

A STUDY ON CONSUMER PERCEPTION TOWARDS CHOCOLATES

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

By

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**BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119

MAY 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **SUVALAKSHMI. J (39740237)** who has done the Project work entitled **A STUDY ON CUSTOMER PERCEPTION TOWARDS CHOCOLATE** under my supervision from December 2021 to February 2022.

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DECLARATION

I **SUVALAKSHMI.J (39740237)**. Hereby declare that the Project Report entitled “entitled **A STUDY ON CUSTOMER PERCEPTION TOWARDS CHOCOLATE**” done by me under the guidance of Dr. THAMILSELVAN. R, M Com, M.B.A, MPhil, B.Ed., Ph.D., Assistant Professor, Department of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

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ABSTRACT

The main objective of this project study is to help the students to develop ability of re-search of the products and practical technique to solve real life problem related to the products. In this grand research project report, it has been attempted to analyse the needs and preferences of the customers and suggest them the most suitable product solutions, as well as it also analysed the brand awareness among the people.

Chocolate is liked and eaten by all age group of people. It may be in a form of hard, nuttiest, crunchy, or chew. The marketers have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. This is an attempted to understand the behavior of consumer perception towards the chocolate industry like Cadbury, nestle, Amul.

There are many brands of chocolates available but my study is limited to three major players of chocolates leaving behind the others. To determine the position of consuming habits towards chocolates. The aspects looked into the preference of chocolates. The customer behavior and to identify the level of customer satisfaction towards different brands of chocolates. The preference of consumers towards. A particular brand of chocolate Largely depends upon the factors like Brand name Price Quality, taste, Packaging, Color, shape etc. Scenes The brand name of the product Place a major role in determining Success Or failure of a product. The findings of the study will reveal the factors influencing the preference of Chocolate branch and to identify the customers satisfactions and decision making while choosing a particular brand.

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CHAPTER – 1

1.1 INTRODUCTION

In this competitive modern age where different qualities and types of goods exist' branding is of special importance in the business world. Branding occupies a particular niche in the consumer mind. A great brand is the company's most valuable asset. A properly developed brand, line extension, can create competitive advantage and maximize earning. Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality and an aura of intangible, qualities that surround the brand name, mark or symbol. A strong brand influences the buying decision and shapes the ownership experience.

Today, there are normally no inanimate or dump products. They have transformed into brands with a personality of their own. They can be warm or friendly, cold or distant, old fashioned or sophisticated, stylish or shabby and so on. This aura or ethos is what distinguishes a brand from a commodity. In an age of brands, the brand name is naturally a major marketing tool and one of the most important components of the total product / service personality. Branding serves both the buyers as well as the sellers by making the process of exchange a pleasant experience and need-fulfillment exercise. Branded goods and services possess the ability of ready marketability; thus, considerably facilitating the task of the seller.

It helps the sellers to attract and build loyal customers and to show that the firm stands behind what it offers. Any brand /firm that has earned an association with quality and reputation is able to make new product / service launch somewhat easier. In reality, brands provide the identity to the product which is being differentiated from the competitors.

1.1 CHOCOLATE PRODUCTION

The cocoa -bean - the heart of the sweetest delicacy in the world - is bitter! this is why, up to the 18th century some native tribes ate only the sweetish flesh of the cocoa fruit. They regarded the precious bean as Waste or used it, as was the case among the Aztecs, as a form of currency.

1.1.1 THE VARIETIES

There are two quite different basic classifications of cocoa, under Which practically all varieties can be categories Criollo and Forastero cocoas. The pure Variety of the Criollo tree is found mainly in its native equator and Venezuela. The seeds Are of finer quality than those of the Forastero variety. They have a particularly fine, mild Aroma and are, therefore, used only in the production of high-quality chocolate and for Blending. However, Criollo cocoa accounts for only10% of the world crop.

1.1.2 THE HARVEST

Immediately after harvesting, the fruit is treated to prevent it from rotting. At Fermentation sites either in the plantation or at, collecting points, the fruit is opened.

1.1.3 THE FERMENTATION

The fermentation process is decisive in the production of high-quality raw Cocoa. The technique varies depending on the growing region.

1.1.4 DRYING

After fermentation, the raw cocoa still contains far too much water; in fact, about 60%, Most of this has to be removed. What could be more natural than to spread the Beans out to dry on the sun-soaked ground or on mats? After a week or so, all but a small Percentage of the water has evaporated.

1.1.5 CLEANING

Before the real processing begins, the raw cocoa is thoroughly cleaned by passing through sieves, and by brushing. Finally, the last vestiges of wood, jute fibers, sand and even the finest dust are extracted by powerful vacuum Equipment.

1.1.6 ROASTING

His subsequent roasting process is primarily designed to develop the Aroma. The entire roasting process, during which the air in the nearly 10 feet high furnace reaches temperature of 130 °C, is carried Out automatically.

1.1.7 CRUSHING AND SHELLING

The roasted beans are now broken into medium sized pieces in the crushing Machine.

1.1.8 BLENDING

Before grinding, the crushed beans are weighed and blended according to special Recipes. The secret of every chocolate factory lies in the special mixing ratios, which it has developed for different types of cocoa.

1.1.9 COCOA BUTTER

The cocoa butter has important functions. It not only forms part of every recipe, but it also later gives the chocolate its fine structure, beautiful Luster and delicate, attractive glaze.

1.1.10 KNEADING

In the case of milk chocolate for example, the cocoa paste, cocoa butter, powdered or condensed milk, sugar and flavoring - maybe vanilla- go into the mixer, where they are pulverized and kneade

1.1.11 GRINDING

The crushed cocoa beans, which are still fair coarse are now pre -Ground by special milling equipment and then fed on to rollers where they are ground into a fine Paste. Heat generated by the resulting pressure and friction causes the cocoa butter (approximately 50% of the bean) Contained in the beans to melt, producing a thick, liquid mixture. This is dark brown in color with a characteristic, strong odor. During cooling it Gradually sets this is the cocoa paste at this point the production process divides into two Paths, but which soon join again.

1.1.12 COCOA POWDER

After the cocoa butter has left the press; cocoa cakes are left which still contain 10 to 20% proportion of fat depending on the intensity of compression. These cakes are crushed again, ground to powder and finely sifted several stages and we obtain dark, strongly aromatic powder, which is excellent for the preparation of delicious drinks-cocoa. Cocoa paste, cocoa butter, sugar and milk are the four basic ingredients for making chocolate.

1.1.13 ROLLING

Depending on the design of the rolling mills, three or five vertically mounted steel rollers rotate in opposite direction. Under heavy pressure the tiny particles of cocoa and sugar down to a size of approximate 30 microns (One micron is a thousandth part of a Millimeter).

1.2 Cadbury

Milk chocolate for eating was first made by Cadbury in 1897 by adding milk powder to the dark chocolate recipe of cocoa mass, cocoa butter and sugar. By today's Standards this chocolate was not particularly good: it was coarse and dry and not sweet or Milky enough for public tastes.

There was a great deal of competition from continental manufactures, not only the French, But also the Swiss, renowned for their milk chocolate. Led by George Cadbury junior, the Bourneville expert set out to meet out the challenges.

A considerable amount of time and money was spent on research on new plant designed to Product the chocolate in larger quantities.

A recipe was formulated incorporating fresh milk, and production process were developed to Produce a milk chocolate „not merely as good as, but better than“ the imported milk Chocolate. Four years of hard work were invested in the project and in the 1905what was to Be Cadbury's top selling brand was launched.

Three names were considered: Jersey, Highland Milk and Dairy Maid. Dairy Maid became smooth creamy texture, was Ready to challenge the Swiss domination of the milk chocolate market.

By 1913 Dairy Milk had become the company's bestselling, line and in the mid-twenties Cadbury's Dairy Milk gained its status as the brand leader, a position it has held ever since.



1.2.1 COMPANY OVERVIEW OF CADBURY INDIA

Cadbury began its operation in 1948 by importing chocolate and then re-packaging them Before distribution in Indian market. After 59 years of existence, it's today has five company Owned manufacturing facilities at Thane, Inguri (PUNE) and Manipur (GWALIOR) Bangalore and Badi (HIMACHAL PRADESH) and 4 sales offices (New Delhi, Mumbai, Kolkata and Chennai). The corporate office is in Mumbai.

Currently Cadbury India operates in three sector viz. chocolate confectioneries, Milk, Food, Drinks and in the candy category. In the confectionery business, Cadbury has maintained its Undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Eclairs and Celebrations.

Cadbury enjoys a value market share of over 70% the highest Cadbury brand share in the World! Their flagship brand Cadbury Dairy Milk is considered the "Gold Standard" for Chocolate in India.

Since 1965 Cadbury has also pioneered the development of cocoa cultivation in India. For Over two decades, it has worked with the Kerala Agriculture University of undertake cocoa Research and released clones, hybrids that improve the cocoa yield.

Today Cadbury is poised in its leap toward quantum growth and new categories of business, namely gums, mints, snacking and gifting. It is a part of the Cadbury Schweppes group, world no. 1 Confectionery Company



1.2.2 CADBURY WORLDWIDE

Cadbury is the world's largest confectionery company and has a strong regional presence in Beverages in the Americas and Australia. With origins stretching back over 20 years, today their products include brands such as: Cadbury, Schweppes, Halls, Trident, Dr. Pepper, Snapple, Trebor, Dentyne, Babelicious and Bassett- are enjoyed in almost every country around the world. We employ around 60,000 people. Their heritage starts back in 1783 when Jacob Scheppe perfects his process for manufacturing carbonated mineral water in Geneva, Switzerland. And in 1824 John Cadbury opened in Birmingham selling cocoa and chocolate. These two household names merged in 1969 to form Cadbury Schweppes plc. Since then, they have expanded their business throughout the world by a program of organic and acquisition led growth

- It employs 60,000 people in over 200 countries
- World's no. 1 confectionery
- World's no. 2 Gums company
- World's no 3-beverage company

Cadbury Dairy Milk has been the market leader in the chocolate Category for years. And has participated and been a part of every Indian's Moments of happiness, joy and celebration. Today, Cadbury Dairy Milk alone holds 30% value share of the Indian chocolate market. In the early 90's chocolates were seen as meant for kids, usually a reward or a bribe for children. In the Mid 90's the Category was re-defined by the very popular 'Real Taste of Life' Campaign, shifting the focus from 'just for kids to the 'kid in all of us. It appealed to the child in every adult. And Cadbury Dairy Milk became the perfect expression of 'spontaneity' and 'shared good feelings.

