

A STUDY ON CUSTOMER'S PREFERENCE TOWARDS VARIOUS BRANDS OF CHOCOLATES

Submitted in partial fulfilment of the Requirement for the award of

Bachelor of Business Administration

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with grade "A" by NAAC

Jeppiar Nagar, Rajiv Gandhi salai,

CHENNAI- 600 119

MARCH 2021



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of A.P. ABITHA (38280013) who carried out the project entitled "A STUDY ON CUSTOMER'S PREFERENCE TOWARDS VARIOUS BRAND'S OF CHOCOLATES IN under our supervision from 6th January 2021 to 6th March 2021.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External examiner

DECLARATION

I A.P. ABITHA (38280013) hereby declare that the Project Report entitled "A STUDY ON CUSTOMERS PREFERENCE TOWARDS VARIOUS BRAND'S OF CHOCOLATES" done by me under the guidance of Dr. M. THINESH KUMAR M.Com. MBA., M.Phil., Ph.D Internal and JAYASEELY external is submitted in partial fulfillment of the award of Bachelor of Business Administration Degree.

Date:

PLACE: CHENNAI

A.P. ABITHA

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ABSTRACT

Chocolate! Chocolate is liked and eaten by all age group of people. It may be in a form of hard, nutties, crunchy and chew. It is available in small big and family pack. Chocolate has many shapes. It taste like sweet and bitter. Consumer brand preference is an essential step towards understanding consumer choice behaviour and has therefore always received great attention from marketers. However, the study of brand preference has been limited to traditional marketing focusing on functional attributes to maximize utility. The main objective of this project study is to help the students to develop ability of research of the products and practical technique to solve real life problem related to the products. In this grand research project report it has been attempted to analyze the needs and preferences of the customers and suggest them the most suitable product solutions, as well as it is also analyzed the brand awareness among the people.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

In this research I have surveyed the product performance and buying behavior of the famous Brand's of Chocolates- Nestle, Cadbury, Amul and Mars, which are consumed by people of all ages. After this research I came to know how people perceives these products on the variable like price, quality, advertisement, satisfaction,, taste, packaging, brand, loyalty etc... I also came to know which particular brand of Chocolate is most preferred by people of different age groups. In this research I have surveyed that how frequently and how much Chocolate they consume, whether they buy small, big or family pack. Trend of ongoing changes in their likings has been shown in the report.

1.2 INDUSTRY PROFILE

1.2.1 History of Chocolates:

The history of Chocolate began in mesoamerica. Fermented beverages made from Chocolate date back to 450 BC. The Aztecs believed that Cacao seeds were the gift of Quetzalcoatl, the god of wisdom and the seeds once had so much value that they were used as a form of currency.

The creation of the first modern Chocolate bar is credited to Joseph Fry. The Indian Chocolate industry has come a long way since long years. Ever since 1947 the Cadbury is in India, Cadbury Chocolates have ruled the hearts of Indians with their fabulous taste.

1.2.2Market capitalization:

The Indian candy market is currently valued at around \$664 million, with about 70% share in sugar confectionery and the remaining 30% in Chocolate confectionery. Indian Chocolate industry is estimated at US\$ 400 million and growing at 18% per annum.

Size of the industry:

The size of the market for Chocolates in India was estimated at 30000 tonnes in 2008. Bars of moulded Chocolates like Amul, milk chocolate, dairy milk, truffle Nestle premium, and Nestle milky bar comprise the largest segment, Accounting for 37% of the total market in terms of volume. The Chocolate market in India has a production volume of 30800 tonnes.

1.2.3 Major players:

Cadbury's India limited

Nestle India

Cocoa manufactures and processors co-operative

Bars count lines Wafer panned premium

5 star, milk

Amul milk chocolate

1.3 COMPANY PROFILE



Cadbury latest company profile, Cadbury latest selection procedure, Cadbury 2010,2011,2012,2013 free solved sample placement papers, Cadbury previous years question papers, Cadbury off and on campus recruitment for fresher job engineers and graduate, job trainees, executives placement procedure All IT TCS,Wipro Cisco,IBM....Non IT -PSU-CIL,SAIL,Bhel,Bel,EPI.ECIL,EIL,Banks,IBPS PO,CWE,Clerks Regional rural banks placement papers. Our business in India Cadbury India Ltd. is a part of Kraft Foods. Cadbury India operates in five categories – Chocolate confectionery, Beverages, Biscuits, Gum and Candy. In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, Bournvita, 5 Star, Perk, Bournville, Celebrations, Gems, Halls, Éclairs, Bubbalo, Tang and Oreo. Our core

purpose "make today delicious" captures the spirit of what we are trying to achieve as a business.

In India, Cadbury began its operations in 1948 by importing chocolates. After over 60 years of existence, it today has six company-owned manufacturing facilities at Thane, Induri (Pune) and Malanpur (Gwalior), Bangalore and Baddi (Himachal Pradesh) Hyderabad and 4 sales offices (New Delhi, Mumbai, Kolkata and Chennai). Cadbury India enjoys a value market share of over 70 percent in the chocolate category and our brand Cadbury Dairy Milk (CDM) is considered the "gold standard" for Chocolates in India. The pure taste of CDM defines the Chocolate taste for the Indian consumer.

Cadbury Products



Nutritional Information

A 39 g Dairy Milk bar as sold in the U.S. provides you with 200 calories. Half of these calories come from fat. A bar of Dairy Milk contains 11 g of fat -- of which 7 g is saturated fat, 23 g of carbohydrate -- of which 22 g is sugar, 3 g of protein, less than 1 g of fiber and 40 mg of sodium.



Nestlé was founded in 1867 on the shores of Lake Geneva in Vevey, Switzerland and its first product was “Farine Lactée Nestlé”, an infant cereal specially formulated by Henri Nestlé to provide and improve infant nutrition. From its first historic merger with the Anglo-Swiss Condensed Milk Company in 1905, Nestlé has 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 beverages 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. Namely, 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 247,000 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.

NESTLE PRODUCTS



Advantages of Nestle

Some of the benefits of Nestle is the fact that it is a top rated general player while in the market, participating in with a major function in many different industry segments, for example food and beverage industry, together with in business services and products together with from the pharmaceutical market.

Mars

Mars makes chocolates, snacks, and other products for Earth's consumers. It makes globally recognized brands M&M's, Snickers, and the Mars bar, as well as other confections such as 3 Musketeers, Dove, Milky Way, Skittles, and Twix. Through the world's largest chewing gum maker Wm. Wrigley Jr. Company, Mars owns the Juicy Fruit, Orbit, Altoids, and Extra brands. Its product portfolio also boasts Seeds of Change organic food, Combos and Kudos snacks, Uncle Ben's rice, and pet food made under Pedigree, Sheba, Whiskas, and nearly 50 other brands. The Mars

family owns the historically secretive company, making Mars one of the nation's largest private companies and the family one of the nation's wealthiest.

MARS PRODUCTS



Mars benefits

Mars have flavanols micronutrients found in many vegetable's like cocoa. moreover, mars chocolate helps to improve the blood flow. Moreover, it also proves helpful to improve to treat the immune disorders. also, it is a power source of antioxidants. it also help to raise **HDL** and protects **LDL** from oxidation. it also found that mars help to protect the skin from the sun.



In India, they are also the names of varieties of dark chocolate launched by the

Gujarat Co-operative Milk Marketing Federation (GCMMF), widely known as Amul. Their elegant, 125-gram packs have been catching the eye of consumers. And why? Because these sophisticated chocolates cost just a third of broadly equivalent imported brands.

Chocolate is not new for Amul. It is said that in the early 1970s cocoa farmers in South India sought Verghese Kurien's help in replicating Amul's success in milk co-operatives — the “White Revolution”, as people of a certain generation will recall — to cocoa and also asked him to set up a chocolate plant.

