A STUDY ON CUSTOME PERCEPTION TOWARDS CHOCOLATES IN VILLUPURAM CITY.

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ABSTRACT

The present study is based on the perception of preference on three brand like Cadbury, nestle andAmul products chocolates among the customers. Chocolates is consumed all over the world. The sample survey of 50 respondents was undertaken to find out the perception of chocolates in the Villupuram city.
After collecting the data, simple percentage analysis and chi square test was used as statistical tools for thedata collected. The study mainly concentrated on general price level, quality, brand, form, frequently consume a chocolates and consumer perceptions overall satisfaction about the chocolates products. consumer perceptions of product characteristics such as packaging, nutritional level and size do not appearto significantly influence chocolates purchase patterns. Consumer buy what they perceive, and what they perceive is heavily influenced by the brand name, packaging and color. The findings among the people was that majority of the respondents like dairy milk brand of chocolates and the correct reasonable price. The suggestions among the people is unsatisfied with quality of the chocolates. As we concluded that the overallpeople to eat Cadbury (dairy milk) rather than nestle and Amul products.

Keywords: chocolates, consumer perception, Cadbury, dairy milk, nestle, Amul products, consumption.

INTRODUCTION

Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product. When a customer sees advertisements, promotions, customer reviews, social media feedback etc. relating to a product, they developan impression about the product. Chocolate was first used by the Aztec people of Mexico and Central America. It was enjoyed by leaders and priests for spiritual rituals. Chocolates are native to America. Later, it became popular in Europe after the discovery of America. The Spanish explorers brought cocoa beans to India during their visit to South America.

Cadbury was granted its first Royal Warrant from Queen Victoria in 1854. Major chocolate brands produced by Cadbury include the bars Dairy Milk, Crunchie, Double Decker, Caramel. Nestlé's products include baby food (some including human milk oligosaccharides), medical food, bottled water, breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks. Nestle products including Nespresso, Nescafé, Kit Kat, Smarties, Nesquik, Stouffer's, Vittel, and Maggi, India's most popular dairy brand, Amul has a wide range of chocolates to offer. Some delightful andothers not so much, we've reviewed a few Amul

chocolates in the past. Categories of Amul chocolates is**:** Snacks, Sweet snacks, Cocoa and its products, Confectioneries, Bars, Chocolate candies, Chocolate bars.

REVIEW OF LITERATURE

N Ramya, C Akshaya , M Haripriya , S Jamuna (2017), " A Study on consumer perception towards Cadbury chocolate with special reference to Coimbatore city " in this articles . the present study is based on the preference of Cadbury chocolate among the consumers. The sample survey of 50 respondents was undertaken to find out the perception of Cadbury product in Coimbatore City. The study mainly concentrated on general price level, quality, taste, brand and consumer expectations overall satisfaction about Cadbury products, general awareness and consumer perception of Cadbury products.

Antonija kavac, Dorotea Kovacevic, Josip Bota , Maja Brozovic (2019) "Consumers preferences for visual elements on chocolates packaging" in this articles , Many recent researches focused on packaging elements as two separate groups: visual and informative elements. This study of visual elements on food packaging in order to investigate their ability to attract attention. The elements tested in the study were: typeface, graphics, pattern and colour. The study included 90 people who participated by filling out a online questions the participants task was to choose, among packaging designs with the manipulated visual elements, the one they preferred.

Yanzhuo Kong , Chetan Sharma , Madhuri Kanala , Mishika Thakur, Lu Li, Dayao Xu, Roland Harrison and Damir D. Torrico (2020) "Virtual Reality and Immersive Environments on Sensory Perception of Chocolate Products: A Preliminary Study". In this article, Traditional booths where sensory evaluation usually takes place are highly controlled and therefore have limited ecological validity. Since virtual reality (VR) is substantially interactive and engaging, it has the potential to be applied in sensory science. In this preliminary study, three chocolate types (milk, white, and dark) were evaluated under three contextual settings, including sensory booths (control)

Pandey, Rudresh, Ajay Massand, B. V. Suhasini, Lavi Sharma, Akansha Rai, Syazreen Aida, Daisy Mui Hung Kee, Rattanapoond Rattanapoond, Wan Syazwanie Syarina, and Normaizatul Ilyana(2021). "A comparative study of consumer perception on the usage of Cadbury products in Malaysia and India." in this article, Chocolates and snacks are a humongous market all around the world. Mondelez International, the producer of Cadbury is a major player in this industry which perceives the Malaysian and Indian market differently. This study aims to examine the consumer perception on the usage of Cadbury products in Malaysia and India. The study would examine the association, usage, buying behavior and customer satisfaction in the two countries and identify similarities and differences among them. This study involve both primary and secondary data collected through various sources such as consumers from the two countries and publications.

P Raj, A Kumar, J Zechariah, P Tripathi (2022) in this article "Study on consumer preference towards Cadbury and nestle chocolates in Samastipur district of Bihar". The present study was conducted in Samastipur district of Bihar among 120 users of chocolates to study about consumer preference towards Cadbury and nestle chocolates. Face to face interviewers of customers at markets in Samastipur yielded data on consumers taste and preferences, quantities, purchased, brand preference and prices paid for chocolates. Purchase behaviour indicated that mostly college students and children are purchased chocolates.