Chocolates

- ☐ Dairy Milk
- ☐ 5star
- ☐ Perk
- ☐ Celebrations
- ☐ Temptation
- ☐ Eclairs
- ☐ Gems

Cadbury brands

- ☐ Chocolates
- ☐ Snacks
- ☐ Beverages
- ☐ Candy

Snacks

- ☐ Bytes

Beverages

- ☒ Bourn Vita

1.2.3 DAIRY MILK

The story of Cadbury dairy milk started way back in 1905 at Bourneville, U.K., but the journey of chocolates in India began in 1948.

The variants fruits and nuts, Crackle and Roast, Almond, combine the classic taste of Cadbury dairy milk with a verity of ingredient and a very popular amongst teens & adults. Today Cadbury dairy milk alone holds 30% value share of the Indian chocolate market.



1.2.4 5STAR

The second largest after Cadbury dairy milk with a market share of 14% Cadbury 5star moves from the strength to strength every year by increasing its user base. Launched in 1969 as a bar of chocolate that was hard outside with soft caramel nougat inside, Cadbury 5star has re- invented itself over the years to keep satisfying the consumer taste for a high quality and different chocolate eating experience



PERK

Cadbury launched Perk in 1996. With its light chocolate and wafer construct, Cadbury Perk targeted casual snacking space that was dominated primarily by chips and wafer. With the rise of more value-for-money brands in the wafer chocolate segment, Cadbury Perk unveiled two new offerings – Perk XL and XXL. In 2004, with an added dose of „real Cadbury Dairy Milk“ and an „improved wafer“

1.3.6 CELEBRATIONS

Cadbury Celebrations was aimed at replacing traditional gifting options like Mithai and dry-fruits during festive seasons. Cadbury Celebrations is available in several Assortments: assortment of chocolate like 5star, Perk, Gems, Dairy Milk and Nuttiest and rich Dry fruits enrobed in Cadbury dairy milk chocolate in 5 variants, Almond magic, raisin Magic, cashew magic, nut butterscotch and caramels.

1.3.7 TEMPTATION

Cadbury temptation is a range of delicious premium chocolate in five flavors. Variants- roast Almond coffee, Honey apricot, Mint crunch, Black Forest.



1.3.8 History of Cadbury

In June 1905 in Birmingham, England, Cadbury made its first Dairy Milk bar, with a higher Proportion of milk than previous chocolate bars, and it became the company's best-selling Product by 1914. George Cadbury Junior, responsible for the development of the bar, has said "All sorts of names were suggested: Highland Milk, Jersey and Dairy Maid. But when a customer's daughter suggested Dairy Milk, the name stuck.

"Fruit and Nut was introduced as part of the Dairy Milk line in 1926, soon followed by Whole Nut in 1930. By this point, Cadbury's was the brand leader in the United Kingdom. In 1928, Cadbury's introduced the "glass and a half" slogan to accompany the Dairy Milk bar, to Advertise the bar's higher milk content.

Since 2007 Cadbury had a trademark in the United Kingdom for the distinctive purple color (Pantone 2865C) of its chocolate bar wrappers, originally introduced in 1914 as a tribute To Queen Victoria.

In October 2013, however, an appeal by Nestlé succeeded in overturning That court ruling. In July 2018, Cadbury announced it would launch a new Dairy Milk version with 30% less sugar.





TYPE	Subsidiary
INDUSTRY	Confectionary
FOUNDED	Birmingham 'England' 1824, 195 years ago
FOUNDER	John Cadbury
HEADQUARTERS	Uxbridge, London, England
KEY PEOPLE	Dirk van de put [CEO] Irene Rosenfeld [chairman]
PARENT	Mondelez International

To take part in this chocoholic dream challenge, simply enter your dreambar at Cadburyinventor.com where you can pick from a huge range of tasty ingredients which will be added to a delicious Cadbury Dairy Milk. From melt in the mouth caramel, gooey brownie, crazy popping candy, spicy chilly, tangy Orange, fiery mustard, crunchy cashews, there's over a whopping 90,000 different available combinations to choose from. Once the ingredients are chosen (up to three), entrants will name their bar and explain a bit about what inspired their creation before hitting send on their entry.

The competition closes on 31st July and then all the entries will be put through a rigorous judging process, with the finalists being selected based on two very important elements: taste and creativity.



The three lucky finalists will then have the opportunity to visit Cadbury's Chocolate Centre of Excellence in Bourneville, the home of Cadbury, where they will work with chocolate Experts to experiment with their creations and make their bar a reality

All three bars will then be available for fans everywhere to try out in 2019 where the UK will be able to vote and purchase their favorite creation to decide which of the finalists will be crowned the ultimate winner.

1.3 NESTLE INDIA



Beginning with its first investment in Mogae in 1961, Nestlé's regular and substantial investment established that it was here to stay. In 1967, Nestlé set up its next factory at Choladi (Tamil Nadu) as a pilot plant to process the tea grown in the area into soluble tea. The Nanjangud factory (Karnataka), became operational in 1989, the Samalkha factory (Haryana), in 1993 and in 1995 and 1997, Nestlé commissioned two factories in Goa at Ponda and Bicholim respectively.

NESTLE BRANDS

- ☐ Milk product and Nutrition
- ☐ Beverages
- ☐ Prepared Dishes and cooking Aids
- ☐ chocolate and confectionary

MILK PRODUCTS AND NUTRITION

- ☐ Nestle" everyday Dairy Whitener
- ☐ Nestle everyday slim
- ☐ Nestle everyday Ghee
- ☐ Nestle Milkmaid
- ☐ Nestle Fresh "n" Natural Dahil
- ☐ Nestle Fresh "n" Natural slim Dahil
- ☐ Nestle Jeera Raita
- ☐ Nestle Milkmaid fruit Yoghurt
- ☐ Nestle Milk

BEVERAGES

- ☐ Nestle Classic
- ☐ Nescafe Sunrise
- ☐ Nestle Milo
- ☐ Nescafe 3 in 1
- ☐ Nescafe Koller

CHOCOLATE AND CONFECTIONARY

- ☐ Nestle Kit Kat
- ☐ Nestle Kit Kat lite
- ☐ Nestle Munch
- ☐ Nestle Munch Pop chocolate
- ☐ Nestle Milky Bar
- ☐ Nestle Bar- One
- ☐ Nestle Eclairs

1.4.1 NESTLE KITKAT

Kit Kat is crisp wafer fingers covered with Chocó layer. Nestle Kit Kat has a Unique finger format with a „breaking“ ritual attached to it. Nestle Kit Kat is one of the most successful brands in the world and every year over 12 billion Nestle Kit Kat fingers are consumed around the globe.



1.4.2 MILK CHOCOLATE

Nestle milk chocolate is a milk chocolate with a delicious taste. Kids just love it.



1.4.3 NESTLE MILKY BAR

It is a luscious nougat and caramel with delicious Chocó layer. Nestle Bar
One Constantly reminds you that it is “Time for Action

1.4.4 NESTLE MUNCH

Nestle Munch is wafer layer covered with the delicious Chocó layer, Nestle Munch is so crisp, light and irresistible that you just can't stop Munching. Nestle Munch is the largest selling SKU in the category.



1.4.5 NESTLE BARONE

Nestle Milky Bar is a delicious milky treat, which kids love. Relaunched in January 2006 with a Calcium Rich recipe, Nestle Milky Bar is a favorite with parents to treat Their kids with.



PRODUCT TYPE	Confectionary
FOUNDED	1866; 156 years ago
FOUNDER	Henri Nestle
MARKETS	World
PREVIOUS OWNER	Rowntree [1935-1988]
TAGLINE	Good Food Good Life

1.4 AMUL

Amul is an Indian state government cooperative under the ownership of Gujarat Cooperative Milk Marketing Federation, Ministry of Cooperation, Government of Gujarat based at Anand in Gujarat. Formed in 1946, it is a cooperative brand managed by the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), which today is jointly controlled by 36 lakh (3.6 million) milk producers in Gujarat, and the apex body of 13 district milk unions, spread across 13,000 villages of Gujarat. Amul spurred India's Hite Revolution, which made the country the world's largest producer of milk and milk products.

Kaira Union introduced the brand "Amul" for marketing its product range. The word "Amul" is derived from Sanskrit word 'Amula' which means 'priceless' or precious, a name proposed by then founding leader of Agriculture College, Manubhai Patel. Tribhuvana das Kishi Bhai Patel under the guidance of Sardar Vallabhbhai Patel became the founding chairman of the organization and led it until his retirement in the 70s. He hired Verghese Kurien in 1949 and convinced him to stay and help with the mission



TYPE	Cooperative State Government
INDUSTRY	Food Processing FMCG
FOUNDED	1946; 76 Years ago
FOUNDER	Tribhuvana das Patel
HEAD QUARTERS	Anand, Gujarat, India
PRODUCTS	Dairy
OWNER	Gujarat cooperation milk federation, Gujarat Of Government
WEBSITE	amul.com

1.5 NEED FOR THE STUDY

- The preference of consumers towards a particular brand of chocolate largely depends upon the factors like brand name, price, quality, taste, packaging, color, and shape etc.
- To identify how much chocolate they consume, whether they buy small, big, family pack.

