

**EVALUATION OF A STUDY ON CUSTOMER
PREFERENCE TOWARDS CADBURY'S AND NESTLE
CHOCOLATES IN India**

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Business Administration

by

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Register No:39280010

**SCHOOL OF
ADMINISTRATION**



BUSINESS

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
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Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of G.SAI
SANKAR 39280010 who have done the Project work entitled
"EVALUATION OF A STUDY ON CUSTOMER PREFERENCE
TOWARDS CADBURY'S AND NESTLE CHOCOLATES IN
India" under my supervision from January to March 2022.

Dr. SHEEBA Assistant Professor, Guide

Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I G.SAI SANKAR 39280010 hereby declare that the Project Report entitled
"EVALUATION OF A STUDY ON CUSTOMER PREFERENCE TOWARDS
CADBURY'S AND NESTLE CHOCOLATES IN India" done by me under the guidance
of Dr. SHEEBA Assistant Professor, MBA, M. Phil, Ph.D. at SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial

fulfilment of the requirements for the award of Bachelor of Business Administration degree.

PLACE: Chennai

DATE: April 2022

G.Sai Sankar

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CHAPTER-1

INTRODUCTION

All marketing starts with the consumer. So consumer is a very important person to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and the quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Gone are the days when the concept of market was let the buyers beware or when the market was mainly the seller's market. Now the whole concept of consumers over eighty prevails. The manufacturers produce and the seller's sell whatever the consumer likes.

In this sense, consumer is the supreme in the market. As consumers, play a very vital role in the health of the economy local, national or international. The decision make concerning our consumption behaviour affect the demand for the basic raw materials, for the transportation, for the banking, for the production; they effect the employment of workers and deployment of resources and success of some industries and failures of others. Thus marketer must understand this.

Preference (or "taste") is a concept, used in the social sciences particularly economics. It assumes a real or imagined "choice" between alternatives and the possibility of rank ordering of these alternatives, based on happiness, satisfaction, gratification, enjoyment, utility they provide. More generally, it can be seen as a source of motivation.

In cognitive sciences, individual preferences enable choice of objectives/goals. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use. So for success of any company or product promotion it is very necessary to depart its concentration towards consumer preference.

So the study conducted show customer preferences in NESTLE and CADBURY .Market frame strategy to it, this will help to analyse how customer perceive these products on variables like price, quality, advertisement, taste, packaging, brand, loyalty, etc. The study shows which particular brand of chocolate is most preferred by the people of different age group.

In this research, I have to survey and find out how frequently and how much chocolate do people consume, whether they buy small, big or family pack. The comparative study of chocolates between CADBURY and NESTLE helps in product development and improvement in launching of new product.

Reason for selecting the Topic is that, everybody knows that "Customer is a king of Market." There was a time years ago, whatever the seller produces, he sells in the market and the customer has to buy the same. But in the current scenario due to the keen competition in the market, the situation has changed. Now seller has to produce what customers want, to sustain in the market.

In the same way to know what customer wants, one has to observe the behaviour of the customer. This is the reason why this topic is given importance for selection. Once marketer understands the mentality, thought process and reaction for certain product, he can easily grab the market share. Sales are largely bases on the Customers then the product and services offered by the marketer.

Comparative research is the act of comparing two or more things with a view to discovering something about one or all of the things being compared. Comparative study helps to evaluating our strength and weakness with other competitor in same sector.

After this research, I would come to know how people perceive these products on variables like price, quality, advertisement, taste, packaging, brand, loyalty, etc. I also would come to know which particular brand of chocolate is most preferred by the people of different age group.

History of chocolate:

The origin of chocolate can be traced back to the ancient Maya and Aztec civilizations in Central America, who first enjoyed "chocolate" a much-prized spicy drink made from roasted cocoa beans. Throughout its history, whether as cocoa or drinking chocolate beverage or confectionary treat, chocolate has been a much sought after food.

The Aztec empire-

"Chocolate"(in the form of a luxury drink) was consumed in large quantities by the Aztecs: the drink was described as " finely ground, soft, foamy, reddish, bitter with chill water, aromatic flowers, vanilla and wild bee honey .The dry climate meant the Aztecs were unable to grow cocoa trees, and had to obtain supplies of cocoa beans from "tribute" or trade

Don Cortes-

The Spanish invaded Mexico in the 16th century, by this time the Aztecs had created a powerful empire, and the Spanish armies conquered Mexico . Don Cortes was made captain general and governor of Mexico. When he returned to Spain in 1528 he loaded his galleons with cocoa beans & equipment for making the chocolate drink. Soon "chocolate" became a fashionable drink enjoyed by the rich in Spain.

Chocolate across Europe

An Italian traveller, Francesco carletti, was the first to break the Spanish monopoly. He had visited Central America and seen how the Indians prepared the cocoa beans and how they made the drink, and by 1606 chocolate was well established in Italy.

Drinking chocolate

The secret of chocolate was taken to France in 1615, when Anne, daughter of Phillip 2 of Spain married king Louis 13 of France. The French court enthusiastically adopted this new exotic drink, which was considered to have medicinal benefits as well as being a nourishing food. Gradually the custom of drinking chocolate spread across Europe, reaching England in the 1650's

First chocolate for eating

Up until this point all chocolate recipes were based on plain chocolate. It was an English doctor, Sir Hans's Sloane, who- after traveling in south America- focused on cocoa and food values, bringing a milk chocolate recipe back to England. The original Cadbury milk chocolate was prepared to his recipe.

Descriptive study of chocolate:

The earliest record of chocolate was over fifteen hundred years ago in the central America rain forests, where the tropical mix of high rain fall combined with high year around temperatures and humidity provide the ideal climate for cultivation of the plant from which chocolate is derived, the cacao tree. Chocolate is made from the cocoa bean, found in pods growing from the trunk and lower branches of the cacao tree, Latin name "the obroma cacao" meaning "food of the gods" Cacao was corrupted into the more familiar "cacao" by the early European explorers. The Maya brewed a spicy, bittersweet drink by roasting and pounding the seeds of the cocoa tree with maize and capsicum peppers and letting the mixture ferment. This drink was reserved for use in ceremonies as well as for drinking by the wealthy and religious elite; they also ate cacao porridge. The Aztecs, like the Mayans, also enjoyed cacao as a beverage fermented from the raw beans, which again featured prominently in ritual and as a luxury available only to the very wealthy. The Aztecs called this drink xocolatl, the Spanish conquistadors found this almost impossible to pronounce and so corrupted it to the easier "chocolate" the English further changed this to chocolate.

The Aztec's regarded chocolate as an aphrodisiac and their emperor, Montezuma reputedly drank it fifty times a day from a golden goblet and is quoted as saying of xocolatl: "the divine drink", which builds up resistance and fights fatigue. A cup of this precious drink permits a man to walk for a whole day without food"

Chocolate as we know it-

The first mention of chocolate being eaten in solid form is when bakers in England began adding cocoa powder to cakes in the mid 1600's. Then in 1828 a Dutch chemist, Johann esvanhouten, invented a method of extracting the bitter tasting fat or "cocoa butter" from the roasted ground beans, his aim was to make the drink smoother and more palatable, however he unknowingly paved the way for solid chocolate as we know it.

Cho co lat e as we know it today first appeared in 1847 when fry & so ns of Bristol I, England – mixed sugar with cocoa powder and cocoa butter (made by the van houten process) to produce the first solid chocolate bar then in 1875 a Swiss manufacturer, Daniel peters, found a way to combine (some would say improve, some would say ruin) cocoa powder and cocoa butter with sugar and dried milk powder to produce the first milk chocolate.

Consumer Preference- All marketing starts with the consumer. So consumer is a very important person to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and the quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Gone are the days when the concept of market was let the buyer's beware or when the market was mainly the seller's market. Now the whole concept of consumer's sovereignty prevails.

The manufacturers produce and the sellers sell whatever the consumer likes. In this sense, "consumer is the supreme in the market". As consumers, we play a very vital role in the health of the economy local, national or international. The decision we make concerning our consumption behaviour affect the demand for the basic raw materials, for the transportation, for the banking, for the production; they effect the employment of workers and deployment of resources and success of some industries and failures of others. Thus marketer must understand this.

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Product play-

In as early as 1998, India's largest chocolate maker, Mondelez—earlier called Cadbury—introduced chocolate packets that cost as low as Rs5.

This was mainly to persuade non-users to try the products and to penetrate into rural areas. At the other end of the market, Mondelez is also expanding its range of premium chocolates for an urban clientele with a more international palette. According to Prashant Peres, director marketing (chocolates) at Mondelez India, to keep up with the growing demand in the premium segment, the company has introduced new products in recent months.

“With product and packaging innovations like our various home treat packs, we are also focusing on creating new consumption occasions in the mainstream segment,” Peres told Quartz in an email. Alongside, the traditional notion that chocolates are meant only for children is also changing. “Previously chocolates were predominantly seen as a confectionary product for children, which also limited their consumption. However, market leader Cadbury's (Mondelez) has focused on growing chocolate consumption by adults, for gifting as well as a celebratory consumption instead of traditional sweets”, said Devangshu Dutta, chief executive of Third Eyesight, a retail consultancy.

Italy's Ferrero Spa—makers of the popular Kinder Joy chocolates, Nutella chocolate spread, Ferrero Rocher chocolates and Tic Tac mints—has seen its revenue shoot up in India. In 2014, the company's sales in India rose 76% to Rs1,014 crore (\$160 million) and it posted its first-ever profit of Rs12 lakh (\$18,931). Such numbers have enticed others to join India's chocolate craze. In March this year, Mars International India, a subsidiary of the American Mars Inc, announced that it will invest Rs1,005 crore (\$159 million) in a new factory in Pune in Maharashtra. The plant will make brands like Snickers and Galaxy. Factors such as rising cocoa prices and lack of supply-chain infrastructure in India have not exactly dampened the enthusiasm of chocolate makers.

“The chocolate industry in India is growing at nearly 20% every year,” MV Natarajan, general manager, Mars International India, said in a statement, “and we see this as a huge opportunity to expand our chocolate portfolio in the country in the coming years.” For India's chocolate makers and lovers alike, the fun has just begun.

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.

The Varieties:-There are two quite different basic classifications of cocoa, under which practically all varieties can be categorised: Criollo and Forastero cocoas. The pure variety of the Criollo tree is found mainly in its native Ecuador 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 only 10% of the world crop. The remaining 90% is harvested from trees of the Forastero family, with its many hybrids and varieties. The main growing area is West Africa. The cocoa tree can flourish only in the hottest regions of the world.

Harvesting Cocoa & Cocoa processing-

Chocolate production starts with harvesting coca in forest. Cocoa comes from tropical evergreen

Cocoa trees, such as the obroma Cocoa, which grow in the wet lowland tropics of Central and South America, West Africa and Southeast Asia (within 20 C of the equator) (Walter,1981) . Cocoa needs to be harvested manually in the forest. The seed pods of coca will first be collected; the beans will be selected and placed in piles. These cocoa beans will then be ready to be shipped to the manufacturer for mass production. 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. Chocolate production starts with harvesting coca in a forest. Cocoa comes from tropical evergreen Cocoa trees, such as the obroma Cocoa, which grow in the wet lowland tropics of Central and South America, West Africa and Southeast Asia (within 20 C of the equator) (Walter,1981) . Cocoa needs to be harvested manually in the forest. The seed pods of coca will first be collected; the beans will be selected and placed in piles. These cocoa beans will then be ready to be shipped to the manufacturer for mass production.

Step 1: Plucking and opening the Pods- Cocoa beans grow in pods that sprout off of the trunk and branches of cocoa trees. The pods are about the size of a football. The pods start out green and turn orange when they are ripe. When the pods are ripe, harvesters travel through the cocoa orchards with machetes and hack the pods gently off of the trees.

Machines could damage the tree or the clusters of flowers and pods that grow from the trunk, so workers must be harvest the pods by hand, using short, hooked blades mounted on long poles to reach the highest fruit.

After the cocoa pods are collected into basket, the pods are taken to a processing house. Here they are split open and the cocoa beans are removed. Pods can contain upwards of 50 cocoa beans each. Fresh cocoa beans are not brown at all, they do not taste at all like the sweet chocolate they will eventually produce.

Cocoa Pods and harvesting



Step 2: Fermenting the cocoa seeds- Now the beans undergo the fermentation processing. They are either placed in large, shallow, heated trays or covered with large banana leaves. If the climate is right, they may be simply heated by the sun. Workers come along periodically and stir them up so that all of the beans come out equally fermented. During fermentation is when the beans turn brown. This process may take five or eight days. The fermentation process is decisive in the production of high quality raw cocoa. The technique varies depending on the growing region.

Step #3: Drying the cocoa seeds- After fermentation, the cocoa seeds must be dried before they can be scooped into sacks and shipped to chocolate manufacturers. Farmers simply spread the fermented seeds on trays and leave them in the sun to dry. The drying process usually takes about a week and results in seeds that are about half of their original weight. After fermentation, the raw cocoa still contains far too much water; in fact about 60%.



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.

The Dried and Roasted Cocoa Beans

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 fibres, sand and even the finest dust are extracted by powerful vacuum equipment.