STATEMENT OF PROBLEM

Consumer perception is the independent variable which is highly complicated. Consumer perception is a method by which customer report their interest towards the chocolates like Cadbury, nestle and amul products. Gathering solution among the people towards chocolates, whether they are satisfied with the brands. The factor influencing like taste, quality, preference of chocolates, reasonable price and brand.

OBJECTIVE OF THE STUDY

This project is based on the consumer preference of Cadbury dairy milk and nestle products. Objective of the study are:

1. To study the consumer preference towards Cadbury and nestle chocolates.

2. To know which the consumers view towards the chocolates.

3. Learned about the media preference among customers.

4. To know the taste and preference of consumers towards chocolates.

5. Identify the consumer perception of the service.

SCOPE OF THE STUDY

They want consumers to learn about their products, product attributes, potential consumers benefit, how to use, maintain or even dispose of the product and new ways of behaving that will satisfy not only the consumer's needs, but the marketer objective.

The scope of this study restricts itself to the analysis of consumer preferences, perception and Cadbury, nestle and Amul products. There are many other brands of chocolates available but my study id limited to three major players of chocolates leaving behind the others. The scope of the study is to analyse the consumer perception of the Cadbury chocolates.

LIMITATIONS OF THE STUDY

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite of the fact constraints were at play during the formulation of the project. The main limitations are as follows:

- Due to limitation of time only few people were selected for the study. So the sample of the consumers was not enough to generalize the finding of the study.
- The main sources of the data for the study were primary data with the help of self-administrated question. Hence, the changes of unbiased information less.
- People were hesitant to disclose the true fact.
- The chance of biased response can't be eliminated though all necessary steps were taken to avoid the some.

RESEARCH METHODOLOGY

Method of data collection:

The data which is collected for the purpose of these study is divided into 2 bases:

Primary sources:

The primary data is the data which is new we use the primary source to collect the primary data.
Secondary sources:

The secondary data which is already in existence is known as secondary data. Secondary data includes websites, various papers, and magazines published from time to time.

Sample Design:

A convenient sampling technique tool was adopted for data collection
Sample Size:

The sample of 50 people are taken on the basis of convenience. The actual consumer was contacted on the basis of random sample.

Hypothesis of the study:

Ho- there is no significant relationship between age of the respondents and preference of eating chocolates. **Ha-**

there is a significant relationship between age of the respondents and preference of eating chocolates. **Statistical**

tools used for analysis:

➢ Simple percentage analysis
➢ Chi-square test
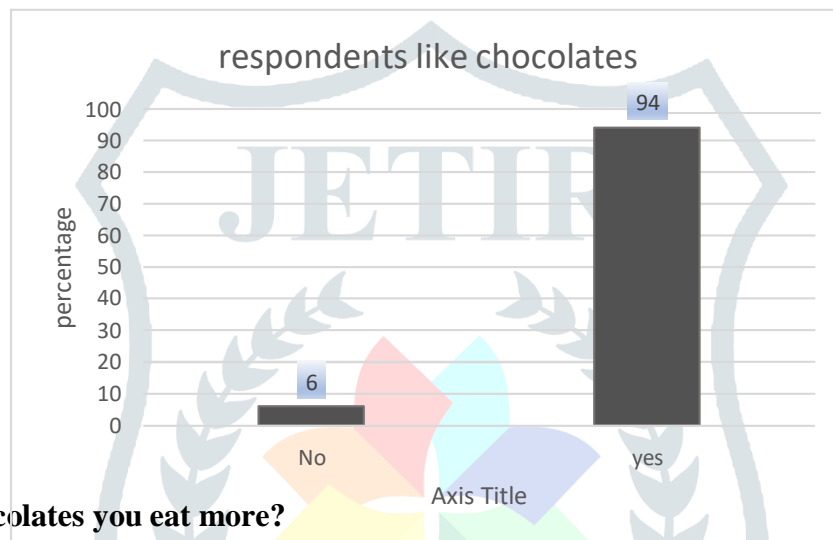
DATA ANALYSIS AND INTERPRETATION

1). Do you like chocolates?

S.NO	LIKE CHOCLOLATES	NO. OF RESPONDENTS	PERCENTAGE
1	No	3	6
2	yes	47	94
	total	50	100

Source: primary data

INTERPRETATION:

From the above table, it is observed that 94% respondents are likes chocolates, 6% respondents are dislikes chocolates.


2). Which brand chocolates you eat more?