AMUL PRODUCTS



Amul benefits

- Very Nutritious. ...
- Powerful Source of Antioxidants. ...
- May Improve Blood Flow and Lower Blood Pressure. ...
- Raises HDL and Protects LDL From Oxidation. ...
- May Reduce Heart Disease Risk. ...
- May Protect Your Skin From the Sun.

1.4 Need for the study

- This study helps to find the factors that influence the consumption pattern of the consume.
- This study will help us to know the customer preference towards the Chocolates.
- This study helps to understand the need and their demand in the market.

1.5 SCOPE OF THE STUDY

The scope of the study restricts itself to the analysis of consumer preference, perception and consumption of Chocolates. The study is limited to only four Brand's of Chocolates- Cadbury, Nestle, Amul, Mars.

1.6 OBJECTIVES OF THE STUDY

Primary objective

- To identify the customer preference towards various brands of Chocolates.

Secondary objective

- To Study the customers performance on various brands of Chocolates
- To analyze the factors
- To give the suggestion to the buying behavior of various brands of Chocolates.

CHAPTER 2

REVIEW OF LITERATURE

2.1 A literature review or narrative review is a type of review article. A literature review is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic.

Dr. Shendge (2012) on his study “A comparative study of consumer preference towards Cadbury and Nestle Chocolates with special reference in solapur city” viewed that chocolate is liked and eaten by all age group of people.

Patnaik, Pradeepa Kumar(2012), conducted a study on costomer preference towards Cadbury's India LTD and Nestle India LTD. T he objective of the study was to analyze the consumption pattern and customer preference towards these industries. The sample size was 120 respondents. The marketers has to understand the real need, wants, beliefs of a consumer towards product and services.

Dr. S.P.Savitha[1] , A study on consumer preference towards Amul product in Madurai city. The research is pretaining to find out the present consumer preference of Amul product.

According to **Ppneswire (2016)** the focus of the chocolate is the consumers preference. They change the design of their product to satisfy the consumers and to attract many people to buy their product.

Glendale, Calif (2015) many consumers preferred crunch chocolate with mint called girl scouts. According to their survey it is perfect flavour of chocolate based on their consumers and it is match for summer vibes. The limited edition Nestle crunch girl scouts won best new product award.

According to **Julia Brdshaw (2017)** The Nestle company reported that their business experienced growth sales decrease. Nestle owns other Brands namely Nespresso, KitKat and Huagen dazs and they will planning to Target the sales growth of 2pcs or 4pcs this year and that is lower than company target for more than a decade and Mr. Mark Schneider hoping in 2020 to achieve mid-single digit growth.

According to **Michael Bow (2015)** The Cadbury biggest market sales clumps for about 24.3% . The Asia Pacific division includes China and India was the best performing region with revenues down 5.3% but the company in Europe has biggest market and has a 24.3 percent slump in sales.

Ankita Singh (2012) made a study on brand image measurements towards Cadbury dairy milk. The main objective of the study is to increase the consumption and encourage the usage of CPM as an integral part of sweets. Primary data are collected through interview method with the sample size of 140 respondents. The outcome of the study reveals that CPM is a universally accepted brand that instigates a childlike behavior and happiness among all the age groups.

Poateek pawar (2016) conducted a study entitled consumer behavior towards Chocolates. The main objective of the study is to study the consumer behavior towards Chocolates and understand the buying pattern of the consumer of Chocolates. The study involves both primary and secondary data. The primary data were collected through questionnaire with the sample size of 100 respondents by using simple random convenience sampling method. The outcome of the study reveals that the consumers are satisfied with the product.

Karthikeyan (2017) conducted a research, consumer preference towards various brands of Chocolates. Need for the study is to find preference level of consumer towards Chocolates. By adopting sampling method primary data were collected 100 respondents. The finding of the study include that overall preference level among the consumer is more than 40.

Usha V (2007) in her study “A study on buying behavior of consumers towards instant food products in kolar District,” stated that in India, majority of food consumption is still at home.

Gopalakrishnan (2017) Conducted a study to find out the consumer preference towards chocolate with special reference to Uthamapalayam city. The main objective was to study the satisfaction level of customers towards Chocolates. The sample size is 100 in Uthamapalayam city. Tools used for the study is chi-square, percentage analysis. The study mainly concentrated on general price level, quality and consumer expectation overall satisfaction about chocolate, general awareness and consumer preference of Chocolates.

Paul Rozin (2015) in his article states that Chocolates is the most craved food among females and is craved by almost half of the female sample (in both age groups).

Sarah Hagget (2012) says that a controversial government endorsed campaign to tackle obesity by encouraging children to exchange chocolate bar wrappers for sports equipment. A company like Chocolates is capable of delivering 12 million message into the market place and engaging young people in positive dialogue.

Sakthi (2010) in his research Chocolates is liking of all age group of people's. Sample size is 250. (In both age groups). A topic is A study on customers preference towards Chocolates.

Patnaik Naidu (2012) in his research , A study on consumer preference towards Chocolates, to find out the factors like brands packaging tast flavour etc... what customer wants and needs. Sample size is 150.

Kathiravan (2014) A study on customers preference towards various brands of Chocolates like Amul Nestle Cadbury and Mars. In the research sample size 200 and Chocolates is liking for all ages of people.

R. Manikandan and A.Ramkumar (2018) , A study on customer preference towards Chocolates, Chocolate occupy a pivotal role in the industry. The required primary data collected well structured questionnaire issued to 250 college students. And enhance level of awareness above the popular branded Chocolates.

P. Abirami and S. Gayathri (2018) , A study on consumer satisfaction towards Chocolates, This study covers the consumer satisfaction towards Chocolates with special reference. Sample size 150.

D. Shanthi (2018) , A study on consumer preference towards Chocolates, Chocolate is liked and eaten by all age of people. This study helps in Products development and improvement in launching of new product. The limitation of the study restricts itself to the analysis of consumer preference, perception and consumption of Chocolates.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The design of a research is a plan or a model that helps researcher to conduct a formal investigation and survey. It is an application of methods and procedures for acquiring the information needs for getting a desire outcome. It decides the sources of data and methods for gathering data. A good design insures that the information obtained is relevant to the research question and that is was collected by objectives. Since, research design is simply the frame work or plan for a study. Our approach to research is descriptive and quite specific.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary data – Questionnaire send to 150 respondents.

Secondary data – Websites and online journals, published reports & Review of literature from published articles.

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE

Taking into consideration research instrument selected by us is questionnaire. Because it gives more flexibility in terms of data.

Data collection mode is through online and filling up the questionnaire.

Method: convenience sampling method.

Sample size: 150

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4 STRUCTURE OF THE QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers. And second part contained the respondents opinions about customers preference.

3.8 LIMITATIONS OF THE STUDY

- The main source of data for the study was primary data with the help of self administered questionnaires.
- This study conducted relating to the Various brands of Chocolates so the result is applicable for all ages of people.
- Another limitation was the relatively short period and within which this research was carried out.

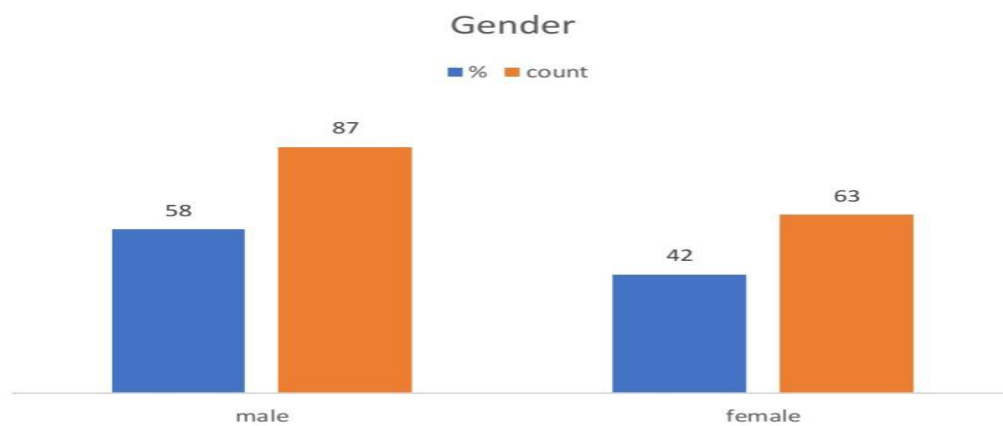
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

1. GENDER

Options	%	Count
Male	58.00	87
Female	42.00	63

Chart



Interpretation

According to the above analysis it is concluded that 150 respondents, 58% of respondents are Male and 42% of respondents are Female.

