



# A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## 1.1 Introduction:

Cadbury, the global leader in the chocolate confectionery market, began in 1824 when a young Quaker named John Cadbury opened up a shop in Birmingham. John sold coffee, tea, drinking chocolate and cocoa at his shop. Today Cadbury Schweppes is the largest confectionery company in the world, employing more than 70,000 employees. In 2006 the company had over \$15 billion in overall sales. In March of 2007, Cadbury Schweppes announced that it intends to separate its confectionery and beverage businesses. With almost 200 years in the business, Cadbury Schweppes will continue to prosper in the coming decades.

## 1.2 STATEMENT OF THE PROBLEM

The need of the study is to know the how many consumers give preferences to the brand of *Cadbury* products, whether the customers are satisfied with their products. The major focus of the research conducted therefore is to discover the factors that people are aware about the upcoming new products and the attribute of the product which attracted them for a trial.

## 1.3 REVIEW OF LITERATURE

1. 1824 - [John Cadbury](#) began selling [tea](#), [coffee](#), and drinking [chocolate](#), which he produced himself, at Bull Street in [Birmingham](#), England. He later moved into the production of a variety of cocoa and drinking chocolates, made in a factory in Bridge Street and sold mainly to the wealthy because of the high cost of production. John Cadbury became a partner with his brother Benjamin and the company they formed was called 'Cadbury Brothers of Birmingham'.
2. Cadbury merged with drinks company [Schweppes](#) to form Cadbury Schweppes in 1969
3. In 2000 Cadbury Schweppes purchased [Royal Crown](#) from Triarc

4. In December 2008 it was announced that Cadbury was to sell its Australian beverage unit to [Asahi Breweries](#).
5. In October 2007, Cadbury announced the closure of the [Somerdale Factory, Keynsham](#), formerly part of Fry's. Between 500 and 700 jobs were affected by this change. Production transferred to other plants in England and Poland.

#### 1.4 RESEARCH OBJECTIVE

- 1.To study about the consumer preference towards Cadbury chocolate
- 2.To know the consumer level of attraction towards the product.
- 3.To study consumer opinion about the pricing of these product.

#### 1.5 SCOPE OF THE STUDY

The scope of the study restricts itself to the analysis of consumer preference, Perception and consumption of Cadbury chocolates. There are many other brands of chocolates available but this study is limited to Cadbury chocolates leaving behind the others. The scope of the study is also restricts to Coimbatore region only.

#### 1.6 LIMITATIONS OF THE STUDY

Due to lack of time few people were selected for the study. So sample of consumers was not enough to generalize the findings. The main source of data was primary source with the help of self-administrated questionnaire. The chances of unbiased facts are less. People were hesitant to disclose the true facts.

### 2 . RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Researchers need to know, which of the methods or techniques, are relevant and which are not, and what would they mean and indicate and why. Researcher also needs to understand the assumptions underlying various technique and they need to know the criteria by which they can decide that certain techniques and procedure will be applicable to certain problems and others will not.

#### 2.1 Sampling Procedure

100 questionnaires were collected from the chocolate users for the purpose of the study. The study was undertaken in the Coimbatore city.

#### 2.2 Sources of Data

For the purpose of the given study's primary as well as secondary data has been used. The data collected was mainly primary in nature, which was collected from the respondents through a questionnaire. The primary data was collected through face to face interviews while filling up questionnaires. Copies of the questionnaire were given personally to the respondents.

The relevant secondary data for the study collected from various books, journals, websites, project reports, etc.,

### 2.3 Sampling Methods

The sampling method that is used for the present study is a judgment sampling method.

### 2.4 Tools and Techniques used for Analysis

The following are the various tools that are used in the study are simple percentage analysis and chi-square has been adopted for all the data collected.

#### ❖ Simple Percentage Analysis

From the data collected master table was prepared, simple percentage analysis has been adopted for all the data collected.

$$\text{Simple Percentage Analysis} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

#### ❖ Chi – Square

In order to find out whether there is any significant association between two attributes, chi-square analysis is applied.

## 3. INTERPRETATION OF DATA

### 3.1 TABLE SHOWING AGE OF THE RESPONDENTS

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE%
1	BELOW 20 YEARS	22	20
2	21 - 30 YEARS	54	49
3	31 -40 YEARS	24	22
4	ABOVE 40 YEARS	10	9
TOTAL		110	100

Source : Primary Data

#### Interpretation

The above chart shows that there is 20% respondents below the age of 20, 49% of respondents are 21 to 30 years, 22% of respondents are 31 to 40 years and 9% of respondents are above 40.

#### Inference

Hence there is more number of respondents between the age group of 21 to 30 years.