Manufacturing Chocolate-

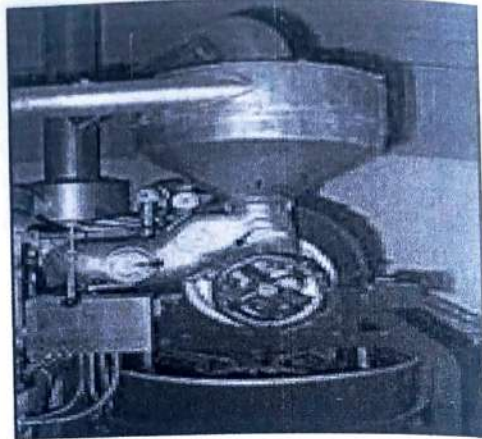
Once the cocoa beans have reached the machinery of chocolate factories, they are ready to be refined into chocolate. Generally, manufacturing processes differ slightly due to the different species of cocoa trees, but most factories use similar machines to break down the cocoa beans into cocoa butter and chocolate (International Cocoa Organization, 1998). Firstly, fermented and dried cocoa beans will be refined to a roasted nib by winnowing and roasting. Then, they will be heated and will melt into chocolate liquor. Lastly, manufacturers blend chocolate liquor with sugar and milk to add flavour. After the blending process, the liquid chocolate will be stored or delivered to the melding factory in tanks and will be poured into moulds for sale. Finally, wrapping and packaging machines will pack the chocolates and then they will be ready to transport.

Step #1: Roasting and Winnowing the Cocoa -The first thing that chocolate manufacturers do with cocoa beans is roast them. This develops the colour and flavour of the beans into what our modern palates expect from fine chocolate. The outer shell of the beans is removed, and the inner cocoa bean meat is broken into small pieces called "cocoa nibs."

The roasting process makes the shells of the cocoa brittle, and cocoa nibs pass through a series of sieves, which strain and sort the nibs according to size in a process called "winnowing".

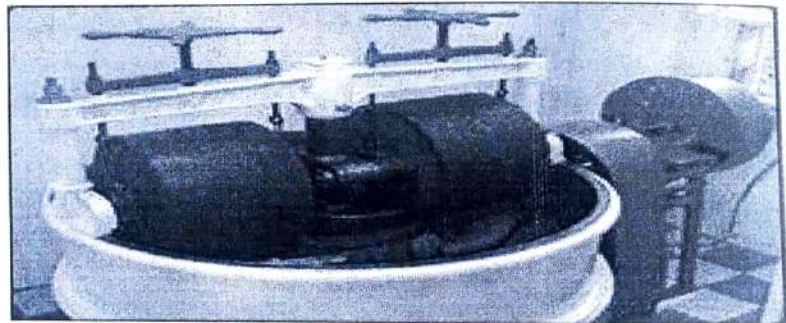
The subsequent roasting process is primarily designed to develop the aroma. The entire roasting process, during which the air in the nearly 10 feet high furnaces reaches a temperature of 130 °C, is carried out automatically.

Roasting and Winnowing



Step 2: Crushing and shelling:- The roasted beans are now broken into medium sized pieces in the crushing machine.

Step 3: Grinding:- The crushed cocoa beans, which are still fairly coarse are now pre-ground in special milling equipment and then fed on to rollers where they are ground into a fine paste. The heat generated by the resulting pressure and friction causes the cocoa butter (approximately 55% of the bean) contained in the beans to melt, producing a thick, liquid mixture.



Grinding

Step 4: Blending Cocoa liquor and melding Chocolate:- After the mixing process, the blend is further refined to bring the particle size of the added milk and sugar down to the desired fineness. The Cocoa powder or 'mass' is blended back with the butter and liquor in various quantities to make different types of chocolate or couverture. The basic blends with ingredients are roughly in order of highest quantity first are as follows:

Milk Chocolate- Sugar, milk or milk powder, cocoa powder, cocoa liquor, cocoa butter, Vanilla and Vanilla.

White Chocolate- Sugar, milk or milk powder, cocoa liquor, cocoa butter, Lethicin and Vanilla.

Plain Dark Chocolate- Cocoa powder, cocoa liquor, cocoa butter, sugar, Lethicin and Vanilla. After blending is complete, melding is the final procedure for chocolate processing. This step allows cocoa liquor to cool and harden into different shapes depending on the mould. Finally the chocolate is packaged and distributed around the world.

This is dark brown in colour with a characteristic, strong odour. 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. A part of the cocoa paste is taken to large presses, which extract the cocoa butter. The other part passes through various blending and refining processes, during which some of the cocoa butter is added to it. The two paths have re-joined.

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 lustre and delicate, attractive glaze.

Cocoa Powder:-After the cocoa butter has left the press; cocoa cakes are left which still contain a 10 to 20% proportion of fat depending on the intensity of compression.

These cakes are crushed again, ground to powder and finely sifted in several stages and we obtain a 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. By blending them in accordance with specific recipes the three types of chocolate are obtained which form the basis of ever product assortment, namely:

Kneading:- In the case of milk chocolate for example, the cocoa paste, cocoa butter, powdered or condensed milk, sugar and flavouring - maybe vanilla - go into the mixer, where they are pulverized and kneaded.

Rolling:- Depending on the design of the rolling mills, three or five vertically mounted steel rollers rotate in opposite directions. Under heavy pressure they pulverise the tiny particles of cocoa and sugar down to a size of approx. 30 microns. (One micron is a thousandth part of a millimetre.)

Conching:-But still the chocolate paste is not smooth enough to satisfy our palates. But within two or three days all that will have been put right. For during this period the chocolate paste will be refined to such an extent in the conches that it will flatter even the most discriminating palate.

Conches (from the Spanish word "concha", meaning a shell) is the name given to the troughs in which 100 to 1000 kilograms of chocolate paste at a time can be heated up to 80 °C and, while being constantly stirred, is given a velvet smoothness by the addition of certain amounts of cocoa butter. A kind of aeration of the liquid chocolate paste then takes place in the conches: its bitter taste gradually

disappears and the flavour is fully developed. The chocolate no longer seems sandy, but dissolves meltingly on the tongue. It has attained the outstanding purity, which gives it its reputation.

Consumption of Chocolates in India-

Chocolate consumption in India is extremely low. Per capita consumption is around 160 gms in the urban areas, compared to 8-10kg in the developed countries. In rural areas, it is even lower. Chocolates in India are consumed as indulgence and not as a snack food. A strong volume growth was witnessed in the early 90's when Cadbury repositioned chocolates from children to adult consumption. The biggest opportunity is likely to stem from increasing the consumer base. Leading players like Cadbury and Nestle have been attempting to do this by value for money offerings, which are affordable to the masses.

India is working up a voracious appetite for chocolates. A delectable combination of rising disposable incomes, changing lifestyles and a young population's growing penchant for indulgence has transformed India into one of the world's fastest growing chocolate markets. A July report from French investment bank Society General predicts that in the next five years, global confectioners will see the highest growth in four markets: India, Mexico, China and Brazil. But it's not just affluent Indians who are craving for chocolates, although they still comprise nearly 80% of country's chocolate sales, according to Technopak, a retail consultancy. Lured by smaller, more affordable offerings, the rural hinterland and tier 2 and 3 cities—still dominated by traditional Indian sweets—are developing quite a sweet tooth. Overall, India's percapita spending on confectionery is tiny—and that means there's plenty of room for growth.

1.1 INDUSTRY PROFILE :



The first recorded evidence of chocolate as a food product goes back to Pre-Columbian Mexico. The Mayans and Aztecs were known to make a drink called "Xocoatl" from the beans of the cocoa tree. In 1528, the conquering Spaniards returned to Spain with chocolate still consumed as a beverage. A similar chocolate drink was brought to a royal wedding in France in 1615, and England welcomed chocolate in 1662. To this point "chocolate" as we spell it today, had been spelled variously as "chocolatall", "jocolatte", "jacolatte", and "chockelet."

In 1847, Fry & Sons in England introduced the first "eating chocolate," but did not attract much attention due to its bitter taste. In 1874, Daniel Peter, a famed Swiss chocolateeer, experimented with various mixtures in an effort to balance chocolate's rough flavour, and eventually stumbled upon that abundant product -- milk. This changed everything and chocolate's acceptance after that was quick and enthusiastic.

Growing Cocoa Beans -

Cocoa beans are usually grown on small plantations in suitable land areas 20 degrees north or south of the Equator. One mature cocoa tree can be expected to yield about five pounds of chocolate per year. These are planted in the shade of larger trees such as bananas or mangos, about 1000 trees per hectare (2,471 acres).



Cocoa trees take five to eight years to mature. After harvesting from the trees, the pods (which contain the cocoa beans) are split open, beans removed, and the beans are put on trays covered with burlap for about a week until they brown. Then they are sun dried until the

moisture content is below 7%. This normally takes another three days.

After cleaning, the beans are weighed, selected and blended before roasting at 250 degrees Fahrenheit for two hours. Then shells are removed leaving the "nib." Nibs are crushed to create a chocolate "mass." This is the base raw material from which all chocolate products are made.

Kinds Of Chocolate -

Milk Chocolate-



This consists of at least 10% chocolate liquor ("raw" chocolate pressed from carob nibs) and 12% milk solids combined with sugar, cocoa butter (fat from nibs), and vanilla. Sweet and Semi-Sweet Chocolate Are made from 15-35% chocolate liquor, plus sugar, cocoa butter, and vanilla. Imprecision of the two terms causes them to commonly be called "dark" or "plain" chocolate. Dark chocolate has a large following among designers, and for this reason is referred to as "baking" chocolate.

Bittersweet and Bitter Chocolate-



Bittersweet usually contains 50% chocolate liquor and has a distinct "bite" to the taste. Bitter or unsweetened chocolate liquor also is used in baking and is also referred to as "bakers" chocolate.

Creams and Variations-



Bite sized and chocolate covered. They are filled with caramels, nuts, creams, jellies, and so forth.

White Chocolate-



Is not really chocolate as it contains no chocolate liquor, Carob. This is a brown powder made from the pulverized fruit of a Mediterranean evergreen. It is used by some as a substitute for chocolate because it can be combined with vegetable fat and sugar, and made to approximate the colour and consistency of chocolate.

OVERVIEW OF ORGANIZATION- (Industry Profile)

NESTLE-



Nestlé's start date back to 1866, when two split Swiss enterprise were found that would later form the core of Nestlé. In the subsequent decades, the two challenging enterprise forcefully delayed their businesses throughout Europe and the United States.

Nestlé was formed in 1905 by the merger of the Anglo-Swiss Milk Company, established in 1866 by brothers George Page and Charles Page, and FarineLactee Henri

Nestlé. The company grows significantly

during the First World War and again following the Second World War, expanding its contributions outside its early reduced milk and child formula products. The company has made a number of corporate acquisitions, including Crosse & Blackwell in 1950, Findus in 1963, Libby's in 1971, Rowntree Mackintosh in 1988 and Gerber in 2007.

Nestlé's products include baby food, bottled water, breakfast cereals, coffee, confectionery, dairy products, ice cream, pet foods and snacks. 29 of Nestlé's brands have annual sales of over 1 billion Swiss francs (about \$1.1 billion), including Nespresso, Nescafe, KitKat, Smarties,

Nesquik, Stouffer's, Vittel, and Maggi. Nestlé has around 450 factories, operates in 86 countries, and employs around 328,000 people. It is one of the main shareholders of L'Oréal, the world's largest cosmetics company.

Nestlé has a primary listing on the SIX Swiss Exchange and is an element of the Swiss Market Index. It has a secondary listing on Euronext. In 2011, Nestlé was listed No. 1 in the Fortune Global 500 as the world's most gainful business with a market capitalization of \$ 200 billion. Nestlé ranked No. 13 in the FT Global 2011.

As nutrition, health and wellness company, Nestlé, is committed to the improvement of value of life by helping community in which it operates to meet basic and necessary human needs. The competitors are Glaxosmith con. Britannia, rei agro, quality dairy, Lakshmi energy, heritage foods etc.

Over the years Nestlé has used its resources, skills and technology to help find solutions to the many socio-economic challenges facing communities. Many of the communities are confront by challenges such as poor cleanliness, lack of clean water, poverty, diseases, underfeeding, food security and many others.

Mission: Positively influence the social environment in which we operate as responsible corporate citizens, with due regard for those environmental standards and societal aspirations which improve quality of life."

Vision: To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen, preferred employer, preferred supplier selling preferred products.

1.2 COMPANY PROFILE: Nestle India Ltd, one the biggest players in FMCG segment, has an existence in milk & nutrition, beverages, prepared dishes & cooking aids & chocolate & confectionery segments. The company is unavailable in the food business. The food business incorporate product groups, such as milk products and nutrition, beverages, prepared dishes and cooking aids, chocolates and confectionery. Nestle India manufactures products under brand names, such as Nescafe, Maggi, Milky bar, Milo, Kit Kat, Bar-One, Milkmaid and Nestea.

The company has also introduced products of daily utilization and use, such as Nestle Milk, Nestle Slim Milk, Nestle Fresh 'n' Natural Dahl and Nestle Jeera Raita. The company's brands include milk products and nutrition, prepared dishes and cooking aids, beverages, and chocolates and confectionery. Their milk products and nutrition includes Nestle Everyday Dairy Whitener, Nestle Everyday Ghee, Nestle Milk, Nestle Slim Milk and Nestle Dahl. Beverages Include Nescafe Classic, Nescafe Sunrise Premium, Nescafe Sunrise Special and Nescafe Cappuccino.