1.6 STATEMENT OF THE PROBLEM

The study of brand preference towards chocolates mainly aims to identify the Customer attitude and preference etc. The study helps to know the various factors that influence the consumers in the Selection of a particular brand of chocolate. The preference of consumers towards a particular Brand of chocolate largely depends upon the factors like brand name, price, quality, taste, Packaging, color and shape.

Since the brand names of the product plays a major role in determining success or failure of a product, this study has made an attempt to assess the consumer's preference Towards different brands of chocolate and consumer's awareness about the existence of different Brands. The findings of the study will reveal the factors influencing the preference of Chocolate brands and to identify the customer's satisfaction and decision-making while choosing a particular brand.

1.9 OBJECTIVES OF THE STUDY

- To know the customer behavior and to identify the level of customer satisfaction towards different brands of chocolates.
- To know which category of chocolate is most preferred.
- To study the factors like age, taste, price, affecting the consumption pattern.
- To test the brand loyalty among different age people

SCOPE OF THE STUDY

- The scope of the study is to determine the position of consuming habits towards chocolates.
- The aspects looked into the preference of chocolates
- There are many brands of chocolates available, but my study is limited to three major players of chocolates leaving behind the others.
- This project was done to find out the consumer satisfaction towards brands of Chocolate.
- The study is to restricts itself to the analysis of consumer preferences, perception and consumption of Cadbury, Nestle and Amul Chocolates.

5.2 LIMITATIONS OF THE STUDY

- In attempt to make the project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite of the fact constraints was 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 questionnaires. Hence, the changes of unbiased information are less.
 - people were hesitant to disclose the true fact.

CHAPTER – 2

2.1 REVIEW OF LITERATURE

Raja Rajeswari, Kritika (2016) conducted a study to find out the consumer behavior towards Nestle products with special reference to Coimbatore city. The objective of the study to analyze the Consumer behavior and satisfaction and factors influencing buyer decision and determine the level of Effectiveness. The sample size was 120 respondents in Coimbatore city. Tools used for the study were Percentage analysis and chi-square. The researcher after conducting a study on consumer behavior towards the products of nestle had come to conclusion that nestle received a pivotal position in the market for their Products.

Gopalakrishnan, Karthikeyan (2013) conducted a study to find out the consumer satisfaction Towards dairy milk chocolate with special reference to Uthamapalayam city. The main objective was to Study the satisfaction level of customers towards dairy milk. The sample size is 100 in Uthamapalayam city. Tools used for the study is chi- square, percentage analysis. The study mainly concentrated on general price Level, quality and consumer expectation overall satisfaction about Cadbury dairy milk chocolate, general Awareness and consumer preference of Cadbury dairy milk.

Patnaik, Pradeep Kumar Sahoo (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 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 Indian chocolate industry in the past has been hampered, because there was a stiff excise duty on Chocolates and the non-availability of cocoa in the country. In India chocolate market is transforming and new players were entering into the market. So, it might result in low per capita consumption chocolate, the Future of the company seems upbeat AdeoluB, Ayan Wale, Taiwo Aliminiand Matthew

A.Ayanbimipe (2005) has examined a study on the influence of advertising consumer brand preference. The objective of the study must examine the Influence on consumer buying behavior, determine the influence of age on advertising and make Recommendation for improvement in advertising and brand management. The study was based on the Survey of 315 randomly selected consumers. The tools used to analyze the data will be chi-square and Percentage analysis. The study must find out

the advertising has a major influence on consumer preference. The study was concluded by the advertising does not varying impact on age group.

DR. R. MANIKANDAN and A. RAMKUMAR (2018) 1“COLLEGE STUDENTS LEVEL OF AWARENESS TOWARDS CADBURY& NESTLE BAR CHOCOLATE” chocolate occupy a Pivotal role in the industry. Important events like Birthday, wedding day, school and college days or any other celebration is stated with a branded Chocolates. In the competitive world each Day the consumer attitude and thought may change to Prefer the product for our comfortable using's. It Depends on price,

quality, taste, flavor, brand and Image, competitive product, attractiveness, and Varieties etc. The required primary data collected Well-structured questionnaire issued to 250 college Students of them 29 questionnaires are found to Unsuitable hence the final sample size is 221.The Present study is focused on college student level of Awareness towards Cadbury& Nestle bar chocolate, it Is found that window display in the department Stores, cinema theaters etc. Can also enhance level of Awareness above the popular branded chocolate.

P. ABIRAMI & S. GAYATHRI (2018)” 2A STUDY ON CONSUMER SATISFACTION TOWARDS NESTLE CHOCOLATE” This study Covers the consumer satisfaction towards nestle Chocolate with special reference it. The researcher Had obtained only100 questionnaires from the Respondents. Hence the finding of the study cannot be Generalized. The sample size was limited to 150 Respondents only. A survey of the people has been Conducted to know the liking pattern of the two Products Cadbury from Nestle.

From the study it can Be concluded that foreign brands like Amul. Which is Calculate as with the help Likert scale and the value Comes out for Cadbury brand is 144.

N. VIJAYANAND, P. THILLAIRAJAN (2018) 3“A STUDY ON CONSUMER’S INCLINATION TOWARDS NESTLE PRODUCTS IN CHENNAI CITY” Nestle customer’s inclination Chocolates, and fulfilment. Chocolate advertises in India a chocolate advertise is predicate to be Approximately Rs. 600 crores growing at 6-8% perAnnum. Nestle is the market leader with 75% Advertise share. The global chocolate market is worth 75% annually. To identify the customer inclination Towards dissimilar chocolate varieties. To identify the Factors distressing the customer observation towards Nestle chocolate. Analysis of the creation, pricing, Accessibility, worth, flavor, publicity and covering of nestle chocolates. This is focused on customer’s Inclination towards products. From study, it found Out that greater part of customers chooses nestle Chocolates.

D. SHANTHI (2018) 4“A COMPARITIVE STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE AND CADBURY CHOCOLATES WITH SPECIAL REFERENCE TO ERODE DISTRICT” Chocolate is liked and eaten by All age of people. The comparative study on Chocolate between Cadbury and nestle helps in Product development and improvement in launching of new product. The limitation of my study restricts Itself to the analysis of consumer preference, Perception and consumption of Cadbury and nestle Chocolates. Some people often like to have a Chocolate with good flavor, quality and crunchiness So they are going towards kit-kat and munch of nestle Due to its taste and crunchiness.

Dr. S.P. Savitha, “A Study on consumer preference towards ‘AMUL PRODUCT’ [2017] in Madurai city”. AMUL [Anand milk produced union limited] formed in 1946, is a dairy cooperative movement in India. India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No:1 position in dairy industry this stand to further strength its position. Amul product has a good reputation among the consumers in Madurai. So, it can be extended to supply rural area also.

CHAPTER - 3

RESEARCH METHODOLOGY

The methodology of the study this project is based on information collected from primary sources. after the detailed study, an attempt has been made to the present comprehensive analysis of consumption of Cadbury, nestle, Amul chocolates consumed by the people. The data had been used to cover various aspects like consumption, consumer's preference and customer's satisfaction regarding Cadbury, Amul and nestle chocolates.

3.1 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design applied for the study is "Descriptive Research."

3.2 SOURCES OF DATA

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, the data collection method can be classified into two methods.

3.2.1 PRIMARY DATA:

The primary data comprises information survey of "the consumer perceptions towards chocolates "the data collected from the respondents through questionnaire.

3.2.2 SECONDARY DATA:

The secondary data collected from internet, articles, and journals, websites and portals.

3.3 SAMPLE SIZE

The samples of 154 people are taken on the basis of convenience. The actual consumer was contacted on the basis of random sample. For the purpose of present study, a related sample of population was selected on the convenience.

3.3.1 NON - PROBABILITY SAMPLING

Non probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgement of the researcher rather than random selection.

3.3.2 CONVENIENCE SAMPLING

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 PERIOD OF STUDY

The study was conducted for a period of 3 months starting from December 2021 to February 2022.

3.5 HYPOTHESIS / ANALYTICAL TOOLS

- **HO:** There is no significant difference among the consumers of chocolate on the factory like age, gender, etc. towards their attitude about the usage of chocolate
- **H1:** There is significant difference among the consumers of chocolate on the factory like age, gender, etc. towards their attitude about the usage of chocolate

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1 GENDER

Particulars	No of respondents	Percentage %
Male	126	81.8%
Female	27	17.5%
Total	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

From the above table shows the 81.8% male respondents and 17.5% are female respondents and we can see that females are most interested in chocolates.