**3.2 TABLE SHOWING FREQUENTLY PURCHASE CHOCOLATES**

S.NO	FREQUENTLY PURCHASE CHOCOLATES	NO. OF RESPONDENTS	PERCENTAGE%
1	DAILY	18	16
2	WEEKLY	56	51
3	MONTHLY	14	13
4	HARDLY	22	20
TOTAL		110	100

Source : Primary Data

**Interpretation**

The above chart shows that 16% of respondents are consume daily, 51% of respondents are consuming weekly. 13% of respondents are consuming monthly. 20% of respondents are consuming Hardly.

**Inference**

Hence weekly are the more number of respondents.

**TABLE 3.3 FACTORS INFLUENCING WHILE PURCHASING A CHOCOLATE**

S.NO	FACTORS INFLUENCING WHILE PURCHASING A CHOCOLATE	NO. OF RESPONDENTS	PERCENTAGE%
1	FLAVOUR	33	30
2	PRICE	27	25
3	PACKAGE	07	6
4	QUANTITY	43	39
TOTAL		110	100

Source : Primary Data

**INTERPRETATION** :The above chart shows that 30% of respondents are influencing flavor, 25% of respondents are influencing price. 6% of respondents are influencing package, 39% of respondents are influencing quantity.

**INFERENCE :**

Hence quantity influencing is the more number of respondents.

### 3.4 .CHI-SQUARE ANALYSIS

#### 3.4.1 To Interpret the Relationship between Gender and Media of Advertisement of Chocolate on Cadbury

**Null Hypothesis Ho :** There is no significance difference between Age and form of chocolate on Cadbury chocolates of the respondents.

**Alternative Hypothesis Ha :** There is significance difference between Age and Form of chocolate on Cadbury chocolates.

#### EXPECTED FREQUENCY

GENDER MEDIA OF ADVERTISEMENT	JETIR		TOTAL
	MALE	FEMALE	
TV	20	28	48
NEWS PAPER	10	15	25
DISPLAY	7	10	17
BROUNCHES	5	8	13
HOARDING	2	5	07
TOTAL	44	66	110

Source: Primary data

Row Total x Column Total

$$\text{Expected Frequency, } E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

Chi-square value as follows:

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
20	19.2	0.8	0.64	0.03333333
28	28.8	-0.8	0.64	0.02222222
10	10	0	0	0

15	15	0	0	0
7	6.8	0.2	0.04	0.00588235
10	10.2	-0.2	0.04	0.00392157
5	5.2	-0.2	0.04	0.00769231
8	7.8	0.2	0.04	0.00512821
2	2.8	-0.8	0.64	0.22857143
5	4.2	0.8	0.64	0.15238095
<b>110</b>	<b>110</b>	<b>0</b>	<b>2.72</b>	<b>0.45913237</b>

$$\chi^2 = \frac{\sum (O-E)^2}{E} = 3.2909$$

Calculated value = **0.4591**

$$\begin{aligned} \text{Degree of Freedom} &= (R-1) \times (C-1) \\ &= (5-1) \times (2-1) \\ &= 4 \times 1 \\ &= 4 \end{aligned}$$

#### 4. FINDINGS AND SUGGESTION

##### 4.1 SIMPLE PERCENTAGE ANALYSIS

- ❖ Majority of the respondents belong to the age group of 21-30 years.
- ❖ It shows that more number of respondents is weekly purchasing chocolates.
- ❖ .Majority of the respondents are influencing quantity of Cadbury chocolates.

##### 4.2 CHI-SQUARE TEST

- ❖ There is no significant relationship between the Gender and media of Advertisement of Chocolate on Cadbury by the respondents. It implies that null hypothesis was accepted with the level of significance of 0.05 not accepting the alternative hypothesis.

##### 4.3 SUGGESTIONS

- ❖ Customer like best quality product on any price, so company should add latest technology to their products.
- ❖ Customers' behavior always looks for some extra benefit with purchasing. They demand for affordable price for product and gifts with purchasing.

- ❖ The company should do more publicity through magazines, newspaper and advertisement.
- ❖ They should keep a close eye on competitor strategy.

## 5.CONCLUSION

After looking all the above data the researcher come to a conclusion that presently there is an increase in purchasing of Cadbury products because of the following reasons:

From the survey, the consumers purchasing behavior is influenced by the social factors, personal factors, psychological factors and also marketing mix such as the price, product and promotion. For social factors, the purchasing decision is made by relatives, friends' recommendation. Personal factors include gender, age, employment status and type of family of the respondents. Psychological factors referred to quality, quantity & price beliefs and attitudes includes brand loyalty, good (R&D), etc.,

Lastly, the consumers are also motivated to purchase that particular product when the company has done a good R&D. This is because it is very convincing when there is a proven research done by the company. Besides that, if there is an offer made for the Cadbury products such as for 10 wrappers one chocolate free.