Nestle India is a secondary of Nestle S.A. The company has attendance across India with 7 manufacturing facilities and four branch offices extend across the region. The four branch offices in the country help facilitate the sales and marketing of its products. They are in Delhi, Mumbai, Chennai and Kolkata.

The company's four factories were awarded the internationally predictable external certification ISO 14001 for adherence to environmental processes and OSHAS 18001 for Health and Safety.

In the year 2008, the company launched Nestle Nesvita Pro-Heart Milk with Omega-3 in Mumbai. Nestle Nesvita Pro-Heart is part of daily diet and has Omega-3 heart friendly nutrients scientifically known to help manage cholesterol. As part of their ongoing dedication to offering best in class nutrition products to Indian consumers, the company launched NESTLE NAN 3, a follow-up formula for older infants. During the year, MAGGI PICHKOO Tomato Ketchup was launched in a unique easy to handle day pack to drive affordability, taste and convenience for a larger number of consumers.

Nestle India-

Nestle India is a subsidiary of Nestle the Switzerland. The company insists on honesty, integrity and fairness in all aspects of its business and expects the same in its relationships.

Nestle India-Presence across India:

Beginning with its first investment in Mega in 1961, Nestlé's regular and substantial investments established that it was here to stay. In 1967, Nestlé set up its next factory at Chiliad (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, Nestle commissioned two factories in Goa at Panda and Bicholim respectively. Nestlé India is now putting up the 7th factory at Pant Nagar in Uttaranchal.

Nestle' Story-

Nestlé was founded in 1867 on the shores of Lake Geneva in Vesey, Switzerland and its first product was "Farina Lacteal Nestle, an infant cereal specially formulated by Henri.

Nestle to provide and improve infant nutrition. From its first historic merger with the Anglo Swiss Condensed Milk Company in 1905, grown to become the world's largest and most diversified food Company, and is about twice the size of its nearest competitor in the food and beverage sector.

Nestlé's trademark of birds in a nest, derived from Henri Nestlé's personal coat of arms, evokes the values upon which he founded his Company such as the values of security, maternity and affection, nature and nourishment, family and tradition. Today, it is not only the central element of Nestlé's corporate identity but serves to define the Company's products, responsibilities, business practices, ethics and goals.

In 2004 Nestlé had around 247000 employees worldwide, operated 500 factories in approx. 100 countries and offered over 8,000 products to millions of consumers universally. The Company's transparent business practices, pioneering environment policy and respect for the fundamental values of different cultures have earned it an enviable place in the countries it operates in.

Nestlé's activities contribute to and nurture the sustainable economic development of people, communities and nations. Above all, Nestlé is dedicated to bringing the joy of 'Good Food, Good Life' to people throughout their lives, throughout the world.

Nestle' Brands-

i. Milk Products and Nutrition:

- NESTLÉ EVERYDAY Dairy Whitener
- NESTLÉ EVERYDAY Slim
- NESTLÉ EVERYDAY Ghee
- NESTLÉ MILKMADE
- NESTLÉ Fresh 'n' Natural Dahi
- NESTLÉ Fresh 'n' Natural Slim Dahi
- NESTLÉ Jeera Raita
- NESTLÉ MILKMADE Fruit yoghurt
- NESTLÉ Milk

- NESTLÉ Slim Milk

ii. Beverage:

- NESCAFÉ CLASSIC
- NESCAFÉ SUNRISE
- NESTLÉ MILO
- NESCAFÉ 3 IN 1
- NESCAFÉ Koolerz

iii. Prepared Dishes and Cooking Aids:

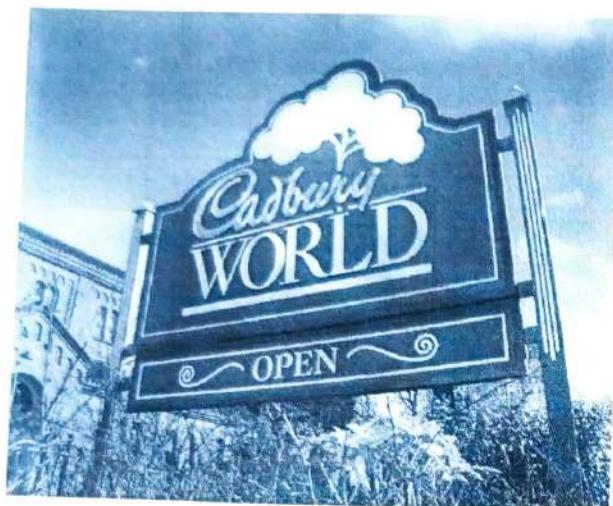
- MAGGI 2-Minute Noodles
- MAGGI Vegetable Atta Noodles
- MAGGI Dal Atta Noodles
- MAGGI Rice Noodles Mania
- MAGGI Sauces
- MAGGI Pizza Mazza
- MAGGI Healthy Soups
- MAGGI Healthy Soups- Sanjeevn
- MAGGI Cubes

iv. Chocolates and Confectionary:

- NESTLÉ KIT KAT
- NESTLÉ KIT KAT LITE
- NESTLÉ MUNCH
- NESTLÉ MUNCH POP CHOC
- NESTLÉ MILKYBAR
- NESTLÉ MILKYBAR CHOC
- NESTLÉ BAR-ONE
- NESTLÉ FUNBAR
- NESTLÉ Milk Chocolate

- POLO
- POLO Power mint NESTLÉ Eclairs

CADBURY-



Cadbury is one of the world's biggest confectionery company holds number one and two positions in the 50 largest global confectionery markets. They create chocolate, gum and candy brands. There are nearly 50,000 employees in over 60 countries and their products in markets everywhere around the world.

Cadbury Dairy Milk chocolate was first introduced in 1831. It became the market leader when it launched and started to sell. Cadbury Dairy Milk carries the same distinctive image all over the world nearly 175 years. Wherever we buy a bar of Cadbury Dairy Milk the pack design will be exactly the same, only the language will be different. The famous slogan "glass and a half of full cream milk in every half pound" with the picture of milk pouring into the chocolate bar, is one of the all-time greats of British advertising.

Business Operations: John Cadbury was the founder of the Cadbury chocolate. He opened a shop in Birmingham, England and started to selling tea and cocoa in 1824. In 1831, he started manufacturing drinking chocolate and cocoa. In 2003, Adams Confectionery was acquired and through its numerous brands including Trident and Halls. They became the leading worldwide confectionery company and the world's number 2 in chewing gum.

The Cadburys Inc has provided us a broader view of the chocolate category. The Cadbury chocolate is able to share with their market insights based on the unparalleled breadth of chocolate experience.

Cadbury has grown from strength to strength with new technologies being introduced to make the Cadbury confectionery business one of the most efficient in the world. The merge in 1969 with the Schweppes and the subsequent development of the business have led to the Cadbury Schweppes to take

the lead in the both confectionery and the soft drink market in United Kingdom and becoming a major force in the international market. Today Cadbury Schweppes manufactures its products in 60 countries. The Cadbury story is a fascinating story of a family business that grew in one the biggest, most loved chocolate brand in the world. A story that you will remember as the story of 'The Real Taste of Life'.

Cadburys success lies in their management .They use different type of management in order to get best out of their labour and achieve goals successfully. As per Christopher and Sumantra, "Today's operating environment in many worldwide businesses demands more than efficient central management and flexible operations". Cadburys organizational style lies between hierarchical and flat structure but more of democratic .They does not have many layers in flat structure. So decision making is very fast and clear. In hierarchical ,decisions are made from top and passed on to the lower staff. According to Cadburys," instructions from manager are passed on to the clerical support assistants".

Company Overview of Cadbury India-

Cadbury is a British multinational confectionary brand owned by Mondelez International.

Cadbury India has a majority share in the market. Cadbury India is regarded as the „gold standard for other chocolate companies in India.Cadbury has a great branding strategy. It offers chocolates to all ranges of age and income. While it has Oreo and Cadbury Dairy milk for the younger generation, it also has Bourneville for the taste of dark chocolates and elder generation. It has chocolates which are cheap i.e. Cadbury Dairy Milk and 5 star while it also has premium chocolates worth i.e. Silk and Bourneville. Cadbury began its operations in 1948 by importing chocolates and then re-packing them before distribution in the Indian market. After 59 years of existence, it today has five company owned manufacturing facilities at: - Thane, Induri (Pune) and Malanpur (Gwalior), Bangalore and Bade (Himachal Pradesh) and sales Offices (New Delhi, Mumbai, Kolkata and Chennai). The corporate office is in Mumbai. Currently Cadbury India operates in three sectors viz. Chocolate Confectionery, Milk Food Drinks and in the candy category. Cadbury brand share in the world! Their flagship brand Dairy Milk is considered the "gold standard" for chocolates in India. The pure taste of CDM defines the chocolate taste for the Indian consumer.

In the Milk Food drinks segment their main product is Bournvita- the leading Malted Food Drink (MFD) in the country. Similarly in the medicated candy category Halls is the undisputed leader. The Cadbury India Brand Strategy has received consistent support through simple but imaginative extensions to product categories and distribution.

A good example of this is the development of Bytes. Crispy wafers filled with coca cream in the form of a bagged snack, Bytes is positioned as "The new concept of sweet snacking". It delivers the taste of chocolate in the form of a light snack, and thus heralds the entry of Cadbury India in to the growing Bagged Snack Market, which has been dominated until now by Salted Bagged Snack Brands.

Bytes was first launched in South India in 2003. 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 to undertake cocoa research and released clones, hybrids that improve the cocoa yield. Today, Cadbury is poised in its leap towards quantum growth and new categories of business, namely gums, mints, snacking and gifting No.1 Confectionery Company.

Cadbury World Wide-

Cadbury is CADBURY WORLD WIDE the world's largest confectionery company and have strong regional presence in beverages in the Americas and Australia. With origins stretching back over 200 years, today their products which include brands such as Cadbury, Schweppes, Halls, Trident, Dr Pepper, Snapple, Trevor, Dentyne, Bubblicious 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 Schweppe perfected his process for manufacturing carbonated mineral water in Geneva Switzerland. And in 1824 John Cadbury opened in Birmingham selling cocoa and chocolate. These two great household names merged in 1969 to form Cadbury Schweppes plc. Since then they have expanded their business throughout the world by a programmed of organic and acquisition led growth.

Concentrating on their core brands in beverages and confectionery since the 1980s, they have strengthened their portfolio through almost fifty acquisitions, including brand icons such as Mott's, Canada Dry, Halls, Trident, Dentyne, Bubblicious, Trevor, Bassett, Dr Pepper, 7 Up and Snapple. It employs 60,000 people in over 200 countries-
○ World's No. 1 Confectionery company
○ World's No. 1 Gums company
○ World's No 3 Beverage company

Cadbury Brands:

- i. Chocolates
 - Dairy Milk
 - 5 Star
 - Perk

- Celebration

- Eclairs

- Gems

- ii. Snacks

- Bytes

- iii. Beverages

- Bournvita

- iv. Candy

- Halls

1.3 Objectives:

The purpose of this report is to evaluate Nestle Company industry based on the case study and comprehend how the company develops strategic intent for their business organizations following the analysis of external and internal business environments. I will analyse the strategic management process as firm used to achieve strategic competitiveness and earn above-average returns. I will discuss the strategy formulation that includes business-level strategy and corporate-level strategy.

This project is based on the comparative study of consumer preference towards Nestle and Cadbury chocolates. Objectives of the study are:

1. To know the consumers view towards the chocolates.
2. To measure the awareness about the Nestle & Cadbury products.
3. To know which category of chocolate is most preferred.
4. To study on various parameters on which the consumer purchases the chocolates.
5. To study about the purchasing pattern of Cadbury products.
6. To identify which brand of chocolates is more by the consumer.
7. To know the Consumer satisfaction levels regarding the Cadbury products.

It also aims to identify market place opportunities and threats in the external environment and to decide how to use their resources, capabilities and core competencies in the firm's internal environment to pursue opportunities and overcome threats. In order to strengthen this assignment about Nestle, there are several methods of gathering data has been conducted, such as PEST analysis, Porter's 5 forces model, value chain analysis and SWOT analysis. By the end of this assignment, future strategy will be mentioned as well as my recommendations about Nestle that will fit into strategic orientation in order to perform better in their business world. And continue to develop and implement its learning approach as the chosen large company by using different strategies.

CHAPTER-2

REVIEW OF LITERATURE

Dr.Shendge (2012) on his study "A Study on Customer Preference towards Cadbury and Nestle Chocolates with Special Reference to Navi Peth Area in Solapur City" viewed that Chocolate is liked and eaten by all age group of people.