Inference

The majority of the respondents are Male.

PIE CHART

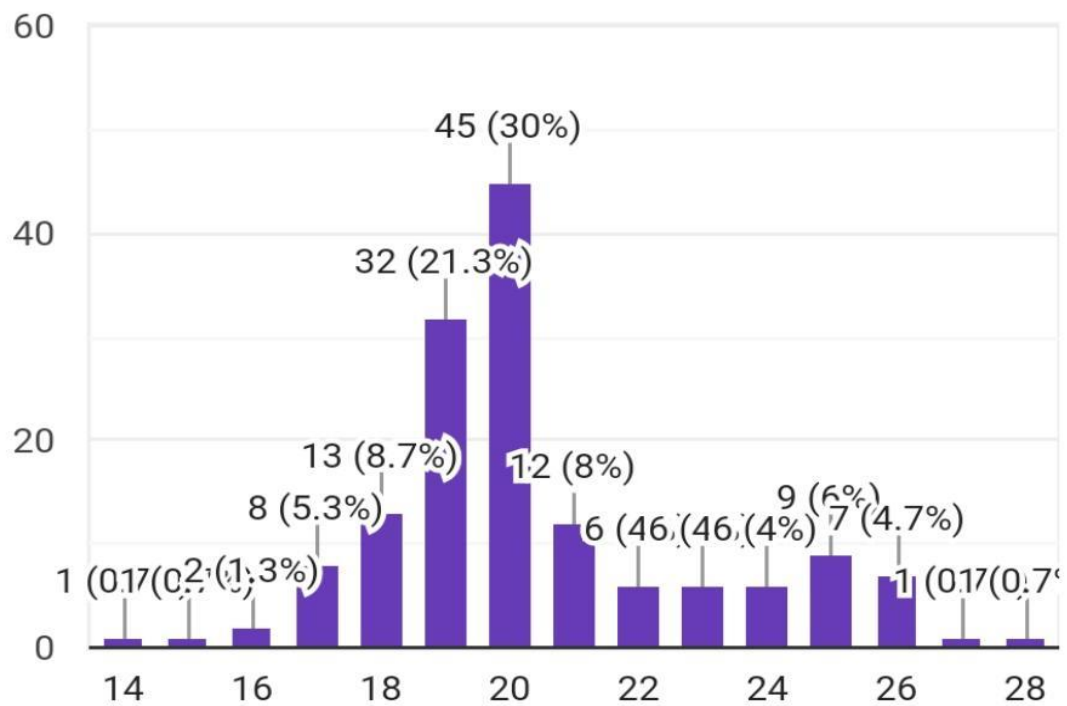
Male - 87
Female - 63



2. AGE

Age

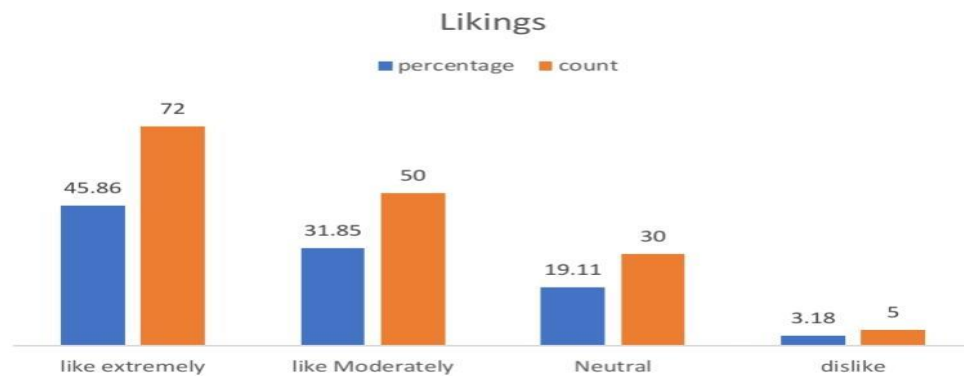
150 responses



3. Likings

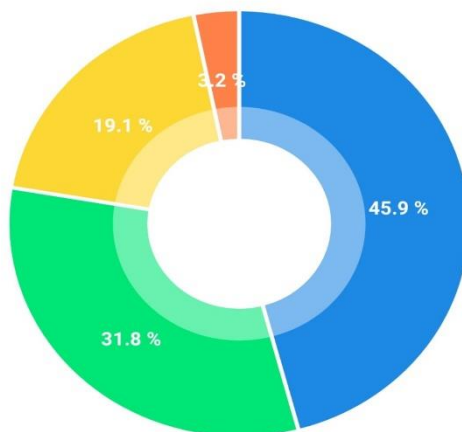
Options	Percentage	Count
Like extremely	45.86	72
Like Moderately	31.85	50
Neutral	19.11	30
Dislike	3.18	5

Chart



PIE CHART

- Like extremely - 72
- Like moderately - 50
- Neutral - 30
- Dislike - 5



Interpretation

According to the above analysis, 72 respondents like extremely, 50 respondents like Moderately, 30 respondents like neutral and 5 respondents dislike the Chocolate.

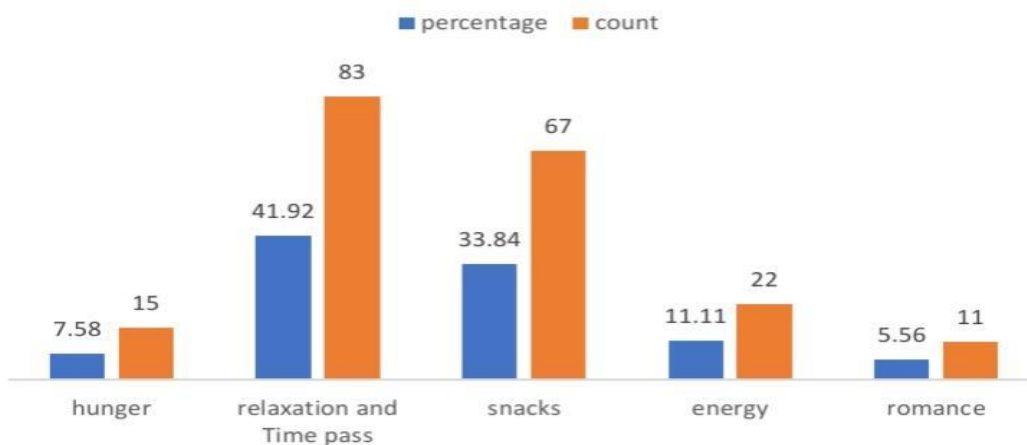
Inference

The Major respondents like Extremely the Chocolates.

4. Why you prefer eating Chocolates

Options	Percentage	Count
Hunger	7.58	15
Relaxation and Time pass	41.92	83
Snacks	33.84	67
Energy	11.11	22
Romance	5.56	11

CHART



PIE CHART



Interpretation

According to the above analysis 7.58% of respondents hunger, 41.92% of respondents Relaxation and Time pass, 33.84% of respondents Snacks, 11.11% of respondents Energy and 5.56% of respondents Romance to eating Chocolates.