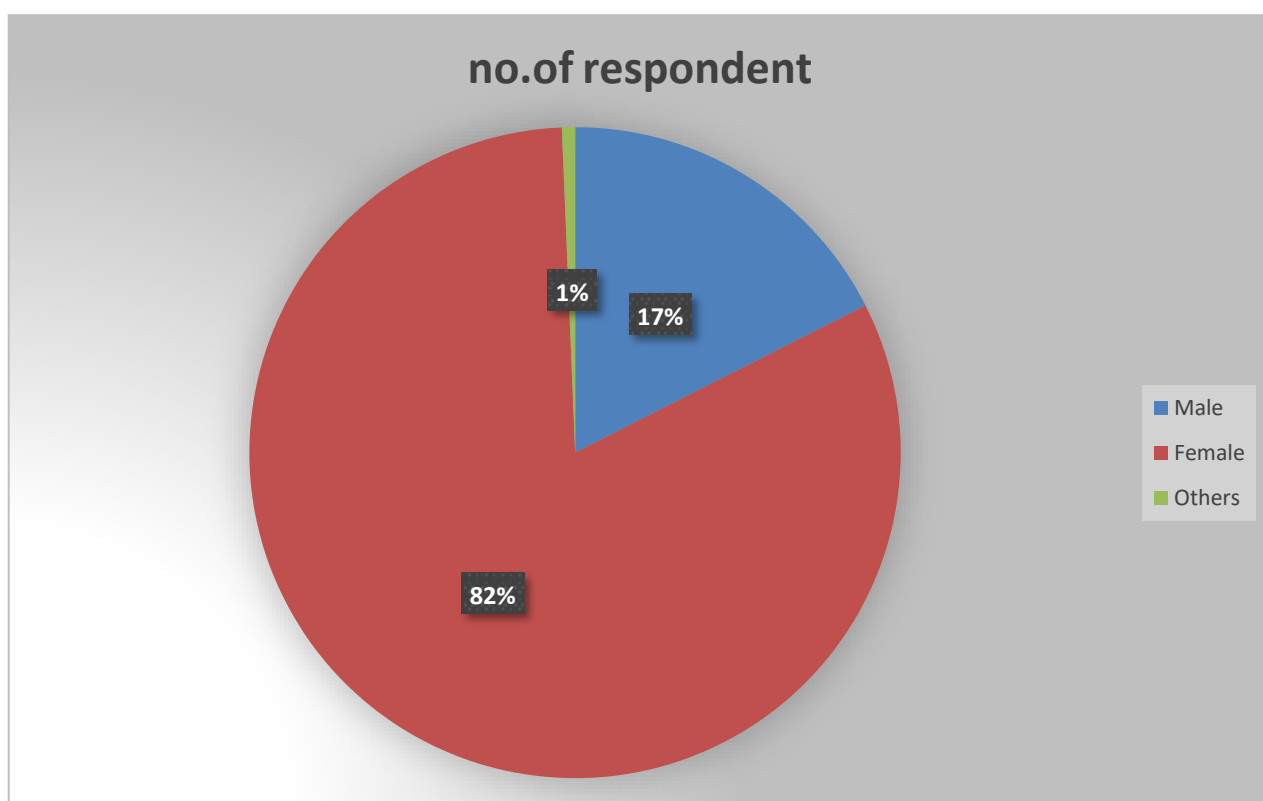


CHART 4.1 GENDER OF RESPONDENTS

4.1.1 AGE PROFILE

Percentage analysis. If used to analyze. The age of respondents. And it has been interpreted in table which displays. The frequency and percentage of age of respondents.

TABLE 4.2 FREQUENCY ANALYSIS OF AGE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
16-20	43	28%
20-25	51	33%
25-30	26	17%
30-35	19	12%
35 above	15	10%
Total	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

28% of respondents are between the ages under 16-20, 33% of respondents are between the ages 20-25, 17% of respondents are between the ages under 25-30

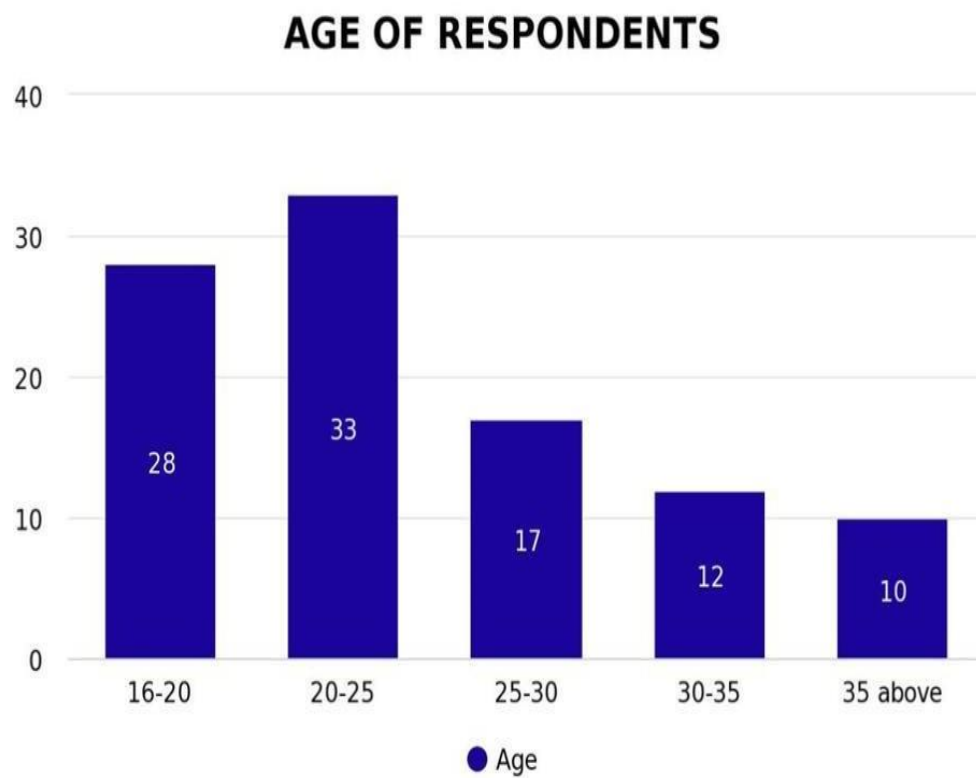


CHART 4.2 AGE OF RESPONDENTS

4.1.2 FREQUENCY OF EDUCATIONAL QUALIFICATION

Percentage analysis is used to analyze the gender of respondents and hit have been interpreted in table which displays the frequency and percentage of gender of respondents.

TABLE 4.3 FREQUENCY ANALYSIS OF EDUCATIONAL QUALIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Under graduate	122	79.2%
Post graduate	18	11.7%
Others	14	9.1%
Total	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

79.2% of respondents studied under graduate and 11.7% of respondents studied post graduate and 9.1% of respondents are others.

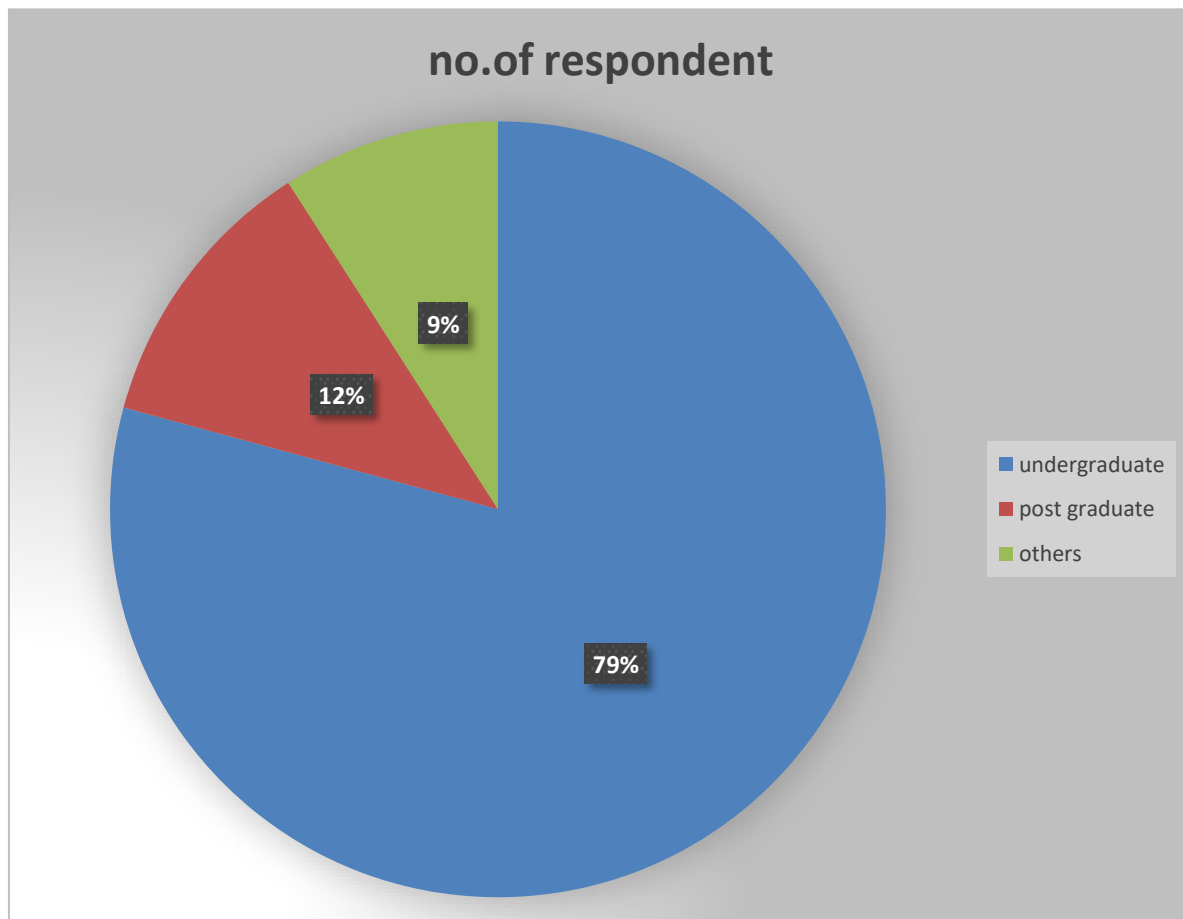


CHART 4.3 EDUCATIONAL QUALIFICATION OF RESPONDENTS

4.1.3 DO YOU LIKE CHOCOLATE

TABLE 4.4 DO YOU LIKE CHOCOLATE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE%
YES	135	87.7 %
NO	16	10.4 %
MAY BE	3	1.9 %
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

87.7% Of respondents said yes and 10.4 of respondents said no and remaining 1.9% of respondents said may be to liking a chocolate