Attiya Kanwal (2011) on his study "Consumer preference of International brands over local brands" aimed at determining consumer preference of international brands instead if national or local brands. Consumer evaluates products based on information cues, which are intrinsic and extrinsic. If a consumer is satisfied with a product, he will buy it again, become loyal and over time develop a relationship with the brand. There are various factors which influence consumer purchase decision. The price of a brand plays a fundamental role in the consumer's choice of brand. If a brand is priced too high then a consumer will avoid it. The price of a brand is an indication of the quality of the brand as well. The country of origin of products is another cue used as a sign of quality of a product. Products from developed countries are perceived to be of better quality. Other factors include fashion, family and friends, brand name, availability, advertising campaigns etc. The sample for this research is taken from Islamabad and Rawalpindi. Simple random sampling was the technique used and the sample size was 100. Data collected for research was through a questionnaire, which was distributed among both males and females of various age groups and income levels. Calculations were then analysed and interpreted using percentage of respondents and frequency distribution. Consumers are seen to give preference to international brands if asked to choose between an international brand and a national brand. Consumers regard international brands to be of better quality, more durable and reliable. Furthermore, they are more price and quality conscious and not very brand loyal. Local companies need to emphasize on the quality of their products in advertisements and their advertisements need to be more targeted and up-beat to attract the younger market segment.

Kaberi Bhattacharyya (2011) in his study "The Role of Media in Influencing Customers' Brand Choice: Some Observations" told that a brand has arrived in the market, is alive and kicking or simply pulling on. Similarly, generations of customers are made known that a brand has still remained relevant in the changing context of time and space. Leveraging on the charm of audio and video, brands engulf our senses and succeed in becoming an intrinsic part of our lives. While the trust earned by them is directly proportional to their attributes and 24

functionalities, the buzz created around the brands by the media helps them break the clutter of competition and stay vibrant in the consumers' minds. Creative juices give birth to myriad themes, processes, colours and themes and familiar and not-so-familiar faces take them forward. Although advertisements traditionally remain the sheet anchor, brands use other above-the-line and below-the-line techniques to gain an edge or grab eyeballs. All these definitely has fuelled consumerism and the responsibility for developing the consumerist culture that have taken a vice like grip over our lives and its catastrophic impact on the natural environment can be ascribed to a large extent on the burgeoning media. But the irony is that it is the media again which has declared these wrong-doings to the public

and implicated the corporate or the brands into the muddle. This has again thrust upon these brands their mentors to engage in clean or green activities that would resuscitate their image wholeheartedly.

G. Vani, M. Ganesh Babu and N. Panchanatham (2010) in his article "Toothpaste Brands – A Study of Consumer Behaviour in Bangalore City" focused that the external factors like demographic, socio-cultural, price, quality, product attributes etc for buying toothpaste. The market share of any product is highly determined by the purchasing behaviour of the consumers. Following study is conducted by researcher to find out the behaviour of the consumers, to analyse the preference of consumers, consumer awareness. Descriptive research design was adopted and the data is collected through primary and secondary sources. The method adopted for conducting survey is questionnaire; Simple random sampling technique was adopted for selecting the consumers.

Mr .K.Sivakumar (2007) on his article "Consumers Attitude towards the Products of Indian and Multi-National Companies - A Comparative Study with Reference to Electrical and Electronic Products" stated that the entry of MNCs in India leads to exit of certain Indian companies of various industries. However Indian people compromise to purchase Indian products, if they had quality and special features in those products also. People are interested to buy the MNCs products not only for quality or for product features but also for cost, brand image, service, social status and host number of other factors. The impact of MNCs product in Indian industries should play a positive role by framing same rules and regulations as framed for domestic countries. The study attempts to research about consumer attitude towards Indian and MNCs products for electrical and electronic products in Chennai city and develops various aspects.

Consumer learnt about chocolate from many sources, mainly from friends and families, through advertisement and from their own experience. Whether a promotion and advertising hurt or help a brand is under-researched (Mela, Gupta & Lehman, 1997). In the long-run, advertisement help brands by making consumer less price sensitive and more loyal. The purchase decision pertaining to particular brand and loyalty is a result of various attributes of the product.

Advertisers must remember that advertising messages are interpreted differently between different genders (Maldonado, Tansuhaj&Muehling; Hogg &Garrow; Putrevu). Previous studies have proven that females were more likely to engage in elaboration than men (Maldonado &Muehling).

Hogg and Garrow(2009) found that women paid more attention about the details of the characters in an ad when asked to analyse advertising messages. They said that this may be explained by the fact that females have a greater tendency than men to consider external information and information related to others. Women are 'comprehensive processors' who try to gather all available information about the product. Advertisement can change consumer's perception of a product in terms of attributes content and proportion and also influence consumer's taste for attributes (Gwin&Gwin).

Brand preference and product attribute: Attributes are the characteristic or features that an object may or may not have and includes both intrinsic and extrinsic (Mown & Minor). Understanding why a consumer choose a product based upon its attributes helps marketers to understand why some consumers have preferences for certain brands (Gwin&Gwin). Both tangible and intangible attributes of a product are equally important in choosing a product or brand (Myers). There is no evidence that certain attributes are more related to customer loyalty than others (Romariuk& Sharp). Romariuk and Sharp) suggested that marketers should focus more on how many attributes the brand should be associated with and not what attributes. For low involvement products, consumers have more objective view of the nature of the attributes (e.g. food, cosmetics) because they are constantly being advertised and promoted. Price is another form of attribute used by consumers to evaluate a product. Price can sometimes be an indicator of quality; with a higher price indicating higher quality (Mowen& Minor, 1998; Siu & Wong). Consumers perceive that a higher price can be attributed to the higher cost of quality control (Siu& Wong). Some consumers are highly price sensitive (elastic demand), whereby a high prices may shift consumers to competitive brands (Mowen& Minor). Therefore price can have a positive or negative influence on customers.

Lutton(2012) reported that chocolate is a calorie rich food with a high sugar and fat content. So reducing the caloric intake of other foods is required. Moreover, chocolate contains a variety of substances, some of which have addictive properties e.g. sugar, the obromine, and caffeine which are stimulating and mood elevating and phenethylamine which can cause endorphin releases in the brain. Chocolate also has high levels of arginine which is required in the replication of the herpes virus. Chocolate should be avoided by those with active or recurring herpes infections. Next, Nickyanns reported that some brands of chocolate contain small amounts of lead sometimes from contamination during production and this has been reported to cause mild lead poisoning. A main ingredient in chocolate: the obromine makes it toxic to animals such as dogs, cats, horses, parrots and small rodents.

According to Horne and Wootton, in *Kozmo*, 4 December 2007, the practice of eating dark chocolate could increase the mind power. Horne, who is a cognitive psychology expert, whereas Wootton, who is an expert in biochemistry, reveal those practices through their latest book entitled “Teach Yourself: *Training Your Brain*”. Horne said that dark chocolate contains a lot of chemical substance needed while the brain is working, relaxing the muscle around blood vessels which improve the blood flow to the brain

Taubert (2011), and colleagues at the University of Cologne, Germany reported that dark chocolate, lower high blood pressure. Taubert’s team signed up six men and seven women aged 55-64. All of them had just been diagnosed with mild high blood pressure -- on average, systolic blood pressure 153 and diastolic blood pressure of 84. Every day of two weeks, they ate a 100 gram candy bar and were asked to balance its 480 calories by not eating other foods similar in nutrients and calories. Half the

patients got dark chocolate and half got white chocolate. Those who ate dark chocolate had a significant drop in blood pressure. Those who ate white chocolate did not.

Susan Bordo (2011) have conducted a semiotic analysis of food and dessert advertisements; they have fallen short of explaining why the fetishization of chocolate is perpetuated and sexualized in contemporary media. With the exception of Diane Barthel's analysis of the chocolate box, sociologists have rarely attempted to analyse the status issues surrounding chocolate where certain chocolate brands evoke a higher status among consumers. Matthias Varul's article on Fair Trade goods does not mention chocolate specifically; however, he did argue that Fair Trade is a serious challenge to a commodity fetishism. Current sociological literature on this topic is scarce; however, there has been plenty of research conducted on broader food and consumption issues.

Research examining the sociology of consumption has discovered that topics that were once labelled insignificant such as, fashion, advertising and shopping are now crucial to understanding consumer behaviour in contemporary society. The consumer is no longer regarded as a passive entity subjected to media programming but rather an active participant in the consumption of items. Contemporary sociologists identify consumption as involving the "selection, purchase, use, maintenance, repair and disposal of any product or service" (Campbell

1995:102). Thorstein Veblen's theory on conspicuous consumption is arguably the most widely referred to of all theories in this field. Veblen focused upon the dynamics of conspicuous consumption which is less relevant to chocolate culture; however, I will be drawing from his insights into the symbolism of luxury items which create a social distance between classes. The most prominent recent theorist of consumption is Pierre Bourdieu. Bourdieu analysed the notion of taste, and associated it with aesthetics and social distinction. Taste, like art, is not innocent but helps enforce and police class distinctions. Thus, the consumption of upper class items can enhance a person's cultural capital.

While there is hardly any sociological literature on chocolate as a fetish, sociologists have focused on issues surrounding food consumption such as taste, nutritional ignorance, eating disorders and women's insecurity about food. Much of the recent writings on this topic are concerned about the representation of the ideal female body in the mainstream media. In order to remain slim and attractive, women must avoid foods that are high in fat, sugar and calories.

Images of the ideal body have permeated the minds of many consumers who are inclined to view the body as an object of admiration and a model for self-construction. Moreover, consumer goods must serve to compensate for a person's "feelings of inferiority, insecurity or loss, or to symbolize achievement, success or power" (Campbell 1995:111).

Sociologists identify modern consumers as being concerned with the pursuit of pleasure rather than the obtainment of satisfaction. The argument is that the consumer can take real experiences, such as eating, drinking, and sexual activity, and refashion them into improved, imagined scenarios. The essential activity of consumption is not the actual selection, purchase, or use of products, but rather "imaginative pleasure-seeking to which the product image lends itself" (Campbell 1995:118). T

sociologists argue that real consumption in contemporary society is the result of a “mentalistic hedonism” (Campbell 1995:118).

Some sociologists have expanded on this notion of hedonist consumption and applied it to food advertisements. Kaushik and Sen praised the value of semiotics when analysing and decoding chocolate and cigarette advertisements. A semiotic analysis of a Cadbury chocolate ad, which depicts a father and daughter consuming chocolate, indicates that chocolate acts as a signifier of a loving relationship between the giver and the receiver. Therefore, the advertisement has the underlying meaning that Cadbury's chocolate creates loving and enduring relationships.

Semiotic analysis is a useful tool that can help decode the behaviour and beliefs present in chocolate advertisements and brand imagery.

According to Kimmerle (2012), chocolate is the new coffee; chocolate contains ingredients similar to coffee that can make people more alert and keep them focused. Scientists at the Massachusetts Institute of Technology observed that there are connections between chocolate and mood in lab animals (Brenner, 1999).

Macht and Dettmer(2006) concluded that chocolate consumption by normal-weight women elevated mood and increased attentiveness.

Burks and Boles(2007) reported that chocolate had a soothing effect while exciting the senses, and could be helpful in completing demanding intellectual work.

Chocolate contains antioxidants that are associated with positive health benefits (Patel, Parekh, & Subhash, 2008). In recent years, several studies described chocolate as a functional food (Dillinger & Barriga, 2000; Kelly, 2005; Neithercott, 2009; Schinella et al., 2010; Visioli et al., According to Webster's New World Medical Dictionary, functional foods including any modified foods or ingredients that may provide a health benefit beyond the traditional nutrients it contains.

“Spread the joy. Don't just eat chocolate. Study it! ” (Willis Harlow Shapley Education Fund)

The motivation to know how far of chocolate products gives the good impression especially through study its good taste and aesthetic packaging design.

CHAPTER-3

RESEARCH METHODOLOGY

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and explains why only a particular method or technique has been used. It also helps to understand the assumption underlying various techniques and the criteria by which they can decide that certain technique will be applicable to certain problems and other will not. Therefore in order to solve a research problem, it is necessary to design a research methodology for the problem as the same may differ from problem to problem. This chapter focuses on the various techniques, methods and assumptions used in this study. It sheds light on the research problem, objectives of the study, and also its limitations. The later part of the chapter explains the manner, in which the data is collected, classified, tabulated, analysed and interpreted so as to reach to conclusive results.

Research is a logical and systematic search for new and useful information on a particular topic. Research is a process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word "Methodology", it is the way of searching or solving the research problem.

Importance of the research methodology-

- This study will help us to know the customer preference towards the chocolates.
- This study is important to understand the changing taste of the consumers.
- This study helps to understand the need and their demand in the market.
- It helps to improve the sales with the help of survey.
- It is important to understand the choice of consumers towards chocolates.

Scope of study- In this research investigation was conducted to determine the position of consuming habits towards Cadbury Chocolate. The aspects looked into the preference of chocolate. The scope of the study to analyse the consumer perception of Cadbury chocolate.

As learning is a human activity and is as natural, as breathing. Despite of the fact that learning is all pervasive in our lives, psychologists do not agree on how learning takes place. How individuals learn is a matter of interest to marketers. They want to teach consumers in their roles as their roles as consumers. 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's objectives. The scope of my study restricts itself to the analysis of consumer preferences, perception and consumption of Cadbury and Nestle Chocolates. There are many other brands of chocolates available but my study is limited to two major players of chocolates leaving behind the others. The scope of my study is also restricts itself to Lucknow Area only. There are 2 sources of data i.e.

A)Primary Data:

The data, which are collected for the first time, directly from the respondents to the base of knowledge & belief of the research, are called primary data. The normal procedure is to interview some people individually or in a group to get a sense of how people feel about the topic. So far as this research is concerned, primary data is the main source of information provided by the respondents.