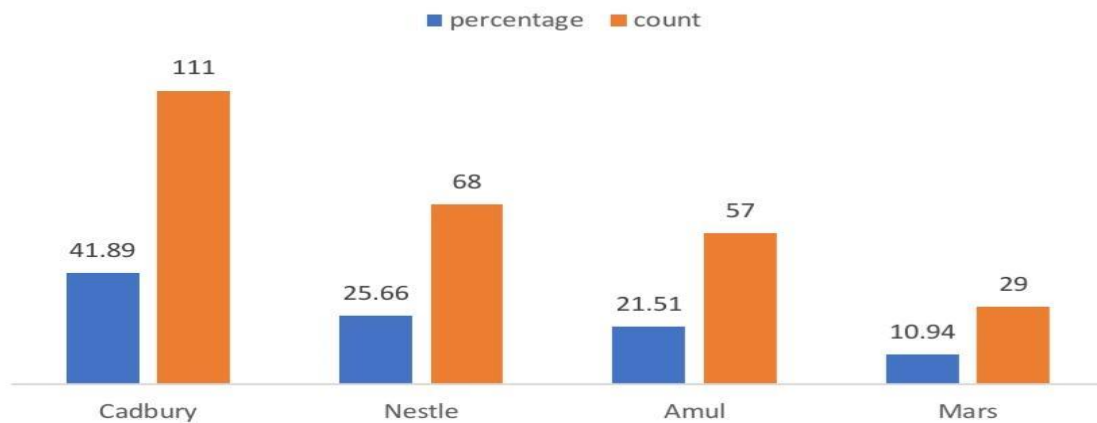
Inference

Majority of respondents eating Chocolates for Relaxation and Time pass.

5. CHOCOLATE BRANDS

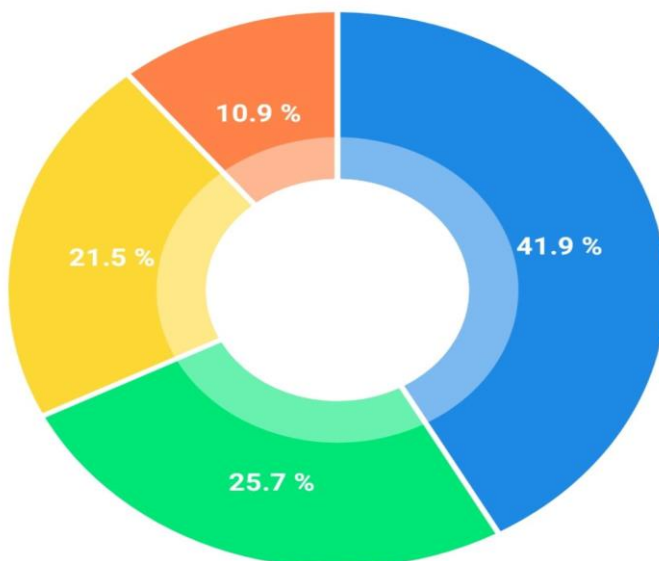
Options	Percentage	Count
Cadbury	41.89	111
Nestle	25.66	68
Amul	21.51	57
Mars	10.94	29

CHART



PIE CHART

- Cadbury - 111
- Nestle - 68
- Amul - 57
- Mars - 29



Interpretation

According to the above analysis, 41.9% of respondents like Cadbury Chocolates, 25.7% of respondents like Nestle Chocolates, 21.5% of respondents like Amul Chocolates and 10.9% of respondents like Mars Chocolates.

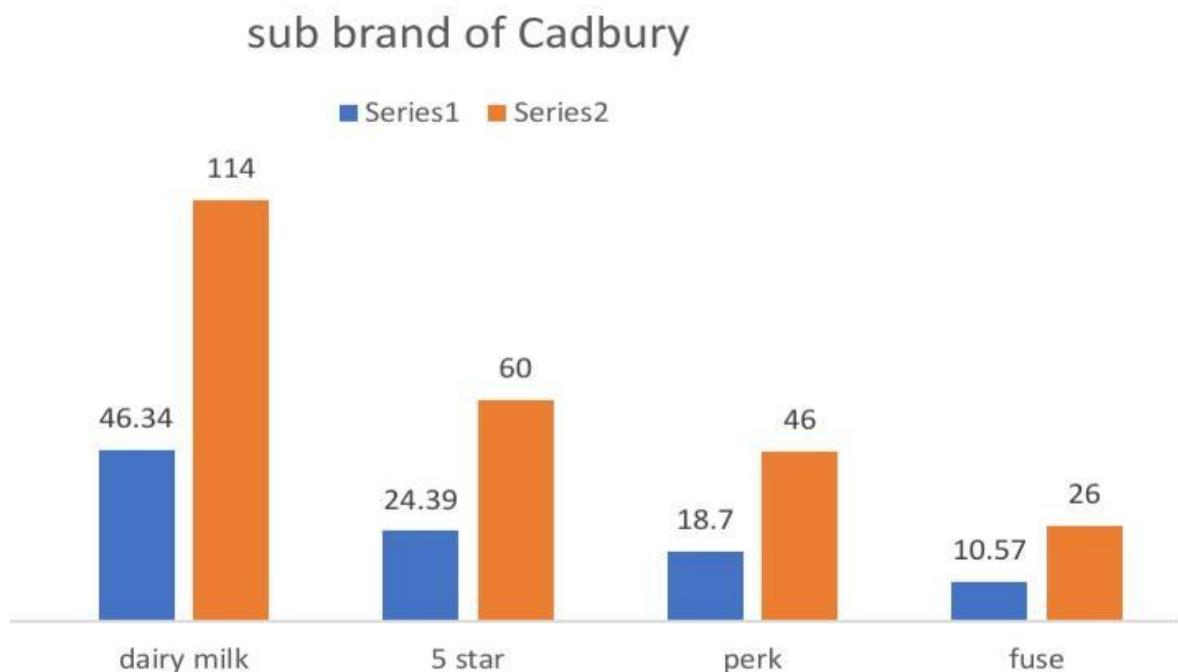
Inference

The Majority of respondents like Cadbury Chocolates.

6. SUB BRAND OF CADBURY CHOCOLATES

Options	Percentage	Count
Dairy milk	46.34	114
5 star	24.39	60
Perk	18.70	46
Fuse	10.57	26

CHART



Interpretation

According to the above analysis 46.34% of respondents like dairy milk, 24.39% of respondents like 5 star, 18.7% of respondents like perk and 10.57% of respondents like Fuse Chocolate.