S.NO	BRAND	NO OF RESPONDENTS	PERCENTAGE
1	Dairy milk	21	42
2	Kit kat	15	30
3	Amul products	9	18
4	Hersey's	5	10
	Total	50	100

Source: primary data

INTERPRETATION:

From the above table, it is observed that brand of chocolates 42% respondents are dairy milk,30% respondents are kit kat, 18% respondents are amul products, 10% respondents are hersey's.
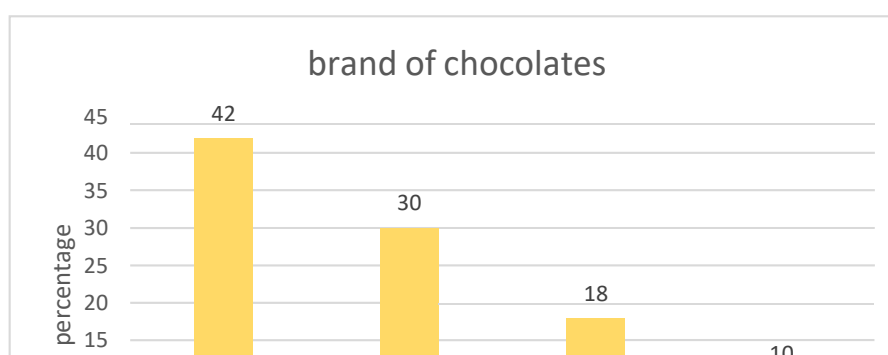
3). Where you will buy chocolates?

s.no	Purchasing of chocolates	No.of respondents	Percentage
1	Food court	9	18
2	Super markets	22	44
3	Bakeries	10	20
4	Any other	9	18
	total	50	100

Source: primary data

INTERPRETATION:

From the above table, it is observed that is 18% respondents are buy the chocolates in food courts, 44% respondents are buy in super markets, 20% respondents are buy in bakeries, 18% respondents are buy in any other.
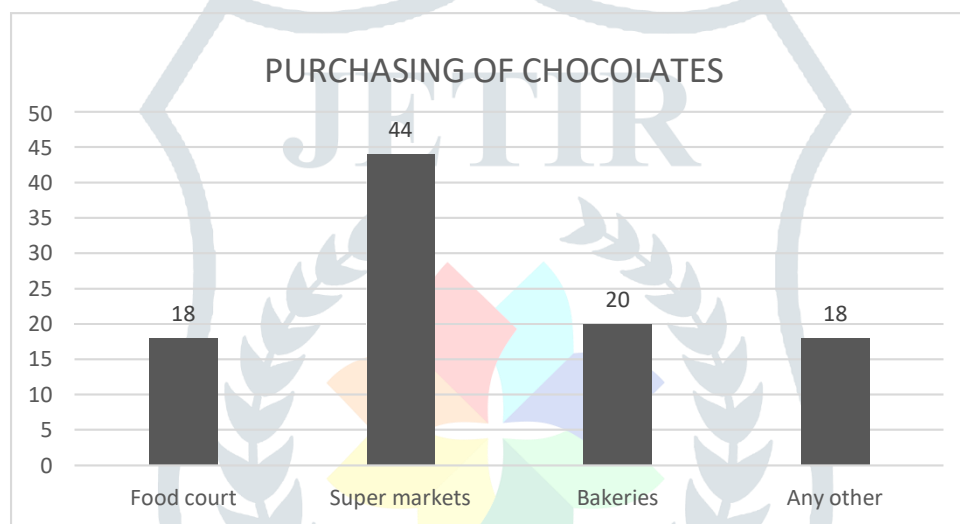
CHI- SQUARE TEST

TABLE 1

RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND PREFERENCE OF EATING CHOCOLATES

Age	Timepass	snacks	When hungry	For energy	Do youlike	Total
Below 20	6	4	1	1	0	12
21-30	5	11	3	2	1	22
31-40	0	1	0	6	0	7
41-50	1	3	2	0	0	6
51-60	0	1	0	1	1	3
total	12	20	6	10	2	50

Source: primary data

Null hypothesis (Ho):

Ho- there is no significant relationship between age of the respondents and preference of eating chocolates.

Alternative hypothesis (Ha):

Ha- there is a significant relationship between age of the respondents and preference of eating chocolates.

Level of significance   :5% Degree of freedom :16%

Tabulated value   : 37.88409663

Since, the calculated value is lesser than table value the null hypothesis is rejected. there is a significant different between age of the respondents and preference of eating chocolates.

FINDINGS

1. 60% of the respondents are Male.
2. 94% respondents are like chocolates.
3. 42% respondents are like Dairy milk brand of chocolates.
4. 40% respondents are like crunchy form of chocolates.
5. 44% respondents are by chocolates in super market.

SUGGESTIONS

☐ Company should concentrate more on television for advertisement, as mostly people get attracted through television only.
☐ All varieties must be available in all areas.
☐ Many others shaped chocolates can be introduced.
☐ The company should maintain the awareness about Cadbury dairy milk.
☐ It reduces the cost and increases the offers.

CONCLUSION

A survey of the people has been conducted to know liking pattern of the three products Cadbury, nestle and Amul products. It is observed that overall people to eat Cadbury brand rather than nestle and Amul products. It is concluded that mostly people preferred dairy milk of Cadbury due to its flavor and taste, quality and image due to its hard form. Some people often like to have a chocolates with good flavor, quality and crunchiness so they are going towards kit kat and munch due to its taste and crunchiness. It is thus concluded from the fact collected that mostly people refer to buy big pack of their favorite chocolates, and sometimes of them go for small and family pack.

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