B)Secondary Data:

When the data is collected and compiled in the in a published nature it is called Secondary data. So far as this research is concerned internet, many brochures and magazines have been referred too.

Data Collection:

A)Sampling Design

It is true that it is very difficult to do research with whole universe. As we know that it is not feasible to go with population survey because of the numerous Doctors and their scattered location. So for this purpose sample size has to be determined well in advanced and selection of the sample also has to be scientific so that it represents the whole universe. So far as this research is concerned, the sample size is 50.

B) Instrument

Taking into consideration research instrument selected by me is questionnaire because it gives more flexibility in terms of data and it has been asked to the responder personally and has an idea of getting an important unknown data that can be collected through their behaviour. C) Mode of Data Collection:

Data collection mode is personal visit and filling up of the questionnaire:

<u>Sample Universe</u>	<u>Lucknow Area</u>
Sampling Technique	Stratified Random Sampling
Sample Size	50
Research Instrument	A Structured Formatted Questionnaire
Research Period	20 Days

Sampling Design

For this project work random sampling method is used:-

- **Sampling size**- This means no. of respondent considered for collecting data. The size of the sample decided for this project is 50 respondents.

- **Sample Type-** According to the analysis it is concluded that I have surveyed 50 respondents out of which 9, 18, 17, 6 belongs to age group of 0-10, 10-20, 20-30, above30 respectively.
- **Sample Unit-** Subject under observation on which information is collected:- Local Citizen – 5years ≤ Citizen ≤ 30years.

Hypothesis-

- H_0 = Various factors (image of product, paying capacity, price of product, packaging of product brand awareness, influence of advertisement) effect the consumer buying behaviour for milk chocolates bar.
- H_1 = NO effect of various factors (image of product, paying capacity, price of product, packaging of product, brand awareness, influence of advertisement) on consumer purchase in milk chocolate bars.

Statistical & Analytical Tools:

Group Correlation:-**T- Test**

Likert Scale-

Analysis, let us take the hypothesis as:-

H_0 = There is correlation between various influencing factors like price, taste, packaging, brand name etc. on buying behaviour of consumers for chocolate.

H_1 = There is no correlation between various factors like price, taste, packaging, brand name etc on buying behaviour of consumers for chocolate.

X				RY						
D _x										
D _y				+1	-1	f	f _{dy}			
							f ² d _y			
							f d _x - d _y			
PRICE				+2	8 (16)	4 (-8)	16	32	64	8
TASTE				+1	19 (19)	16 (-16)	48	48	48	3
PACKAGING				0	3 (0)	1 (0)	9	0	0	0
BRAND NAME				-1	7 (-7)	10 (10)	18	-18	18	3
OTHER				-2	3 (-6)	4 (8)	9	-18	36	2
				f	40	35	100	44	166	16
				f d _x	40	-35	5			
f d _x	40	35	0	5			40	0	35	5
				f d _x d _y	22	-6	16			

$$r = \frac{1380}{10470.3} = +0.132$$

Hence it has been proved that there is a correlation between various factors and buying behaviour of consumer.

For Cadbury-

Let us take the hypothesis that customer 60% of consumers consumes chocolate more than once a week

	Frequency	X	(x) = (X - X) ²
More than one per day	5x5	25	5.76
Daily one	9x4	36	73.96
3-4 per week	16x3	48	424.36
Weekly	3x2	6	457.96
Rarely	2x1	2	654.16
TOTAL		132	1607.2

2

$$x_1 = 27.4$$

$$s = \frac{\sqrt{\sum x^2}}{n-1}$$

$$s = \sqrt{1607.2} = 20.5$$

$$t = \frac{\bar{x} - \mu}{s} \sqrt{n}$$

$$= \frac{|27.4 - 21| \sqrt{5}}{20.5}$$

$$= 6.4 / 20.05 \times \sqrt{5}$$

$$t_{cal} = 0.715 \quad v = n-1 = 5-1$$

$$v = 4 \quad t_{table} 0.05 = 4.604$$

so table $t >$ table calculated

Hence hypothesis is accepted. This proves that 60% of consumer consumes more than one chocolate of Cadbury per week.

For Nestle-

Let us take the hypothesis that customer 60% of consumers consumes chocolate more than once a week.

	Frequency	X	(x) ² = (X - X) ²
More than one per day	4x5	20	10.24
Daily one	6x4	32	51.84
3-4 per week	11x3	33	262.44
Weekly	3x2	6	116.64
Rarely	1x1	1	249.64
TOTAL		84	690.8

Hence hypothesis is accepted. This proves that 60% of consumer consumes more than one chocolate of Nestle per week.

Let us take the hypothesis that there is association between change in prices of chocolate and buying behaviour of consumers for chocolates.

OBSERVED

PRICE INFLUENCE ON CHOCOLATE PURCHASE					
Chocolate Brands	High	High Avg.	Average	Average Low	Low
Cadbury	5	9	11	8	7
Nestle	5	8	9	7	6
Total	10	17	20	15	13

EXPECTED

PRICE INFLUENCE ON CHOCOLATE PURCHASE					
CTV Brands	High	High Avg.	Average	Average Low	Low
Cadbury	5.2	9.2	10.8	7.6	7.2
Nestle	4.5	8.05	9.45	6.65	6.3
Total	10	17	20	14	14

Observed Value	Expected value	$(O - E)^2$	$(O - E)^2/E$
5	5.2	0.01	0.01
5	4.5	0.25	0.06
9	9.2	0.04	0.004
8	8.05	0.025	0.003
11	10.8	0.04	0.004
9	9.45	0.2025	0.02
8	7.6	0.16	0.02
7	6.65	0.1225	0.02
7	7.2	0.04	0.01
6	6.3	0.09	0.014

By applying Likert Scale:

	Cadbury	Nestle
Fully Satisfied	$11 \times 5 = 55$	$10 \times 5 = 50$
Satisfied	$13 \times 4 = 52$	$11 \times 4 = 44$
Neutral	$8 \times 3 = 24$	$6 \times 3 = 18$

Dissatisfied	$5 \times 2 = 10$	$5 \times 2 = 10$
Fully Dissatisfied	$3 \times 1 = 3$	$3 \times 1 = 3$
	144	125

$$\chi^2_{\text{Calculated}} = 0.437$$

$$V = (r-1)(c-1) = (5-1)(3-1) = 8$$

$$\text{For } V = 8 \chi^2_{0.05} \text{ table value} = 15.58$$

So as per the scale obtained the ranking of various brands of chocolate is as under:

Cadbury

= Rank 1

Nestle

= Rank 2

Result:-

The study of consumer is buying behaviour in chocolates states between the two brands i.e. Cadbury & Nestle. The brand at first place is Cadbury and the last is Nestle. Between these two Cadbury is having the largest market share

i.e. 40% and Nestle 35%. In order to we find that-

- The buying behaviour of consumer for different brands of milk chocolate bars is effected by various factors like price, taste, packaging, brand etc. as shown in Analysis and Interpretation part, in the form of group correlation.
- With the help of t-test it has also been proved that more than 60% of consumers consume milk chocolate bars more than once in a week

- If there will be change in price level of milk chocolate bars, then it will affect the buying behaviour of consumers and this finding has been proved with the help of Chi Square² Test χ .
- The most important factor which consumers consider while purchasing any milk chocolate bars is Taste of that chocolate. They give preference to other factors also, but most important thing is taste.
- The buying behaviour of consumers is also affected by the different type of advertisements. And the most influencing media is electronic media, and from reference group friends are at most influencing position.
- Quality is the most important factor which consumers consider while switching over to any other brand of milk chocolate bars.

Consumers are more attracted towards the foreign brands like Cadbury and Nestle and demand that a greater number of foreign milk chocolate bars should be available in the market, like some milk chocolate bars brands of Swiss and French chocolates. As this thing shows that consumer of are more satisfied with the foreign brands and hence demand more of it.

One another finding of the research is that consumers of milk chocolate bars are quite hesitant towards the use of unfamiliar brands, whose advertisement they do not see on different type medias.

CHAPTER – 4

SAMPLE DATA

A)Primary Data:

The data, which are collected for the first time, directly from the respondents to the base of knowledge & belief of the research, are called primary data. The normal procedure is to interview some people individually or in a group to get a sense of how people feel about the topic. So far as this research is concerned, primary data is the main source of information provided by the respondents.

B)Secondary Data:

When the data is collected and compiled in the in a published nature it is called Secondary data. So far as this research is concerned internet, many brochures and magazines have been referred too.

Analysis and Interpretation:

Table 1: Age wise classification:

Data:-

Sr. No.	Age	No. of Respondents	Percentage (%)
1.	Between 5-10	9	18%
2.	Between 10-20	18	36%
3.	Between 20-30	17	34%
4.	Above 30	6	12%
	Total	50	100%

Analysis:-

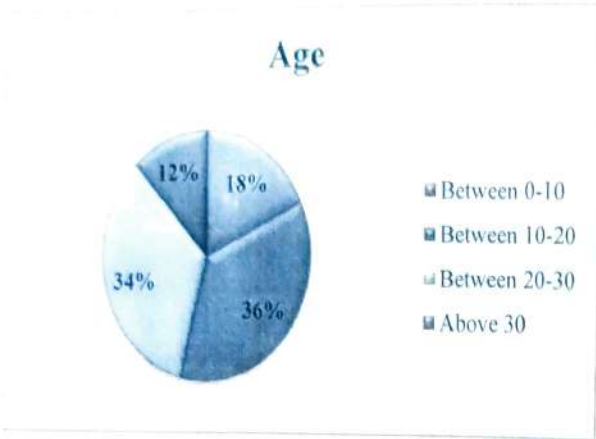
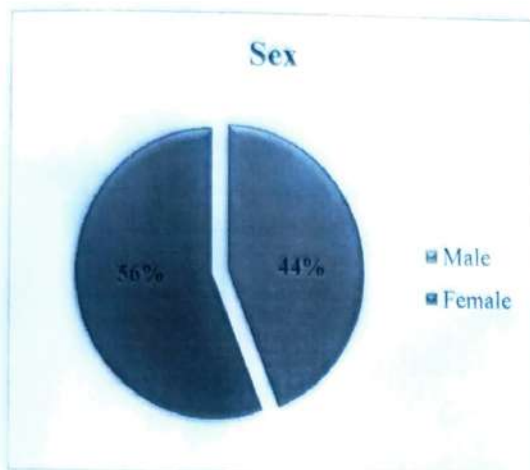


Table 2: Sex wise classification:

Data:-

Sr. No.	Sex	No. of Respondents	Percentage (%)
1.	Male	22	44%
2.	Female	28	56%
	Total	50	100%

Analysis:



Interpretation:

According to the above analysis it is concluded that I have surveyed 50 respondents out of which 22 are male and 28 are female.

Table 3: Leading Brands of Chocolate:

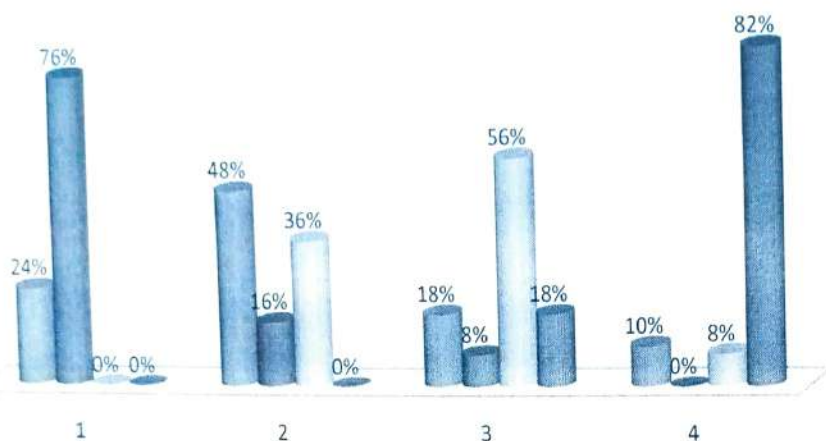
Data:-

Brands	1	2	3	4	Total
Nestle	24%	48%	18%	10%	100%
	12	24	9	5	50
Cadbury	76%	16%	8%	0%	100%
	38	8	4	0	50
Amul	0%	36%	56%	8%	100%
	0	18	28	4	50
Parle	0%	0%	18%	82%	100%
	0	0	9	41	50

Analysis:-

LEADING BRANDS

■ Nestle ■ Cadbury ■ Amul ■ Parle



Interpretation:

1. 76% of the respondents say Cadbury is a 1st leading brand in the market.
2. 48% of the respondents say Nestle is a 2nd leading brand in the market.
3. 56% of the respondents say Amul is a 3rd leading brand in the market.
4. 82% of the respondents say Parle is a 4th leading brand in the market.

Table 4: Brand Preference:

Data:-

Sr.No.	Options	No. of Respondents	Percentage(%)
1	Cadbury	38	76%
2	Nestle	12	24%

	Total	50	100%
--	-------	----	------

Analysis:-



Interpretation:

There are many brands available in the market. But the market leaders in India are Cadbury and Nestle.

According to survey-

1. 76% of the respondents prefer Cadbury brand of chocolate.
2. 24% of the respondents prefer Nestle brand of chocolate.