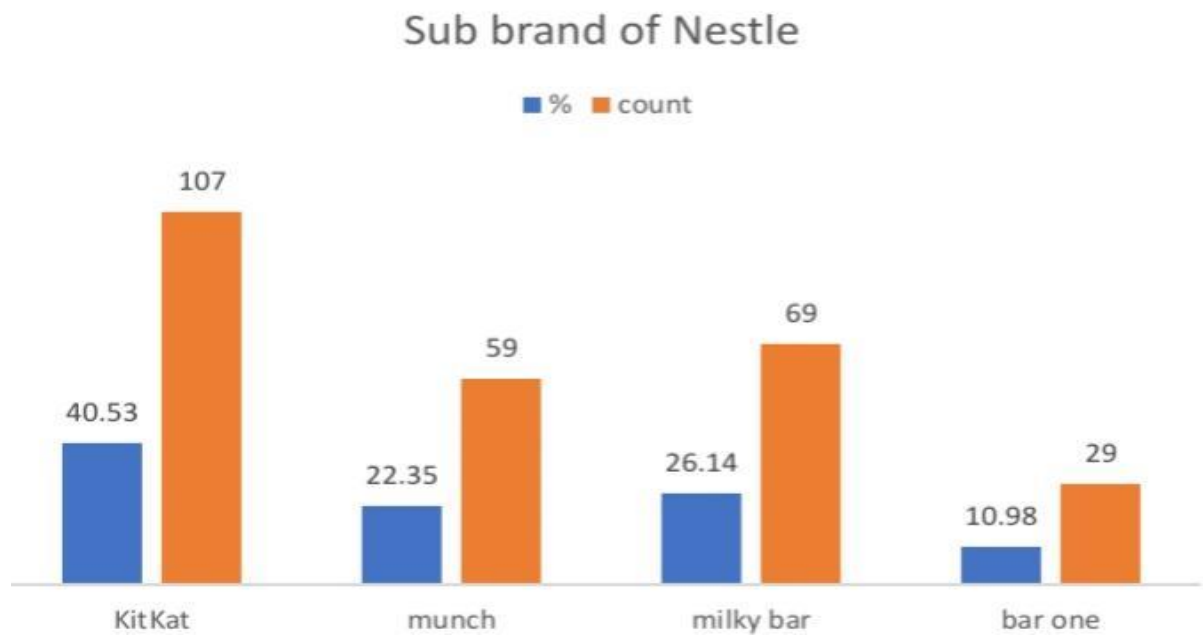
Inference

According to the above analysis the Majority of respondents like Cadbury's Dairy Milk Chocolate.

7. SUB BRAND OF NESTLE

Options	Percentage	Count
KitKat	40.53	107
Munch	22.35	59
Milky bar	26.14	69
Bar-one	10.98	29

CHART



Interpretation

The above analysis shows that 40.53% of respondents like KitKat, 22.35% of respondents like Munch, 26.14% of respondents like Milky bar, and 10.98% of respondents like Bar one Chocolate.

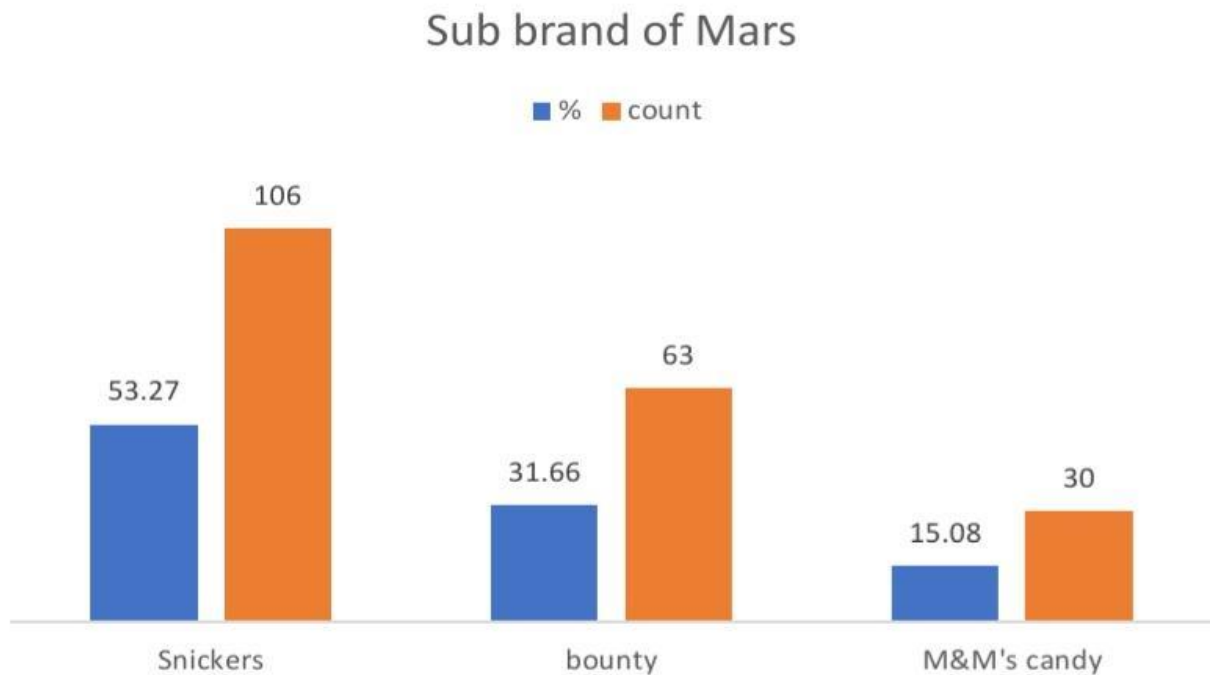
Inference

According to the above analysis, the majority of respondents like KitKat Chocolate.

8. SUB BRAND OF MARS CHOCOLATES

Options	%	Count
Snickers	53.27	106
Bounty	31.66	63
M&M's candy	15.08	30

CHART



Interpretation

The above analysis 53.27% of respondents like Snickers, 31.66% of respondents like bounty and 15.08% of respondents like M&M's candy.

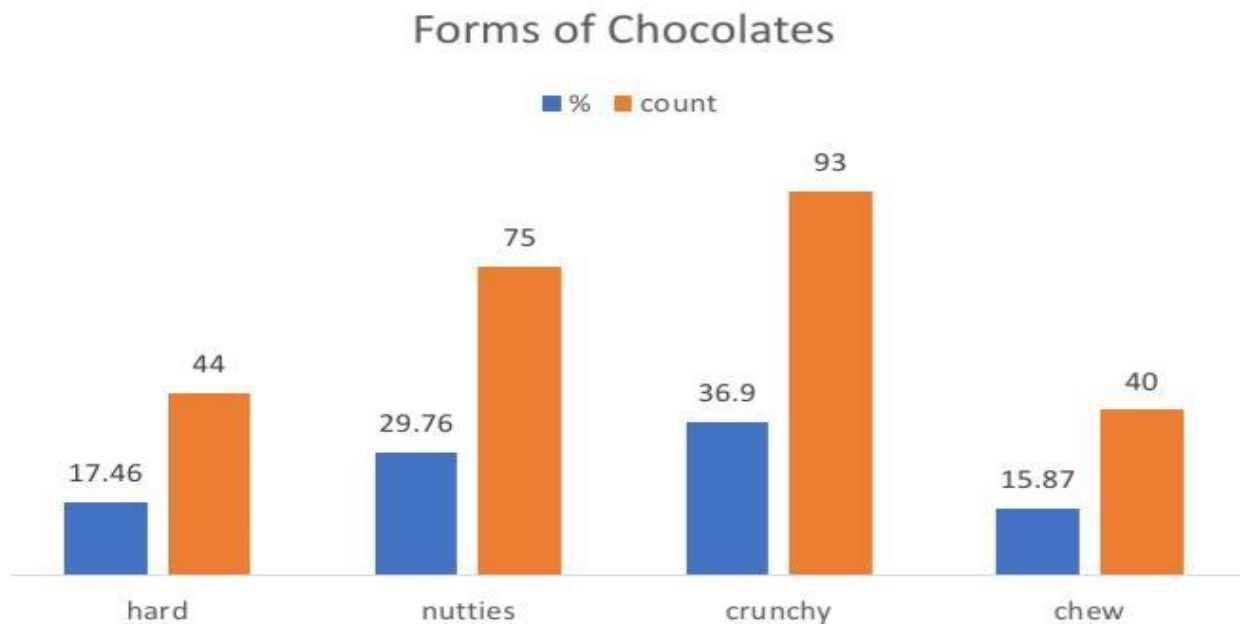
Inference

According to the above analysis Majority of the respondents like Snickers Chocolate.

9. FORMS OF CHOCOLATES

Options	Percentage	Count
Hard	17.46	44
Nutties	29.76	75
Crunchy	36.90	93
Chew	15.87	40

CHART



Interpretation

According to the above analysis, 17.46% of respondents like hard Chocolates, 29.76% of respondents like nutties Chocolates, 36.9% of respondents like Crunchy Chocolates, 15.87% of respondents like chew Chocolates.