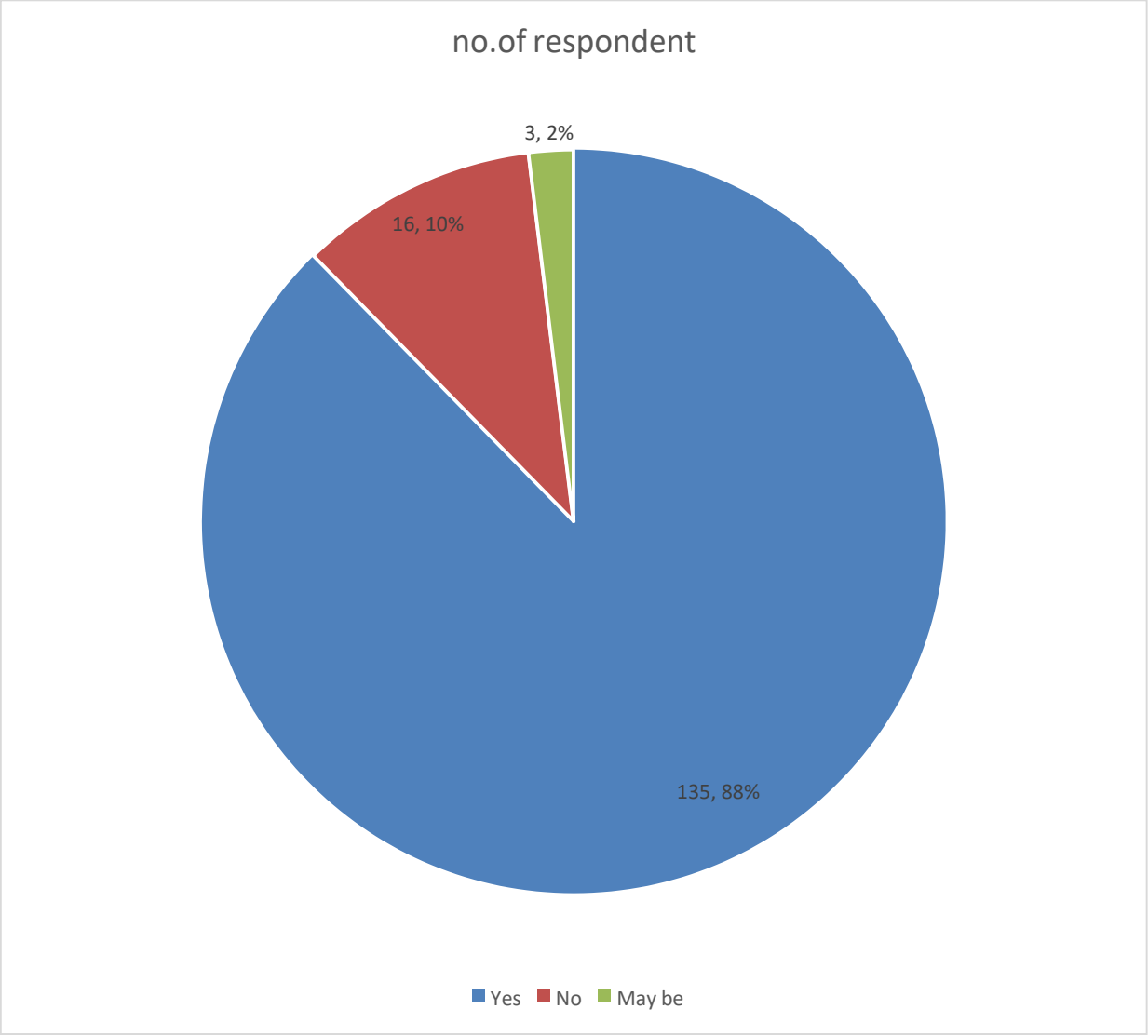


CHART 4.4 DO YOU LIKE CHOCOLATE

4.1.4 WHICH BRAND OF CHOCOLATE DO YO PREFER

TABLE 4.5 WHICH BRAND OF CHOCOLATE DO YOU PREFER

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
CADBURY	117	75.9%
NESTLE	13	8.4%
AMUL	8	5.2%
OTHERS	16	10.4%
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

75.9% of respondents Prefer Cadbury And 8.4% Of respondents Preferred Nestle And 5.2% Of respondents Prefer Amul and 10.4% of respondents prefer others.

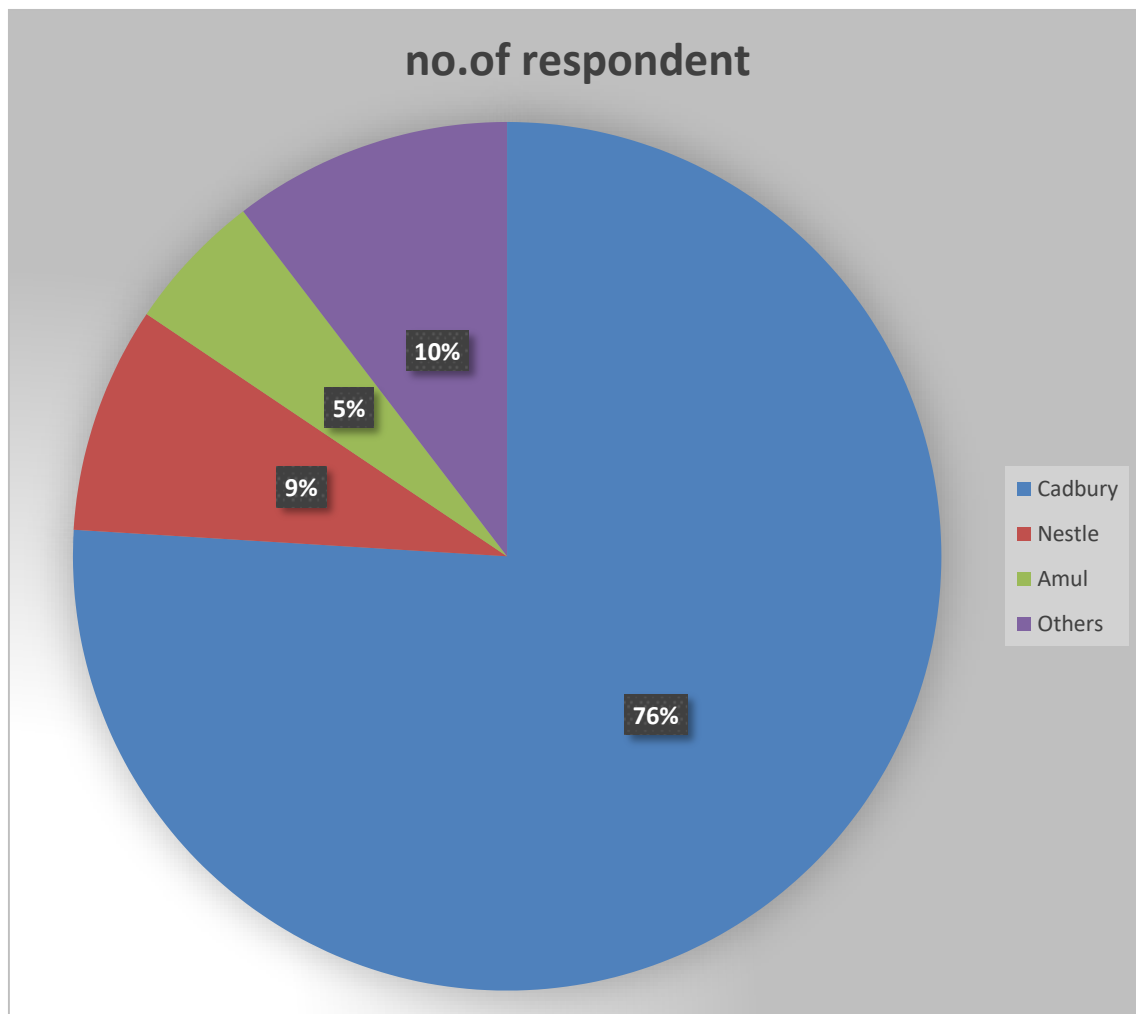


CHART 4.5 WHICH BRAND OF CHOCOLATE DO YOU PREFER

4.1.5 WHICH FORM OF CHOCOLATE DO YOU LIKE

TABLE 4.6 WHICH FORMS OF CHOCOLATE DO YOU LIKE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
NUTTIES	46	29.9%
CRUNCHY	48	31.2%
CHEWY	11	7.1%
MILKY	49	31.8 %
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

29.9% of. Respondents Prefer nutties and 31.2% of respondents choose Prefer Crunchy And 71% of respondents prefer chewy 31.8% of respondents prefer milk.