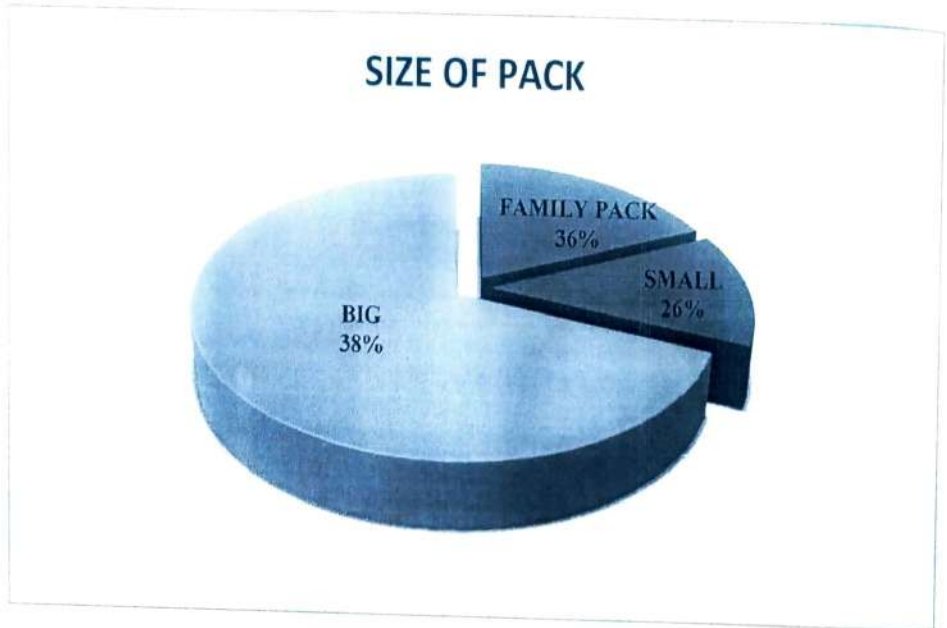
Table 5: Pack of Chocolate Preferred:

Data:-

Sr. No.	Option	No. of Respondents	Percentage(%)
1	Small	13	26%
2	Big	19	38%

3	Family Pack	18	36%
	Total	50	100%

Analysis:-



Interpretation:

1. The chocolate are available in the market in different packs like small, big and family pack.
2. According to the survey, 38% of the respondents are buying big pack, 36% of the respondents are buying family pack and 26% of the respondents are buying small pack of chocolate.

So we came to know that the consumption of big pack is having boom in the market compare other pack.

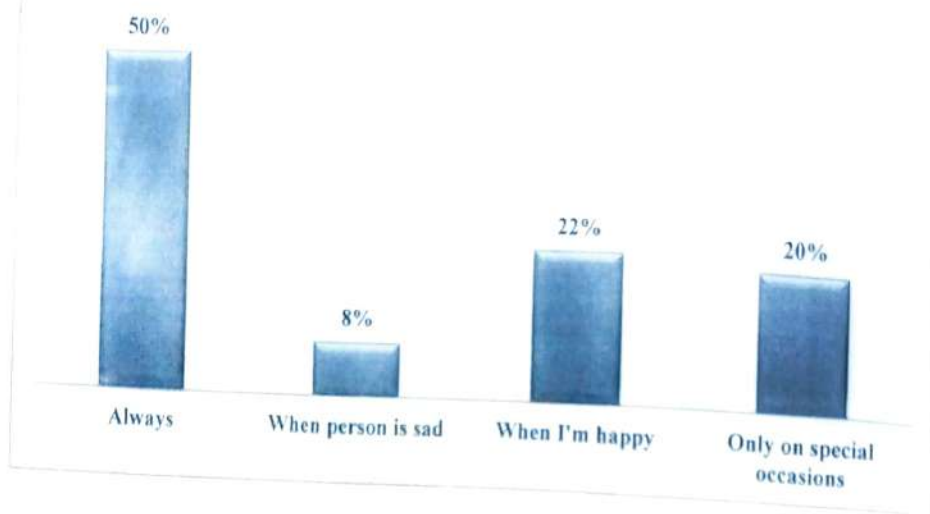
Table 6: Frequency of Consumption:

Data:-

Sr.No.	Options	No. of Respondents	Percentage(%)
1	Always	25	50%
2	When person is sad and depressed	4	8%
3	When person is happy	11	22%
4	Only on special occasions	10	20%
	Total	50	100%

Analysis:-

Frequency of Consumption



Interpretation:

According to the above analysis it is concluded that -

1. 50% of the respondents eat chocolates always.
2. 22% of the respondents eat chocolates when they are happy.
3. 20% of the respondents eat chocolates only on special occasions.
4. 8% of the respondents eat chocolates when they are sad and depressed.

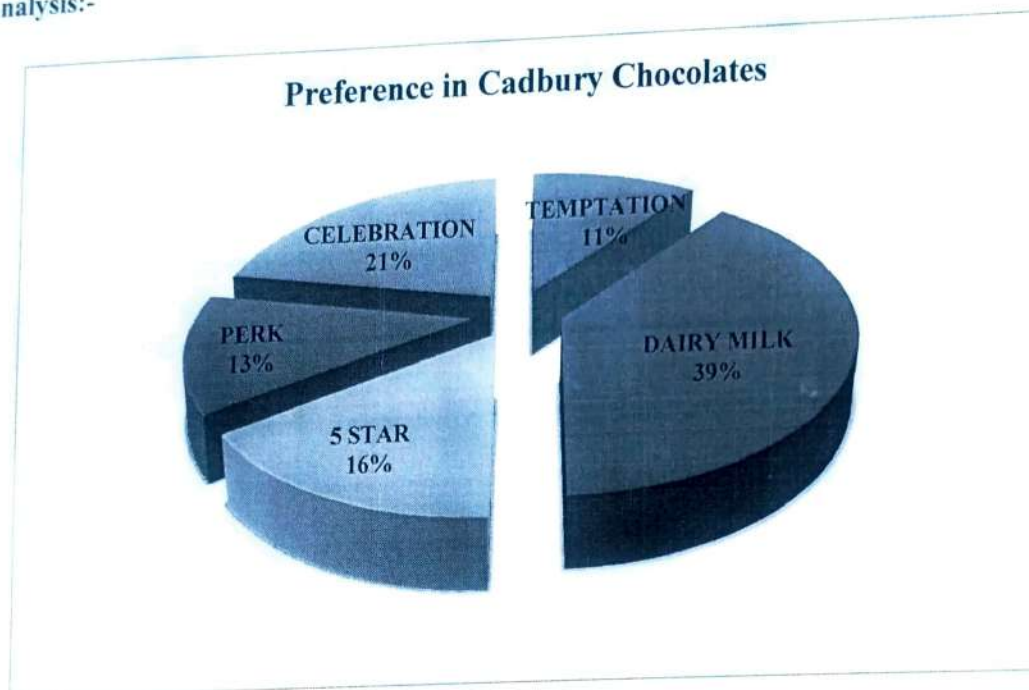
Table 7: Preference in Different Brands of Cadbury:

Data:-

Sr.No.	Options	No. of Respondents	Percentage(%)
1	Dairy Milk	15	39%
2	5Star	6	16%

3	Perk	5	13%
4	Celebrations	8	21%
5	Temptation	4	11%
	Total	38	100%

Analysis:-



Interpretation:-

From the above analysis of given sample of 38 respondents who eat Cadbury chocolates it is concluded that –

1. 39% of the respondents have preferred Dairy Milk Chocolate more.
2. 21% of the respondents have preferred Celebrations Chocolate more.

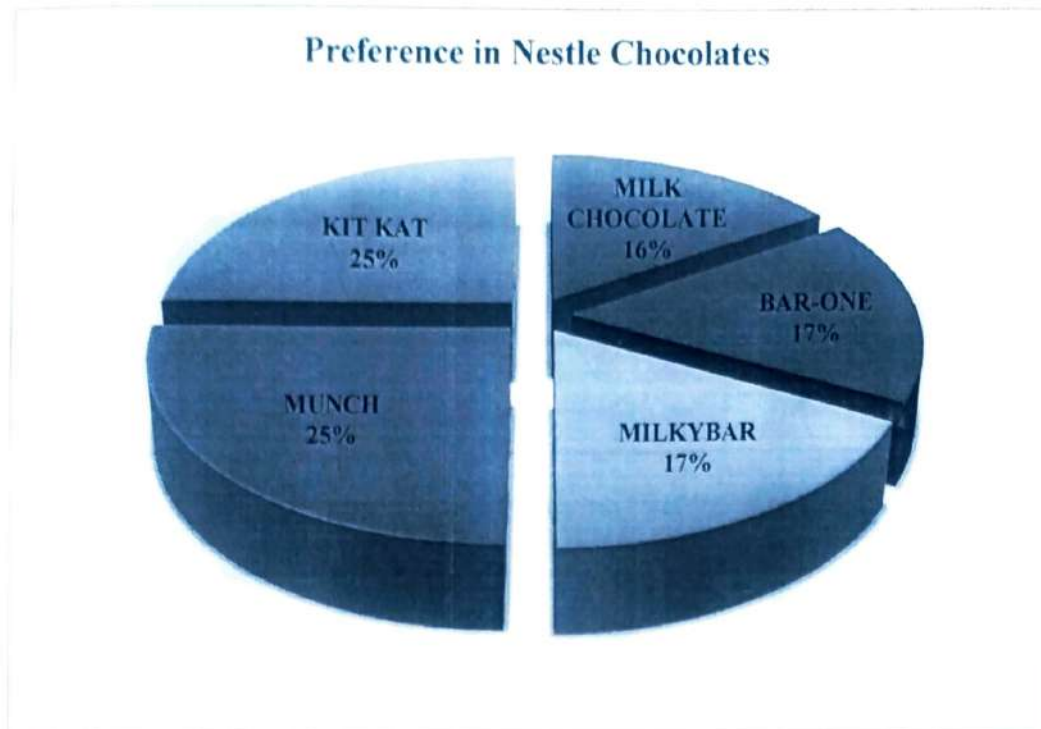
3. 16% of the respondents have preferred 5Star Chocolate more.
4. 13% of the respondents have preferred Perk Chocolate more.
5. 11% of the respondents have preferred Temptation Chocolate more.

Table 8: Preference in Different Brands of Nestle:

Data:-

Sr.No.	Options	No. of Respondents	Percentage(%)
1	Kit Kat	3	25%
2	Munch	3	25%
3	Milky Bar	2	17%
4	Bar-One	2	17%
5	Milk Chocolate	2	16%
	Total	12	100%

Analysis:-



Interpretation:

From the above analysis of given sample of 12 respondents who eat Nestle chocolates it is concluded that -

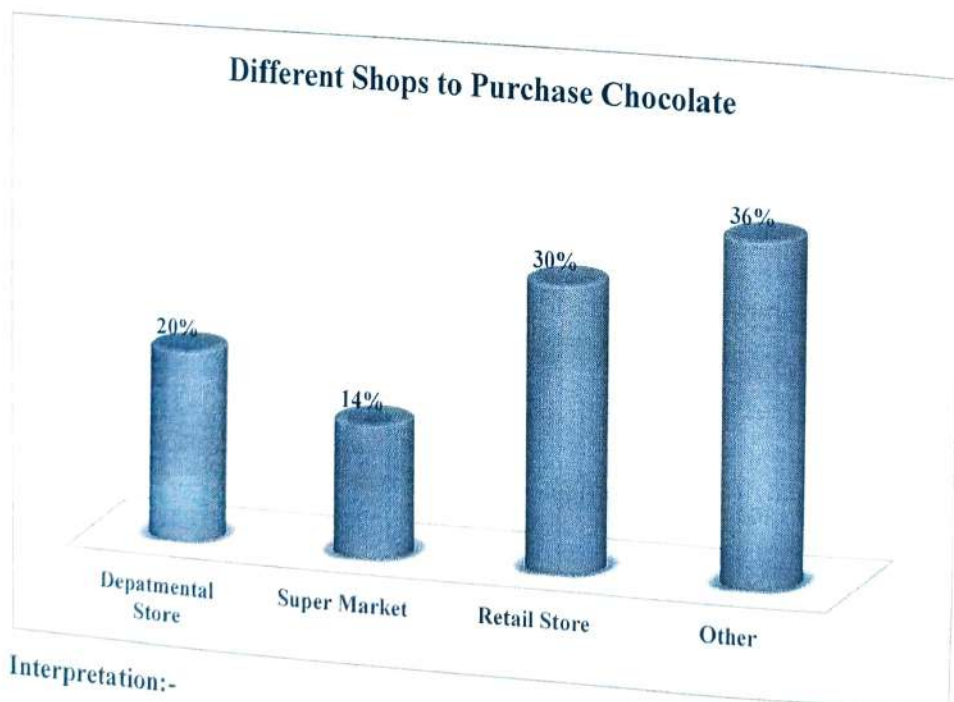
1. 25% of the respondents have preferred Kit Kat Chocolate more.
2. 25% of the respondents have preferred Munch Chocolate more.
3. 17% of the respondents have preferred Milky Bar Chocolate more.
4. 17% of the respondents have preferred Bar-One Chocolate more.
5. 16% of the respondents have preferred Milk Chocolate more.