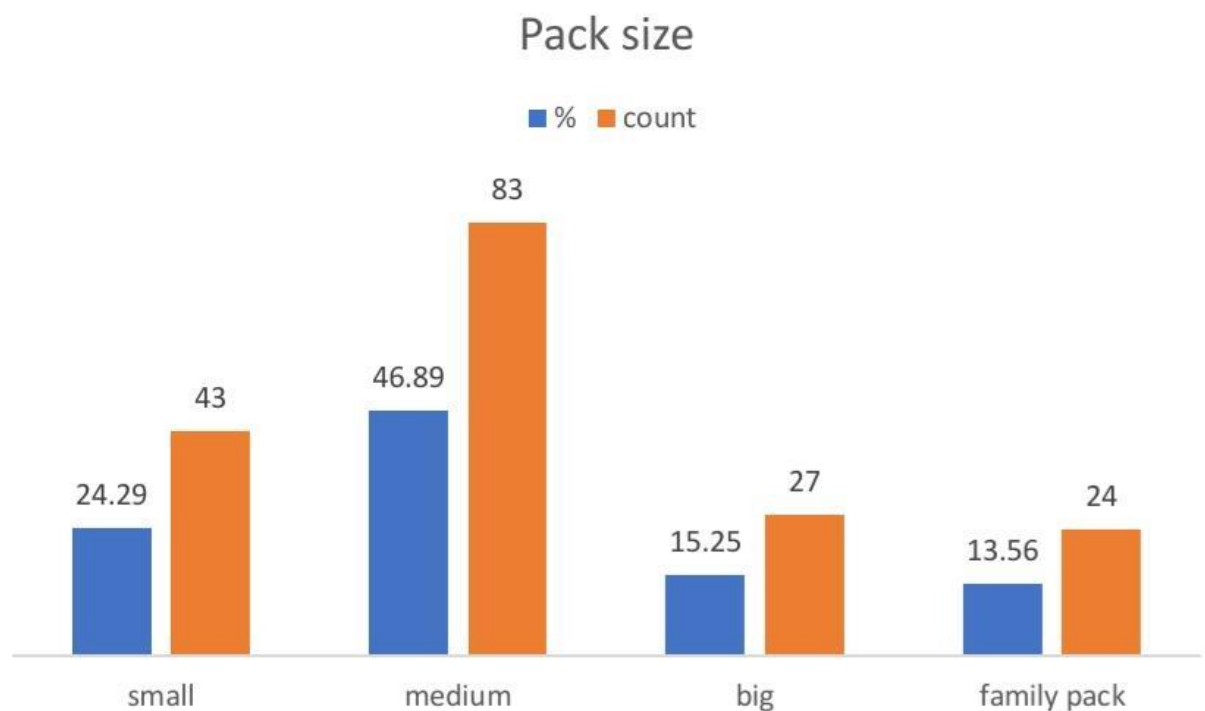
Inference

According to the above analysis Majority of the respondents like Crunchy Chocolates.

10. PACK SIZE

Options	Percentage	Count
Small	24.29	43
Medium	46.89	83
Big	15.25	27
Family pack	13.56	24

CHART



Interpretation

The above analysis, 24.29% of respondents like Small pack, 46.89% of respondents like Medium pack, 15.25% of respondents like big size of pack and 13.56 % of respondents like Family pack.

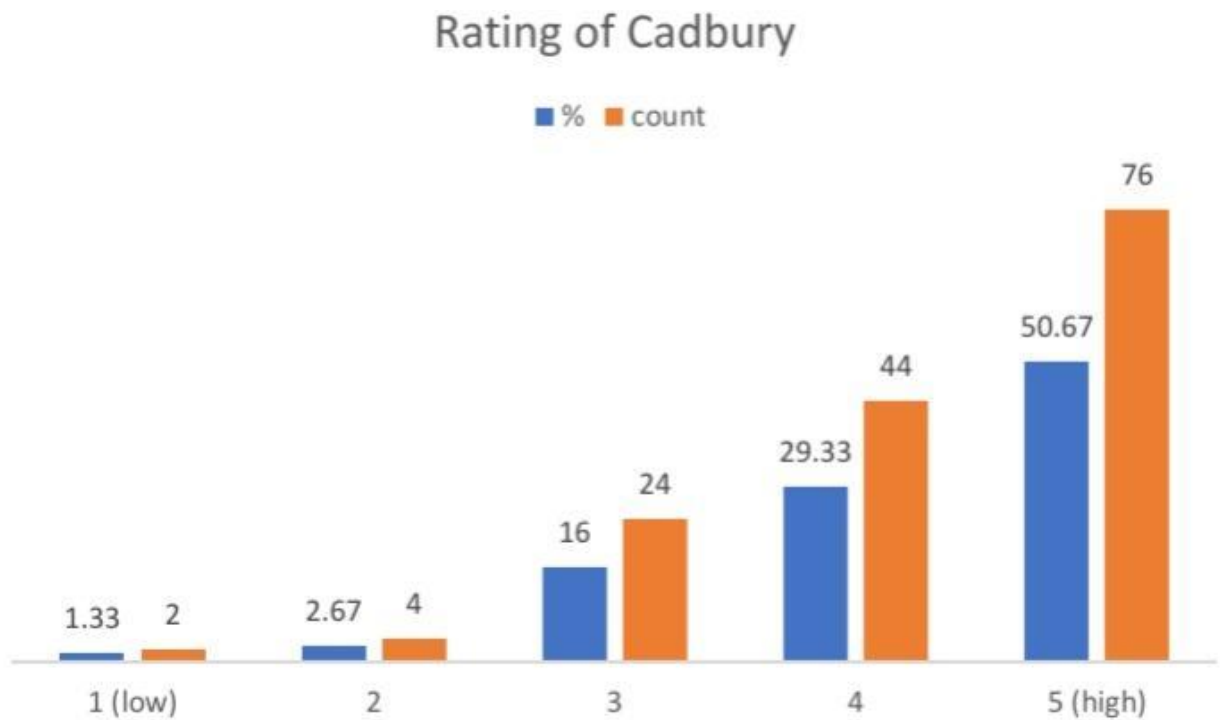
Inference

Above the analysis Majority of the respondents like Medium pack size. 46.89% of respondents like Medium pack size.

11. RATING OF CADBURY CHOCOLATES

Rating	Percentage	Count
1 (low)	1.33	2
2	2.67	4
3	16.00	24
4	29.33	44
5 (high)	50.67	76

CHART



Interpretation

The above analysis, 1.33% of respondents gives 1 point rating, 2.67% of respondents gives 2 point rating, 16% of respondents gives 3 point rating, 29.33% of respondents gives 4 point rating and 50.67% of respondents gives 5 point rating of Cadbury Chocolates.

