publications Ltd
- Philip Kotler, Marketing Management, 10th edition Pearson education pvt. ltd.

Journals:

- Mr. S. Gopalakrishanan, IOSR Journal of Business and Management, 2017
- Lavanya.M, International Journal of Applied Research, 2017
- Dr. Arich gold man, Indian Journal of Marketing publication, May 2010

Website:

- WWW.Google.com
- WWW.Wikipedia.com
- WWW.cadburydiarmilk.com