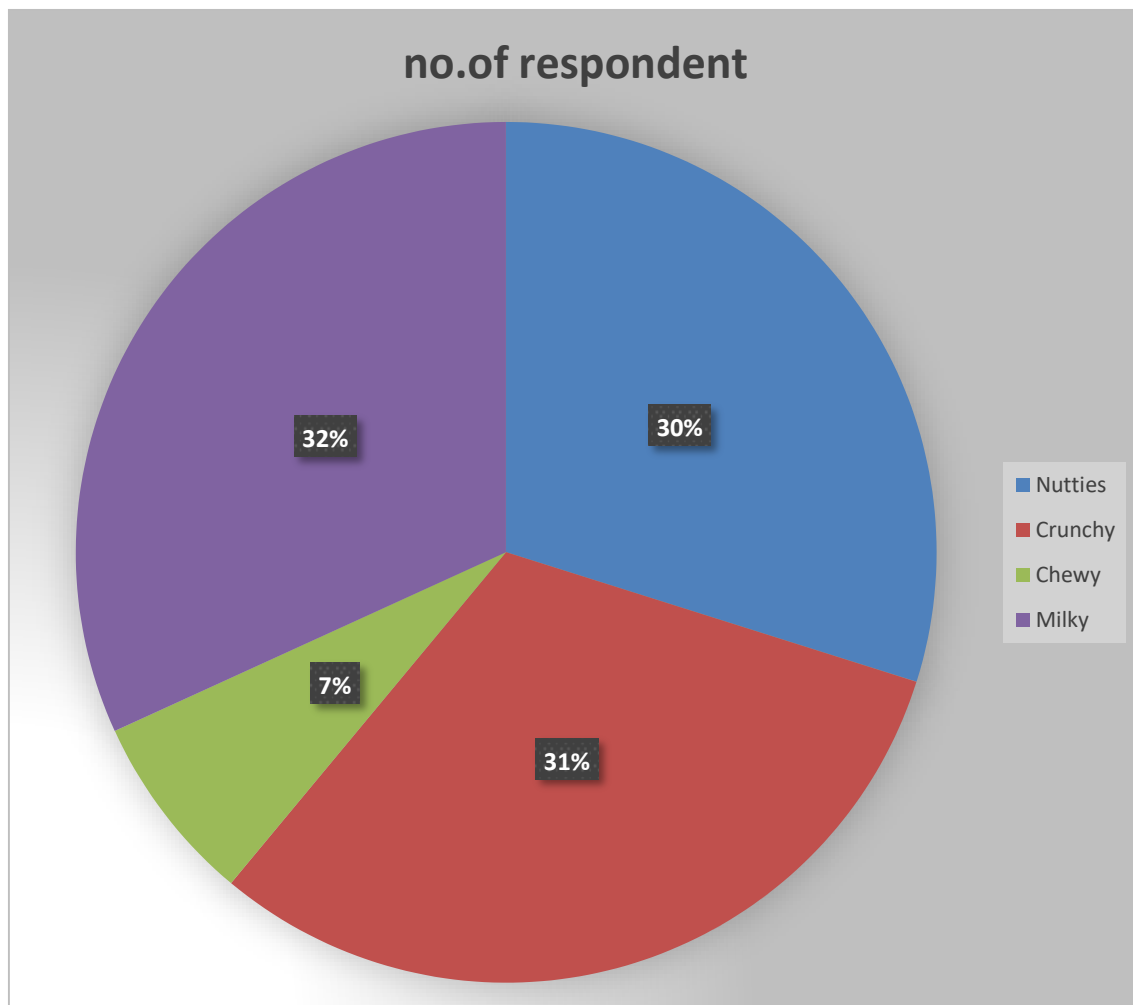


CHART 4.6 WHICH FORM OF CHOCOLATE DO YOU LIKE

4.1.6 WHICH MEDIA OF ADVERTISING INFLUENCE YOUR PURCHASE

TABLE 4.7 WHICH MEDIA OF ADVERTISING INFLENCE YOUR PURCHASE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE%
TELEVISION	80	59.1%
RETAIL SHOP	37	24%
INTERNET	34	22.1%
NEWSPAPER	3	1.9%
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

59.1% of respondents chose television and 24% of respondents chose retail shop and 22.1% of respondents chose Internet And 1.9% of respondents chose newspaper.

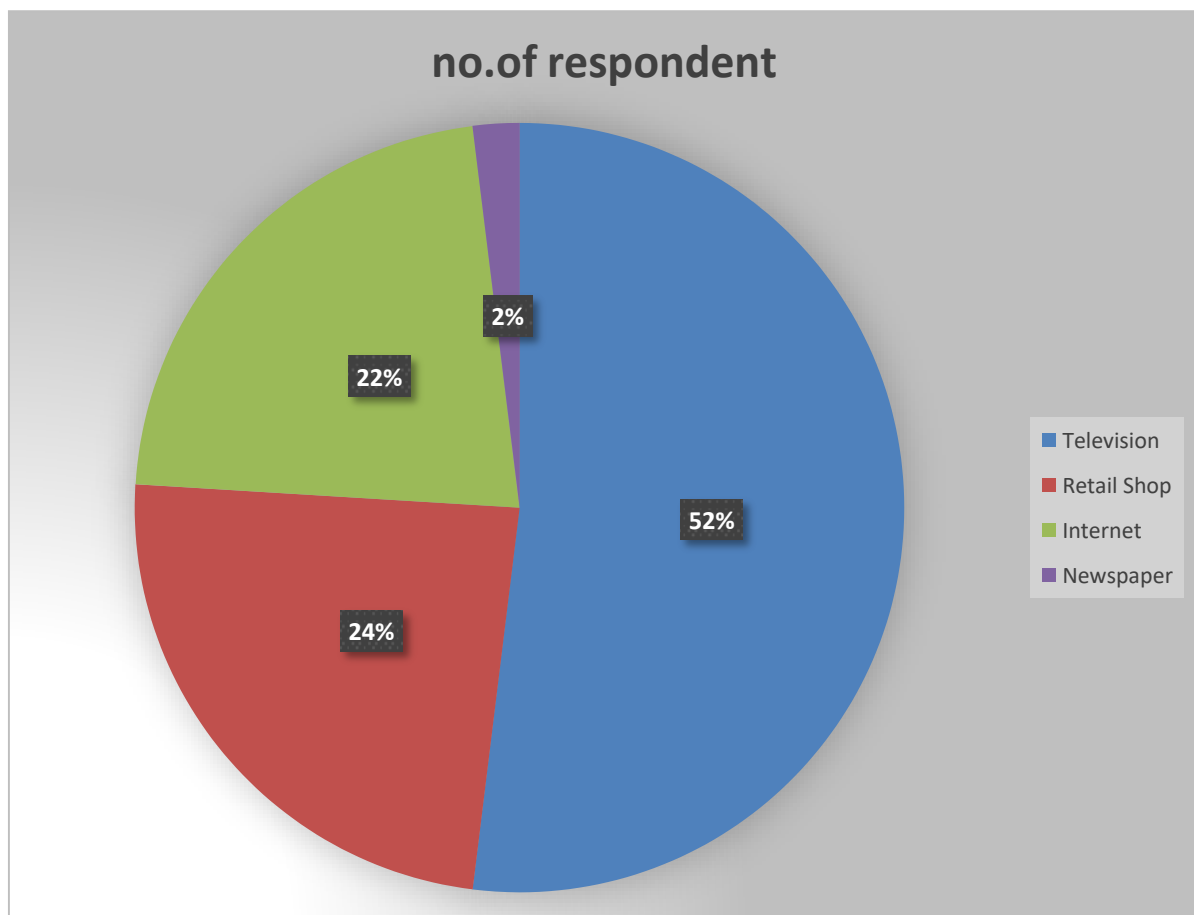


CHART 4.7 WHICH MEDIA OF ADVERTISING INFLUENCE PURCHASE

4..1.7 WHAT ARE THE FEATURE INFLUENCING DURING PURCHASE

TABLE 4.8 WHAT ARE THE FEATURE INFLUENCING DURING PURCHASE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
TASTE	99	64.3%
QUALITY	41	26.6%
BRAND	8	5.2%
IMAGE	6	3.9%
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

64.3% of respondents prefer based and 26.6% of respondents prefer quality and 5.2% of respondents prefer brand 33.9% of respondents prefer image.