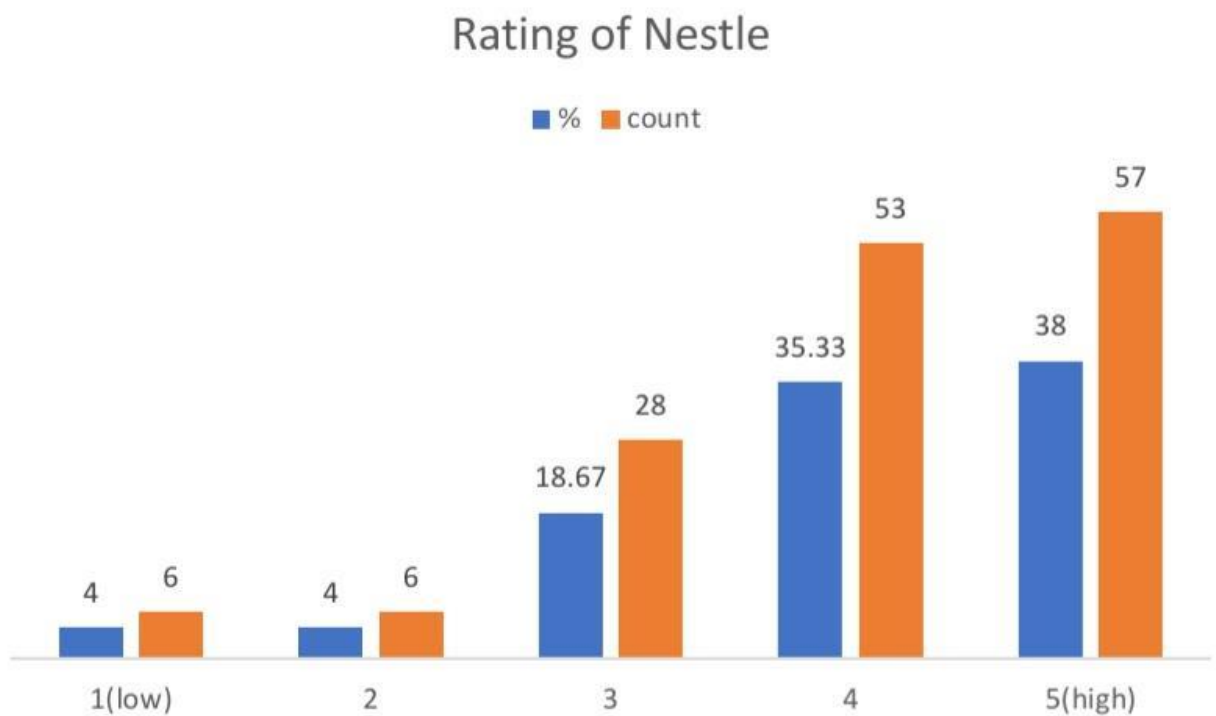
Inference

The Majority of respondents gives High level (5) rating of Cadbury Chocolates.

12. RATING OF NESTLE PRODUCTS

Ratings	Percentage	Count
1 (low)	4.00	6
2	4.00	6
3	18.67	28
4	35.33	53
5 (high)	38.00	57

CHART



Interpretation

According to the above analysis, 4% of respondents gives 1 point rating, 4% of respondents gives 2 point rating, 18.67% of respondents gives 3 point rating, 35.33% of respondents gives 4 point rating and 38% of respondents gives 5 point rating of Nestle Chocolates.

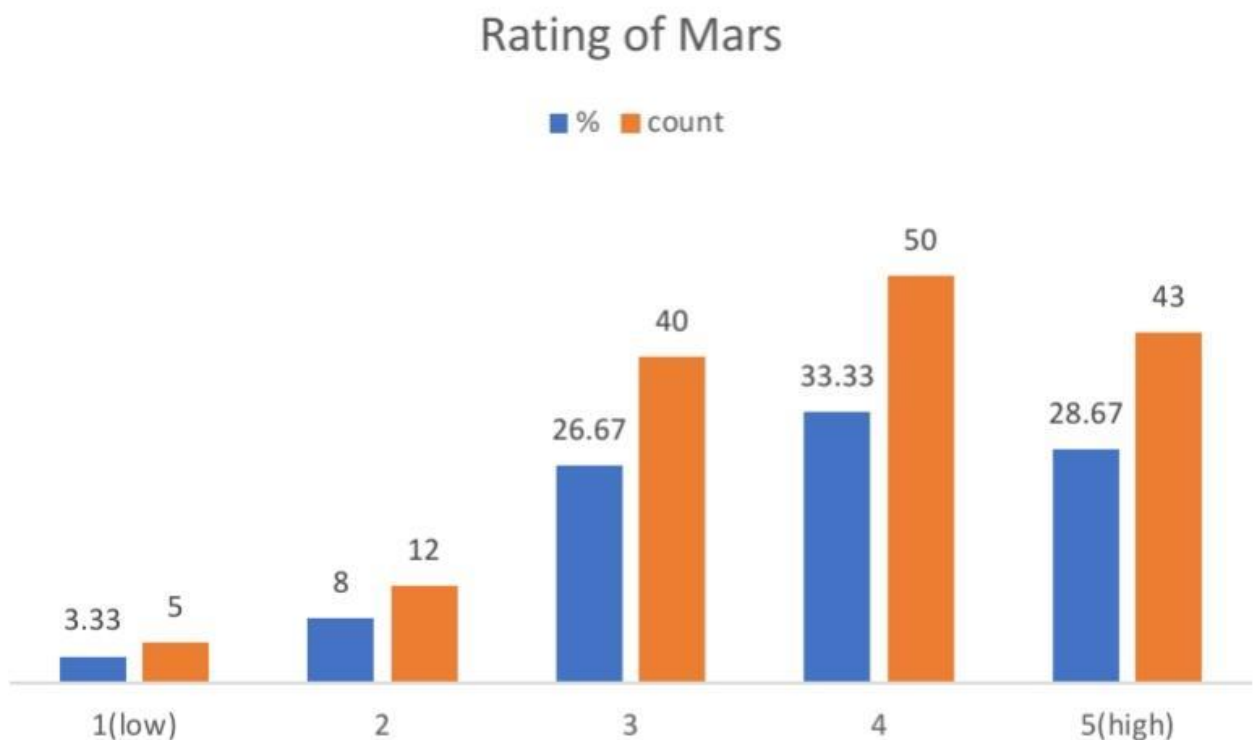
Inference

The above analysis Majority of the respondents gives High level (5) ratings of Nestle Chocolates.

13. RATING OF MARS CHOCOLATES

Ratings	Percentage	Count
1(low)	3.33	5
2	8.00	12
3	26.67	40
4	33.33	50
5(high)	28.67	43

CHART



Interpretation

The above analysis, 3.33% of respondents gives 1 point rating , 8% of respondents gives 2 point rating, 26.67% of respondents gives 3 point rating, 33.33% of respondents gives 4 point rating and 28.67% of respondents gives 5 point rating of Mars Chocolates.