Table 9: Variance in Purchase of Chocolates from different Shops:

Data:-

Sr. No.	Sources	No. of Respondents	Percentage (%)
1	Departmental stores	10	20%
2	Super market	7	14%
3	Retail store	15	30%
4	Others	18	36%
	Total	50	100%

Analysis:-



Interpretation:-

According to the above analysis it is concluded that – 1.36% of the respondents buy chocolates from other sources.
2.30% of the respondents buy chocolates from retail store.

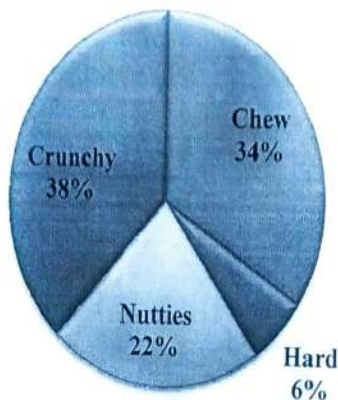
Table 10: Preference in Form of Chocolate:

Data:-

Sr.No.	Option	No. of Respondents	Percentage(%)
1	Hard	3	6%
2	Nutties	11	22%
3	Crunchy	19	38%
4	Chew	17	34%
	Total	50	100%

Analysis:-

Form Of Chocolate



Interpretation:-

1. Every person has their own taste and preferences towards the eatable product in chocolate.
2. There are four varieties available in the market among this 38% of the consumers like crunchy chocolates, 34% of the consumers like chew chocolates, 22% of the consumers like nutties chocolates & only 6% of the consumers like hard chocolates.

Table 11: Satisfaction with Cadbury Chocolates:

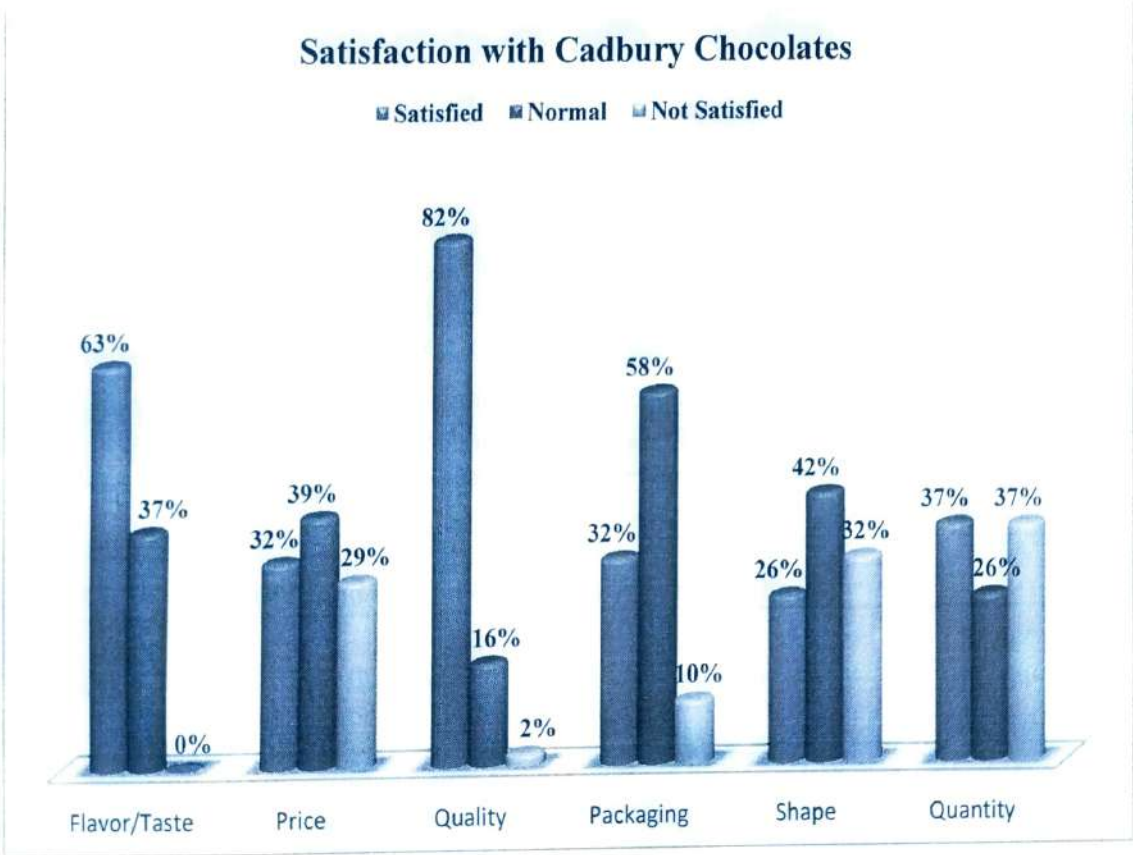
Data:-

For Cadbury Chocolates

Factors	Satisfied	Normal	Not Satisfied	Total
Flavour/taste	63%	37%	0%	100%
Price	32%	39%	29%	100%

Quality	82%	16%	2%	100%
Packaging	32%	58%	10%	100%
Shape	26%	42%	32%	100%
Quantity	37%	26%	37%	100%

Analysis:-



Interpretation:
According to the above analysis it is concluded that – 1.In
flavour/taste, 63% are satisfied and 37% are normal.

2. In price, 32% are satisfied, 39% are normal and 39% are not satisfied.
3. In quality, 82% are satisfied, 16% are normal and 2% are not satisfied.
4. In packaging, 32% are satisfied, 58% are normal and 10% are not satisfied.
5. In shape, 26% are satisfied, 42% are normal and 32% are not satisfied.
6. In quantity, 37% are satisfied, 26% are normal and 37% are not satisfied.

Table 12: Satisfaction with Nestle Chocolates:

Data:-

For Nestle Chocolates

Factors	Satisfied	Normal	Not Satisfied	Total
Flavour/taste	83%	17%	0%	100%
Price	42%	25%	33%	100%
Quality	50%	50%	0%	100%
Packaging	0%	67%	33%	100%
Shape	8%	59%	33%	100%
Quantity	8%	42%	50%	100%

Analysis:-



Interpret

According

flavou

2. In

3. In

4. In

5. In

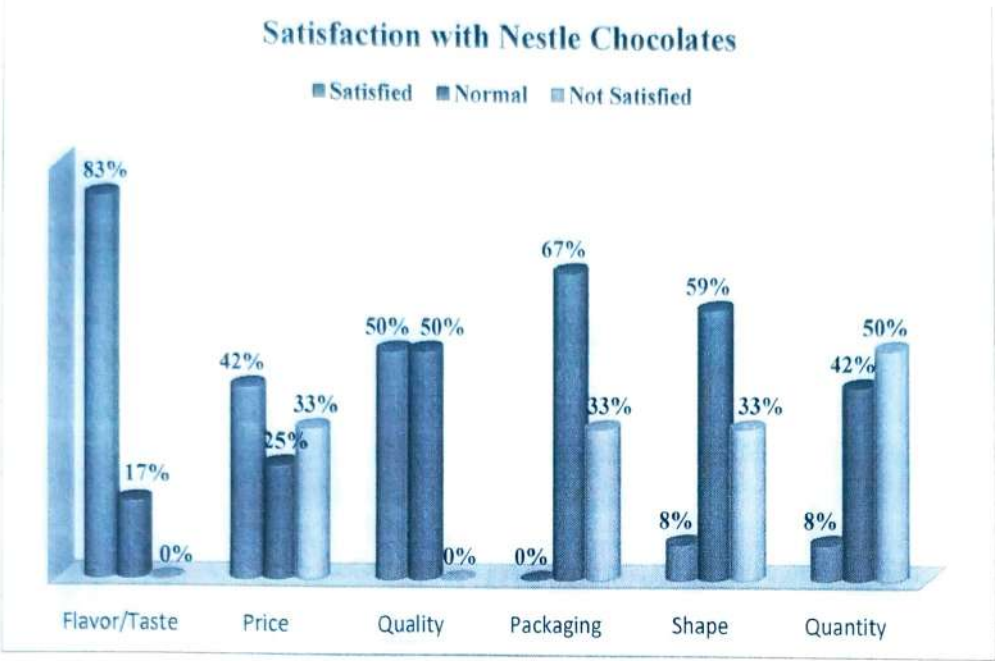
6. In

Table 13

Data:-

Sr. No.
1
2

Analysis:-



Interpretation:

- According to the above analysis it is concluded that –
1. In flavour/taste, 83% are satisfied and 17% are normal.
 2. In price, 42% are satisfied, 25% are normal and 33% are not satisfied.
 3. In quality, 50% are satisfied and 50% are normal.
 4. In packaging, 67% are normal and 33% are not satisfied.
 5. In shape, 8% are satisfied, 59% are normal and 33% are not satisfied.
 6. In quantity, 8% are satisfied, 42% are normal and 50% are not satisfied.

Table 13: If preferred brand is not available for repeat purchase:

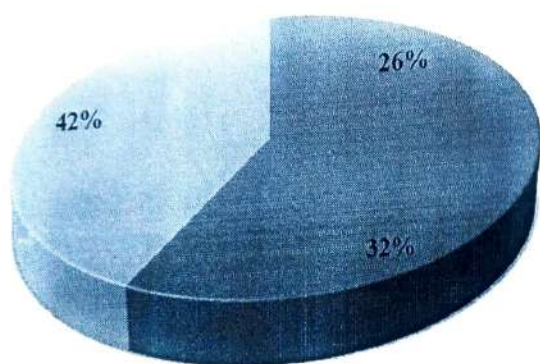
Data:-

Sr. No.	Option	No. of Respondents	Percentage (%)
1	Postpone your purchase	13	26%
2	Switch over to other brand	16	32%

3	Go to the other shop to search for your preferred brand	21	42%
	Total	50	100%

Analysis:-

Brand Loyalty



- Postpone your purchase
- Switch over to other brand
- Go to other shop to search for your preferred brand

Interpretation:

According to the above analysis it is concluded that-

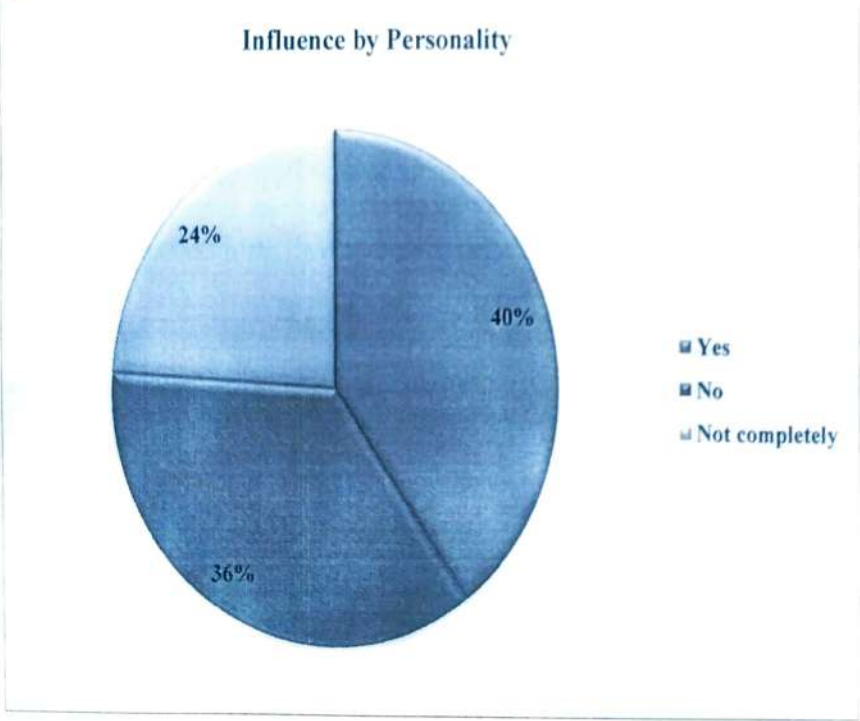
1. 42% of the respondents go to other shop to search for their preferred brand.
2. 32% of the respondents postpone their purchase.
3. 24% of the respondents switch over other brand.

Table 14: Personality like AMITABH BACHHAN or RANI MUKHERJI or PREITY ZINTA influences on decision of buying a particular brand of chocolate:

Data:-

Sr. No.	Options	No. of Respondents	Percentage (%)
1	Yes	20	40%
2	No	18	36%
3	Not completely	12	24%
	Total	50	

Analysis:-



Interpretation:

According to the above analysis it is concluded that mostly consumers are influenced by the Personality like Amitabh Bachhan or Rani Mukherji or Preity Zinta for buying a particular brand of chocolate.