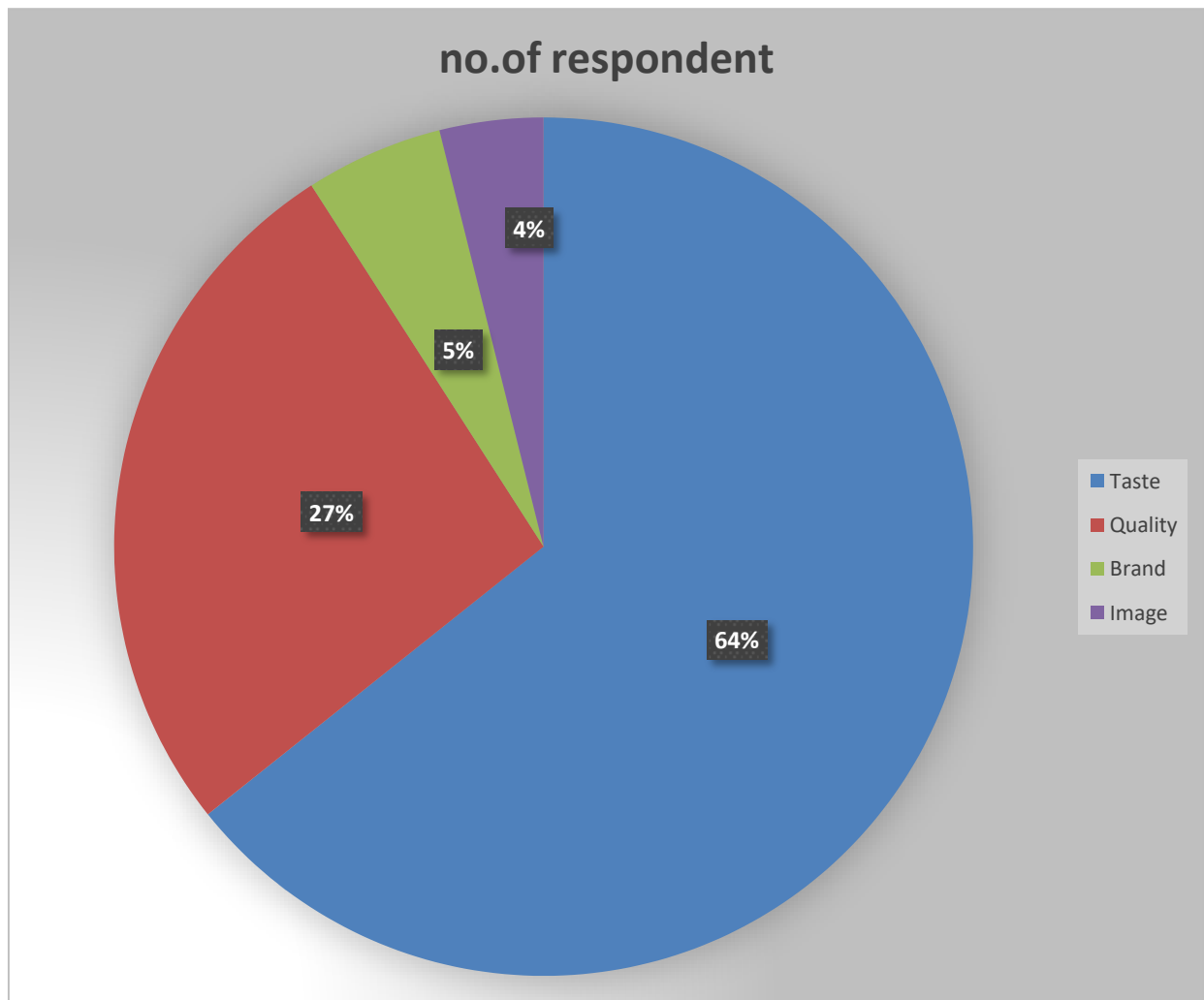


CHART 4.8 WHAT ARE THE FEATURE INFLUENCING DURING PURCHASE

4.1.8 HOW FREQUENTLY DO YOU PURCHASE CHOCOLATES

TABLE 4.9 HOW FREQUENTLY DO YOU PURCHASE CHOCOLATES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE%
DAILY	22	14.3%
WEEKLY	56	36.4%
MONTHLY	58	37.7%
QUARTERLY	18	11.7%
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

14.3% of the respondents preferred daily and 36.4% of respondents prefer weekly and 37.7% of respondents refer monthly And 11.7% of respondents prefer quarterly.

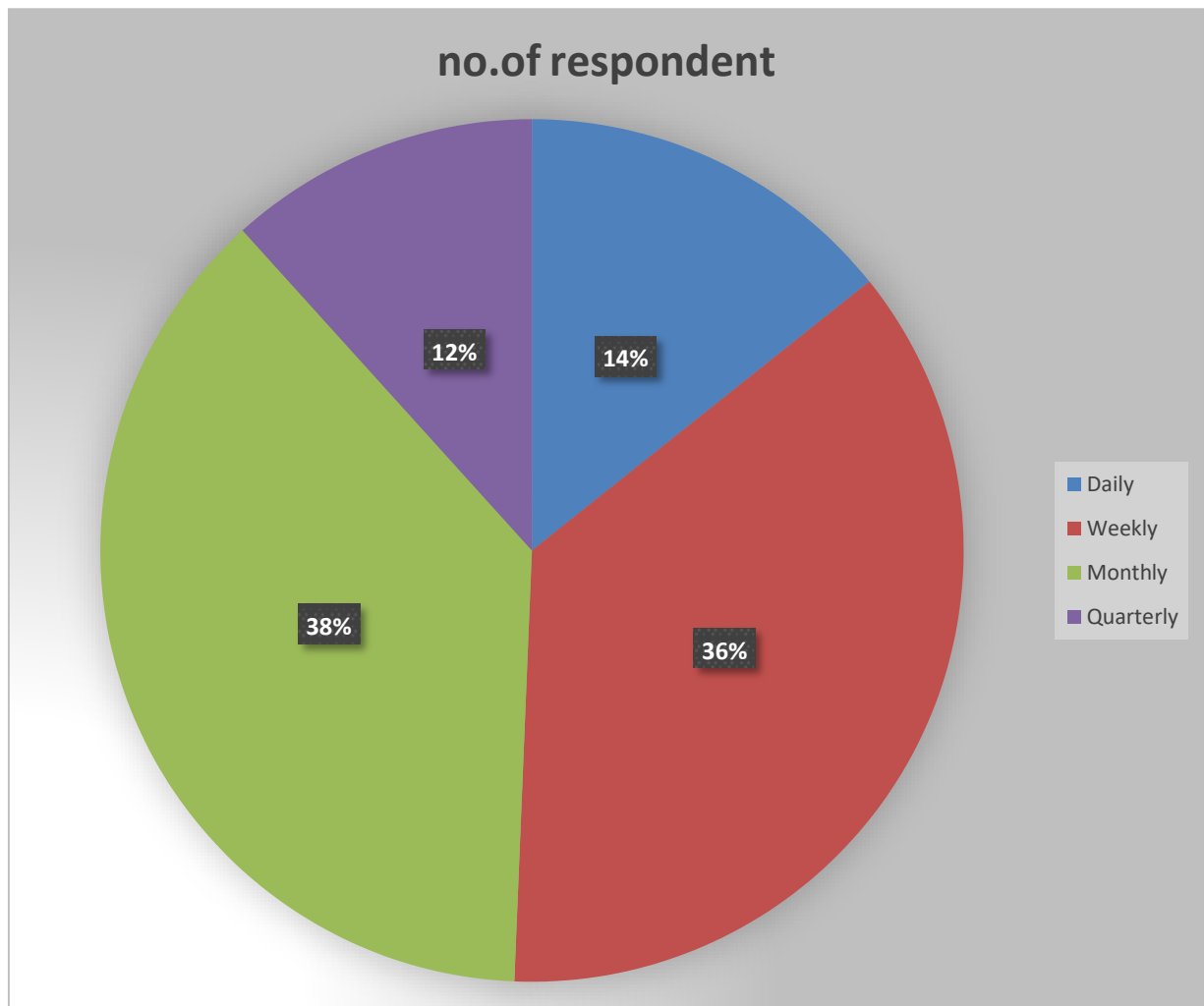


CHART 4.9 WHAT ARE THE FEATURE INFLUENCING DURING PURCHAS

4.1.9 WHICH CHOCOLATE DO YOU LIKE MOST IN CADBURY

**TABLE 4.10 WHICH CHOCOLATE DO YOU LIKE MOST IN
CADBURY**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
DAIRY MILK	126	81.8%
5 STARS	10	6.5%
PERK	10	6.5%
GEMS	8	5.2%
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

81.8% of respondents prefer Dairy Milk and 6.5% of respondents Prefer five stars and 6.5% of respondents prefer perk and 5.2% of respondents for gems.

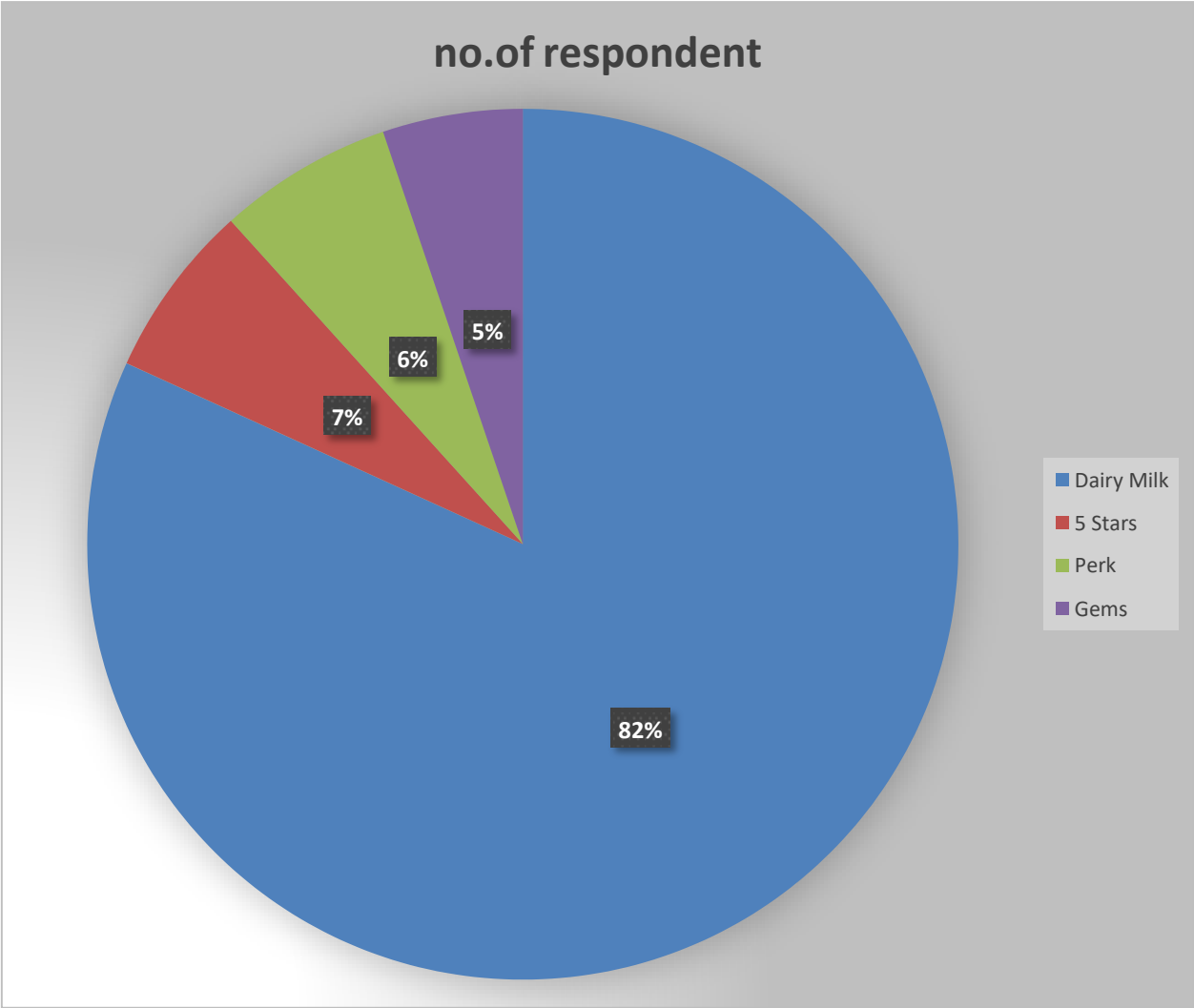


CHART 4.10 WHICH CHOCOLATE DO YOU MOST IN CADBURY

4.10 WHICH CHOCOLATE DO YOU LIKE MOST IN NESTLE BRAND

TABLE 4.11 WHICH CHOCOLATE DO YOU LIKE MOST IN NESTLE BRAND

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE%
MILKY BAR	32	20.8%
KITKAT	73	47.4%
MUNCH	42	27.3%
BARONE	7	4.5%
TOTAL	154	100

SOURCE: PRIMARY DATA

INTERPRETATION

20.8% of respondents prefer milky bar and 47.4% of respondents prefer KitKat and 27.3% of respondents prefer Munch and 4.5% of respondents prefer bar one.

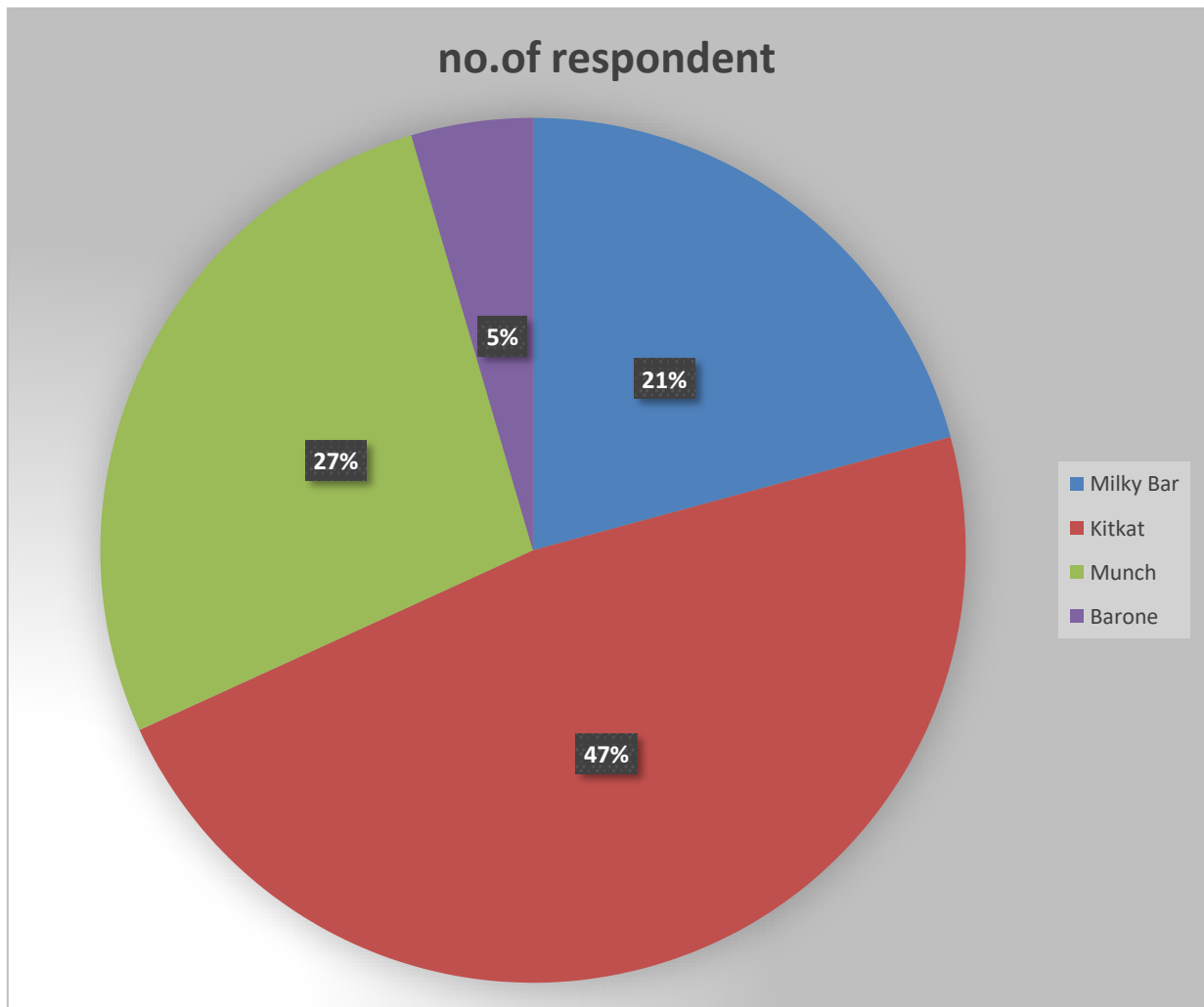


CHART 4.12 CHOCOLATE DO YOU LIKE MOST IN NESTLE BRAND

4.11 DO YOU LIKE TO CHANGE THE BRAND FREQUENTLY

Option	No. of. respondents	Percentage
Yes	51	33.1
No	56	36.4
May be	47	30.5
Total	154	100

4.2 ANOVA

In statistic, one way analysis of variance is a technique that can be used to compare whether two samples are significantly different or not.

Anova: Single Factor

SUMMARY

<u>Groups</u>	<u>Count</u>	<u>Sum</u>	<u>Aver- age</u>	<u>Vari- ance</u>
Column 1	3	154	51.33333	20.33333
Column 2	3	100	33.33333	8.743333

ANOVA

<u>Source of Vari- ation</u>	<u>SS</u>	<u>df</u>	<u>MS</u>	<u>F</u>	<u>P-value</u>	<u>F crit</u>
Between Groups	486	1	486	33.42887	0.004445	7.708647
Within Groups	58.15333	4	14.53833			
Total	544.1533	5				

CHAPTER – 5

5.1 FINDINGS

From the questionnaires the following points are found and noted

- **73%** of the respondents are female category
- **33%** of the respondents are fall under the age between **20-25** years
- **81%** of the respondents belongs to category of under graduates
- **86%** of the respondents prefer to like chocolates
- **58%** of the respondents chose Cadbury over Nestle and Amulbrand
- **41%** of the respondents prefer nutty over munchy, chewy andmilky in the form of chocolates
- **51%** of the respondents chose television as their advertisingfactor influencing the purchase
- **57%** of the respondents prefer taste as their factor influencing the purchase
- **38%** of the respondents chose monthly over the category ofweekly daily and quarterly for purchasing of chocolates
- **79%** of the respondents prefer Dairy milk as their favorite chocolates in the Cadbury brand
- **47%** of the respondents prefer Milky bar as their favorite chocolates in the Nestle brand
- **39% of the** respondents chose Doctor advise over the categoryof brand ambassador, ingredient and advertisement are the factor affecting the purchase

5.2 SUGGESTIONS AND RECOMMENDATIONS

- Nestle company should concentrate on its packing as people are least attracted with it while Cadbury brand are more attracted with their packing.
- People are unsatisfied with the price and quantity of Cadbury brand chocolates, so companies should concentrate in the regard also.
- Nestle and Amul brand should concentrate more on advertisement as mostly people get attracted through television only.
- Chocolates company should concentrate more on festival season by providing promotional offer.

5.3 CONCLUSION

- Thus, it has been concluded that usage rate of chocolate among the select individual has been high and their buying behavior is also very frequent. Price factors also plays important role in buying behavior of consumer.
- It has been found that most of the consumers are influenced by T.V ads, friendly and family members for purchasing decision of chocolates.
- Though Nestle is very close competitor of Cadbury followed by Amul
- It has been found that among the Cadbury, Nestle and Amul, the most preferred brand is Cadbury and it plays the leader of the market for chocolates. Taste, price, availability and packing of the product also plays an important role in buying the chocolate products

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APPENDIX - QUESTIONNAIRE

1. Name
2. Age
3. Gender:
 - a. Male
 - b. Female
 - c. Other
4. Qualification
 - a. under graduate
 - b. post graduate
 - C. Others
5. Do you like chocolates
 - a. yes
 - b. no
 - c. maybe
6. Which brand of chocolate do you prefer
 - a. Cadbury
 - b. Nestle
 - c. Amul
 - d. Others
7. which pack do you purchase
 - a. Small pack
 - b. Big pack
 - c. Family pack
8. Which media of advertising influence you purchase
 - a. Television
 - b. Retail shop
 - c. Internet
 - d. News paper
9. How frequently do you purchase the chocolate
 - a. Daily
 - b. Weekly
 - c. Monthly

- d. Quarter
10. Do you like to change the brand frequently
- a. Yes
 - b. No
 - c. Maybe
11. If the price your brand is reduced, will you buy more of it
- a. Yes
 - b. No
 - c. Maybe
12. What according to you is a reasonable price of chocolate
- a. 10-20
 - b. 20-30
 - c. 30-40
13. If your preferred brand is not available, what will you do
- a. postpone your purchase
 - b. change the retail shop
 - c. switch over another brand
14. which form of chocolate do you like
- a. Nuttiest
 - b. crunchy
 - c. chew
 - d. milky
15. Which of the factors affect your purchase
- a. Advertisement
 - b. Doctor advise
 - c. Brand ambassador
 - d. Ingredient
16. What is the feature influencing during purchase
- a. Taste
 - b. Quality
 - c. Brand
 - d. Image
17. which chocolate you like most in Cadbury brand
- a. Dairy milk
 - b. five star
 - c. perk

d. gems

18. which chocolate you like most in Nestle brand

a. Milky bar

b. Kit Kat

c. Munch

d. Bar one