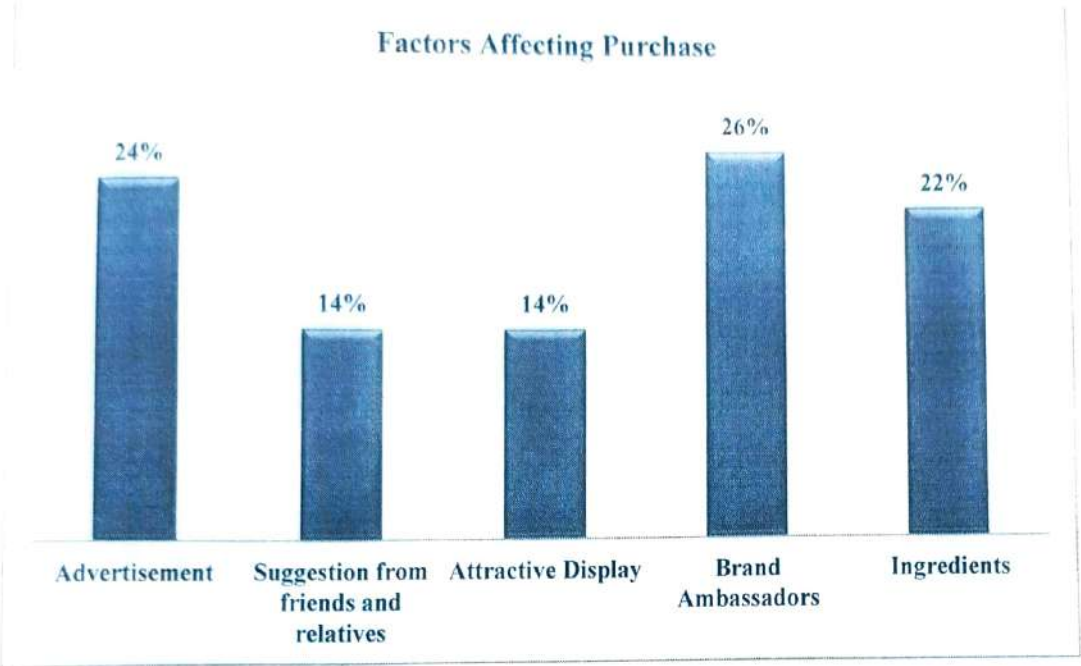
1. 40% of the respondents say yes.
2. 36% of the respondents say no.
3. 24% of the respondents say not completely.

Table 15: Factors affecting purchase:

Data:-

Sr. No.	Factors	No. of Respondents	Percentage (%)
1	Advertisement	12	24%
2	Suggestion from friends and relatives	7	14%
3	Attractive Display	7	14%
4	Brand Ambassadors	13	26%
5	Ingredients	11	22%
	Total	50	100%

Analysis:-



Interpretation:-

According to the above analysis it is concluded that brand ambassadors is the best measure to attract customers to purchase more. Its impact is much more than other factors. While advertisement and ingredients also play a significant role in this regard.

- 1. 26% of the respondents say that brand ambassadors affect their purchase.
- 2. 24% of the respondents say that advertisement affects their purchase.
- 3. 22% of the respondents say that ingredients of the chocolates affect their purchase

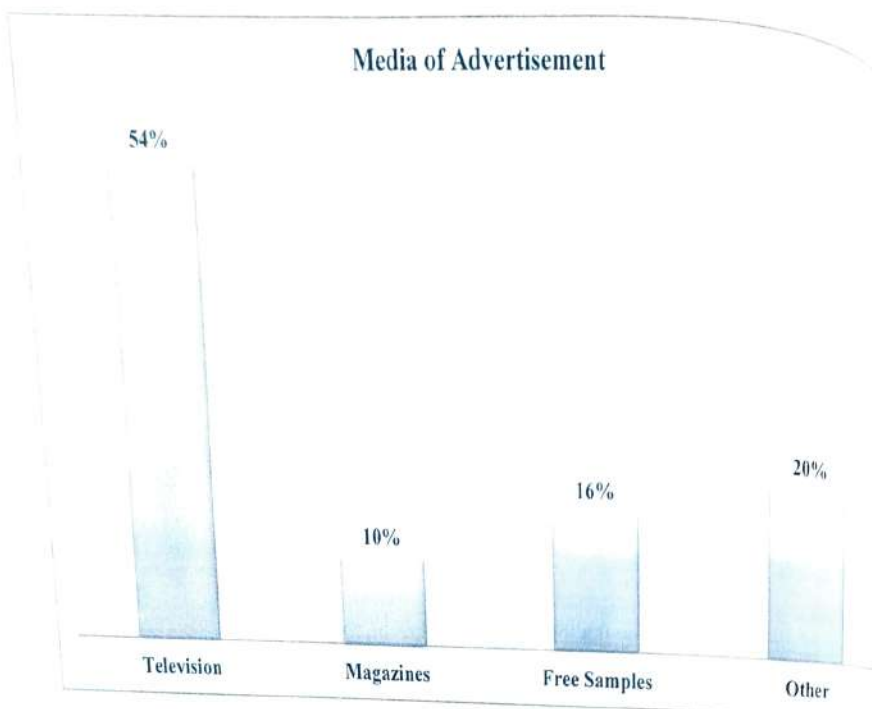
Table 16: Media of advertisement influence on purchase:

Data:-

Sr. No.	Options	No. of Respondents	Percentage (%)
1	Television	27	54%

2	Magazines	5	10%
3	Free Samples	8	16%
4	Other	10	20%
	Total	50	100%

Analysis:-



Interpretation:-

According to the above analysis it is concluded that television emerges as the best media for advertisement of chocolates that compel consumers to buy. It is much more than other ways as out of 50 respondents 27 are attracted through television media, while magazines are the least attracting media

1. 54% of the respondents say television media of advertisement influence their purchase.
2. 20% of the respondents say other media of advertisement influence their purchase.
3. 16% of the respondents say free samples media of advertisement influence their purchase.
4. 10% of the respondents say magazines media of advertisement influence their purchase.

Table 17: Reaction of Consumers if New Brand of Same Product Introduced in Market:

Data:-

Sr. No.	Options	No. of Respondents	Percentage (%)
1	May consider	15	30%
2	No, I shall not	19	38%
3	Can't say	16	32%
	Total	50	100%

Analysis:-

Reaction On New Brand In Market



Interpretation:

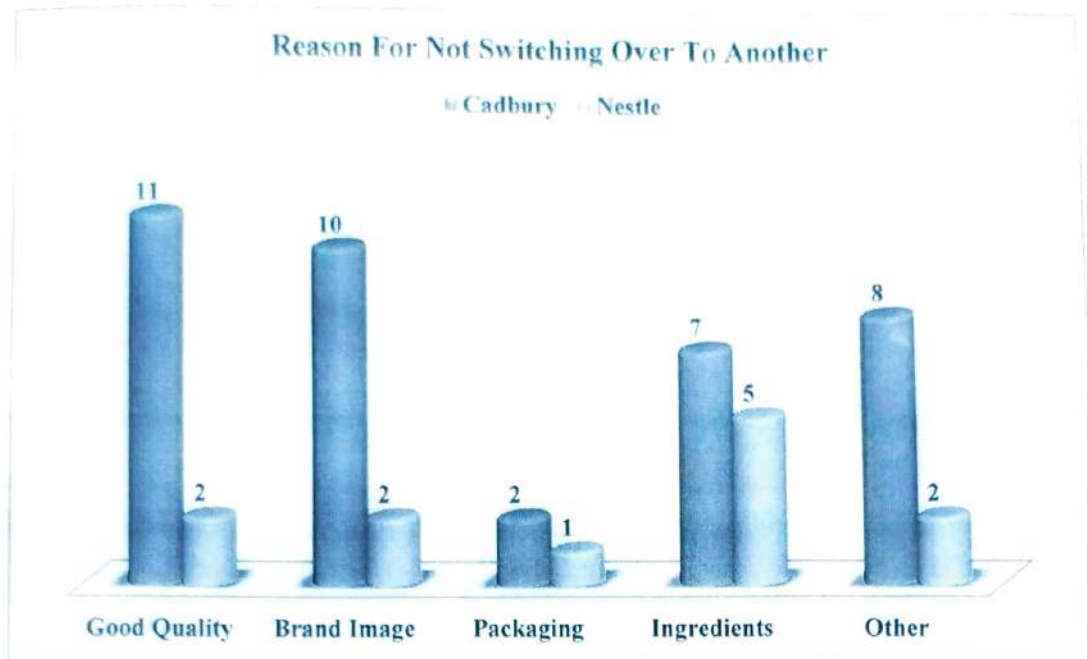
According to the above analysis it is concluded that mostly consumers are addicted to the same brand and they don't want to change the brand. Out of 50 respondents 19 are not ready to try new brand at any cost.

1. 38% of the respondents say they don't want to change their brand at any cost.
2. 32% of the respondents can't say.
3. 30% of the respondents say, it may be considered.

Table 18: Reason to Retain the Same Brand for Purchasing Chocolates:

Data:-

Sr. No.	Reasons	Cadbury	Nestle	Total
1	Good Quality	11	2	13
2	Brand image	10	2	12
3	Packaging	2	1	3
4	Ingredients	7	5	12
5	Other	8	2	10
Total		38	12	50



Interpretation:

All the consumers why they continue to buy the old brand gave various important reasons.

1. According to the above analysis it is concluded that 11 and 10 respondents buy Cadbury chocolate because of good quality and brand image respectively.

According to the above analysis it is concluded that 5 respondents buy Nestle chocolate because of ingredients.

CHAPTER-5

CONCLUSION

On the basis of analysis, it is clear that the Customers' taste & preference is increasing towards CADBURY branded products.

Due to sincerity & responsiveness, people have to become aware for quality. The study shows the best quality is provided by the companies then price is not important for customer. Company should provide better quality of products.

Today, Nation is passing through a phase of rapid transformation. Two forces are most responsible for these types of drastic changes; they are explosive growth of trade & international competition & other force like technological change. This new era has witnessed remarkable advancement in the availability of information & a number of large companies operations in such market where the principal of natural selection lead to the "Survival of the Fittest." These two companies Cadbury and Nestle have to improve a lot by providing new range of chocolates, attractive packing and better promotional offers during festive season to withstand international companies.

A survey of the people has been conducted to know the liking pattern of the two products Cadbury and Nestle. It is observed that overall people like to eat Cadbury brand rather than nestle. It is concluded that mostly people preferred Dairy Milk of Cadbury due to its Flavour/taste, quality and image and due to its hard form. Some people often like to have a Chocolate with good flavour, quality hard form. Some people often like to have a chocolate with good flavour, quality taste and crunchiness.

It is thus concluded from the facts collected that mostly people refer to buy big pack of their favourite chocolate, and sometimes some of them go for small and family pack.

The most important factor which is considered while purchasing any milk chocolate bars is Taste of that chocolate. They give preference to other factors also, but most important thing is taste. The buying behaviour of consumers is also affected by the different type of advertisements. And the most influencing media is electronic media i.e. TV, and from reference group friends are in most influencing position. Quality is the most important factor which consumers consider while switching over to any other brand of milk chocolate bars.

The buying behaviour of consumer for different brands of milk chocolate bars is affected by various factors like price, taste, packaging, brand etc. 55% of the consumer check or consider manufacturing and expiring date while buying any chocolate. 45% of consumers don't go for that. This should be a matter of concern. The conclusion is that the company should concentrate more on television for advertisement, as mostly people get attracted through television only and the company should concentrate on its price and taste as people are least satisfied with it these factors.

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- <http://www.google.com/>
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- <http://www.packaging/>
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- <http://en.wikipedia.org/wiki/preference>

Books:

1. Marketing Management - Philip Kotler.
2. Research Methodology - C. R. Kothari.

APPENDIX

QUESTIONNAIRE:

(Please tick wherever necessary)

1. Personal Profile:

Name:

Address:

Age:

Between 0-10

Between 10-20

Between 20-30

Above 30

Gender:

Male

☐

Female

☐

Educational Qualification:

Profession:

Tick into the circle of your preference option:-

Que1. Do you eat chocolate?

Yes

☐

No

☐

Que2. Which brand of chocolate do you prefer?

Cadbury

☐

Nestle

☐

Que3. Which sub-brand you have purchased?

Cadbury

☐

Dairy Milk

☐

5Star

☐

Perk

☐

Celebrations

☐

Milk Chocolate

☐

Nestle

☐

Kit Kat

☐

Munch

☐

Milky Bar

☐

Bar-One

☐

Temptation

☐

Que4. Rank the sub-brands of chocolates according to your preference? (1 for most preferred)

Cadbury

☐

Dairy Milk

☐

5Star

☐

Perk

☐

Celebrations

☐

Milk Chocolate

☐

Nestle

☐

Kit Kat

☐

Munch

☐

Milky Bar

☐

Bar-One

☐

Temptation

☐

Que5. How much importance do you give to the following factors when you purchase a chocolate? (Tick in the desired column)

<u>Factors</u>	<u>Very Important</u>	<u>Important</u>	<u>Normal</u>	<u>Least Important</u>
Flavour/taste				
Price				
Quality				

Packaging				
-----------	--	--	--	--

Que6. Which form of a chocolate do you like?

Hard ☐
 Nutties ☐
 Crunchy ☒
 Chew ☐

Que7. What pack do you purchase?

Small ☐
 Big ☐
 Family Pack ☐

Que8. Which promotional offers attract you most?

Free gifts ☐
 Price Offer ☐
 Any other: _____

Que9. Which of these factors affects your purchase?

- Advertisement ☐
- Suggestion from friends and relatives ☐
- Attractive Display ☐
- Doctors' Advice ☐
- Brand Ambassadors ☐
- Ingredients ☐

Que10. Which media of advertisement influence your purchase?

Television

☐

Newspapers Brochures

☐

Hoarding Display

Que11. If your preferred brand is not available for repeat purchases then what will you do?

- Postpone your purchase
- Switch over to other brand
- Go to the other shop to search for your preferred brand

☐☐☐

Que12. Do you feel that the product characteristics match with those mentioned in the advertisement?

Yes

☐

No

☐