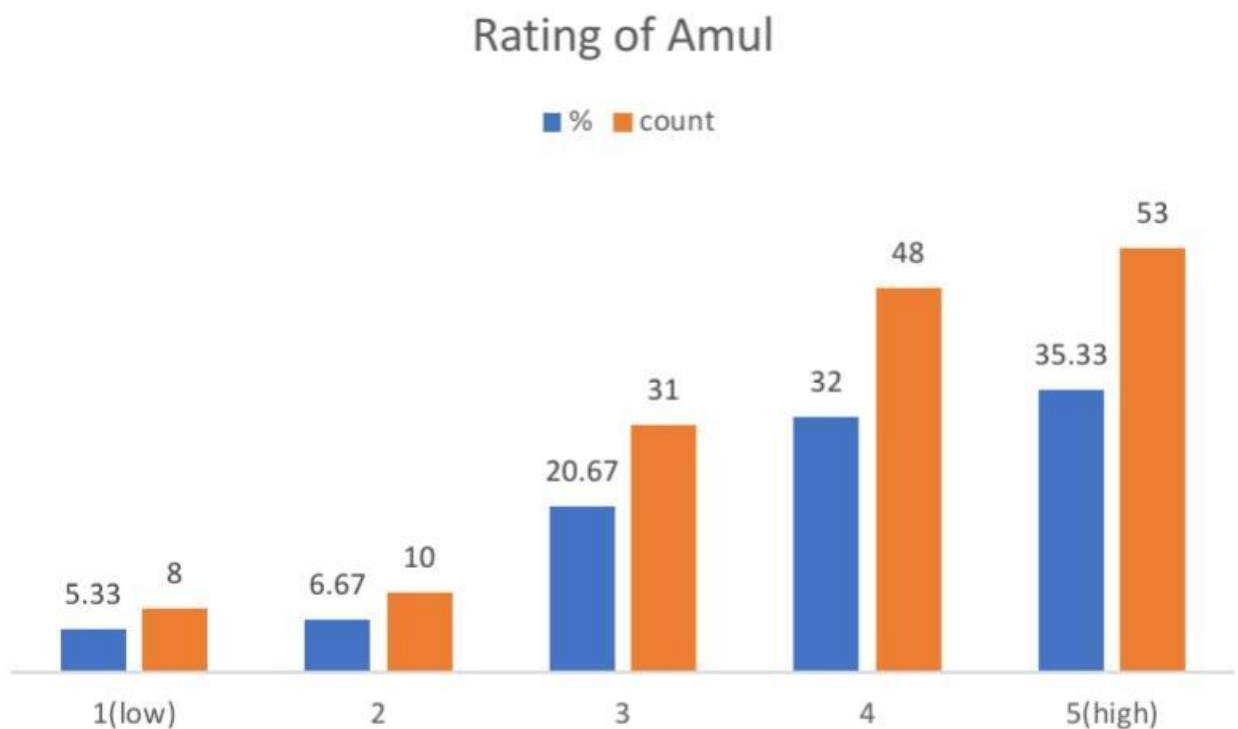
Inference

The above analysis Majority of the respondents gives 4 point rating. 33.33% of the respondents gives 4 point rating.

14. RATING OF AMUL CHOCOLATES

Ratings	Percentage	Count
1(low)	5.33	8
2	6.67	10
3	20.67	31
4	32.00	48
5(high)	35.33	53

CHART



Interpretation

The above analysis, 5.33% of respondents gives 1 point rating, 6.67% of respondents gives 2 point rating, 20.67% of respondents gives 3 point rating, 32% of respondents gives 4 point rating and 35.33% of respondents gives 5 point rating of Amul Chocolates.

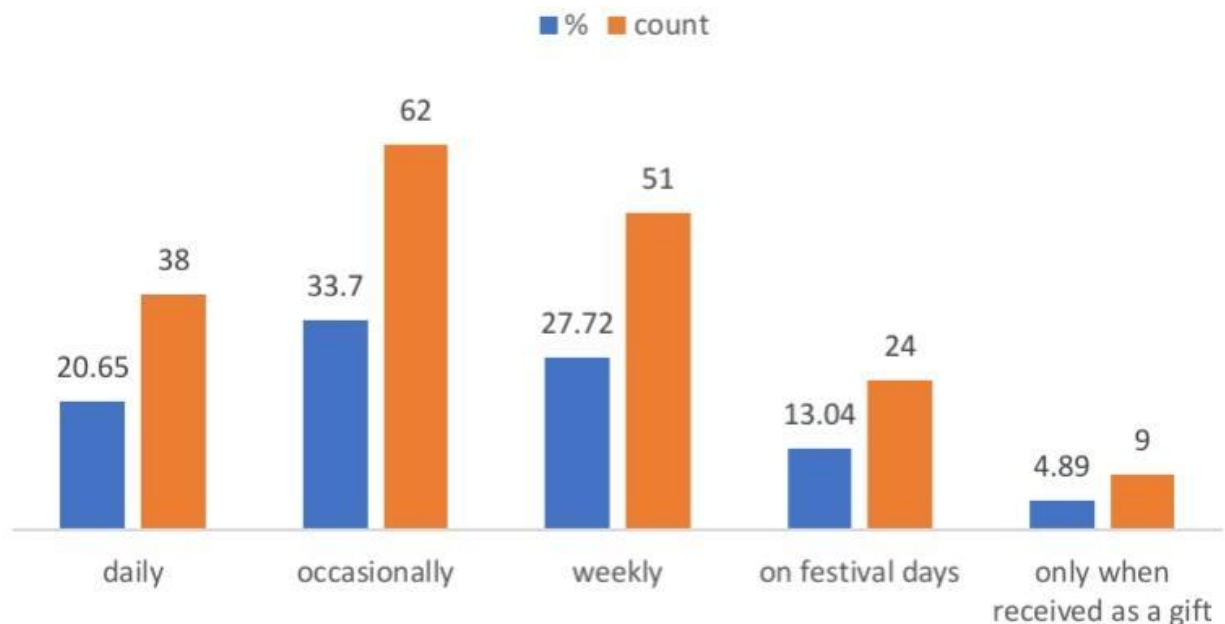
Inference

The above analysis, Majority of the respondents gives High level (5) rating. 35.33% of respondents gives high level rating of Amul products.

15. HOW OFTEN DO YOU EAT CHOCOLATES...

Options	Percentage	Count
Daily	20.65	38
Occasionally	33.70	62
Weekly	27.72	51
On festival days	13.04	24
Only when received as a gift	4.89	9

CHART



Interpretation

According to the above analysis, 20.65% of respondents eat daily, 33.7% of respondents eat occasionally, 27.72% of respondents eat weekly, 13.04% of respondents eat on festival days and 4.89% of respondents eat only when received as a gift of Chocolates.

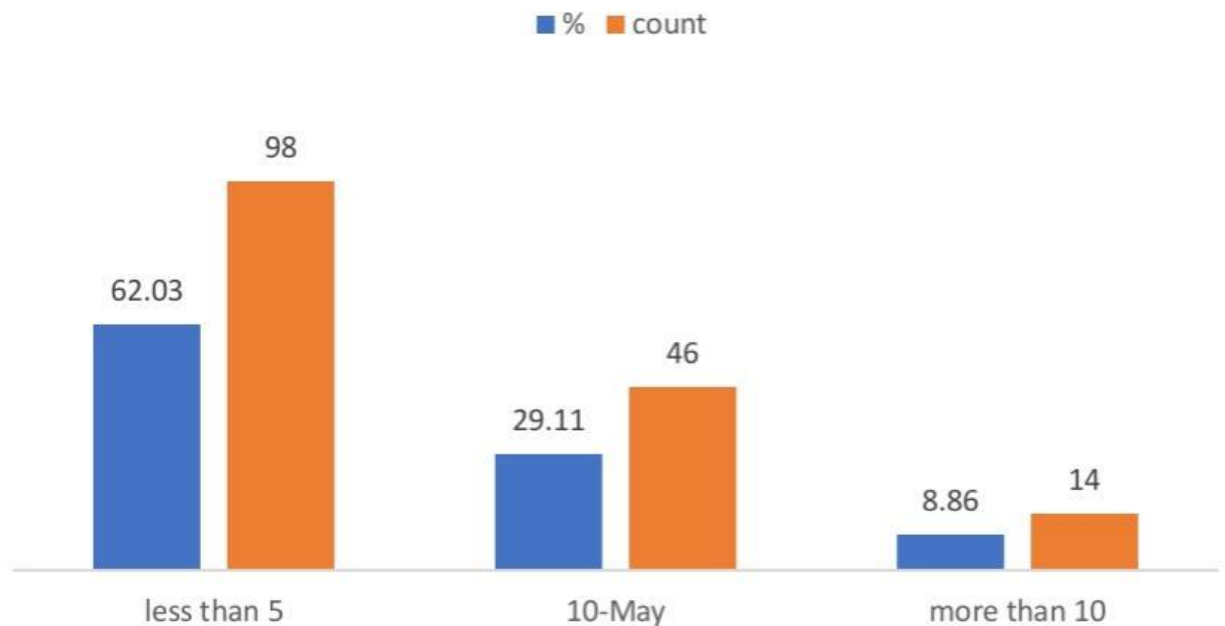
Inference

The above analysis Majority of the respondents eat Chocolates in Occasionally. 33.7% of respondents eat Chocolates in Occasionally.

16. PURCHASES IN ONE WEEK

Options	Percentage	Count
Less than 5	62.03	98
5 to 10	29.11	46
More than 10	8.86	14

CHART



Interpretation

The above analysis 62.03% of respondents eat less than 5, 29.11% of respondents eat 5 to 10 and 8.86% of respondents eat more than 10 Chocolates of a week.

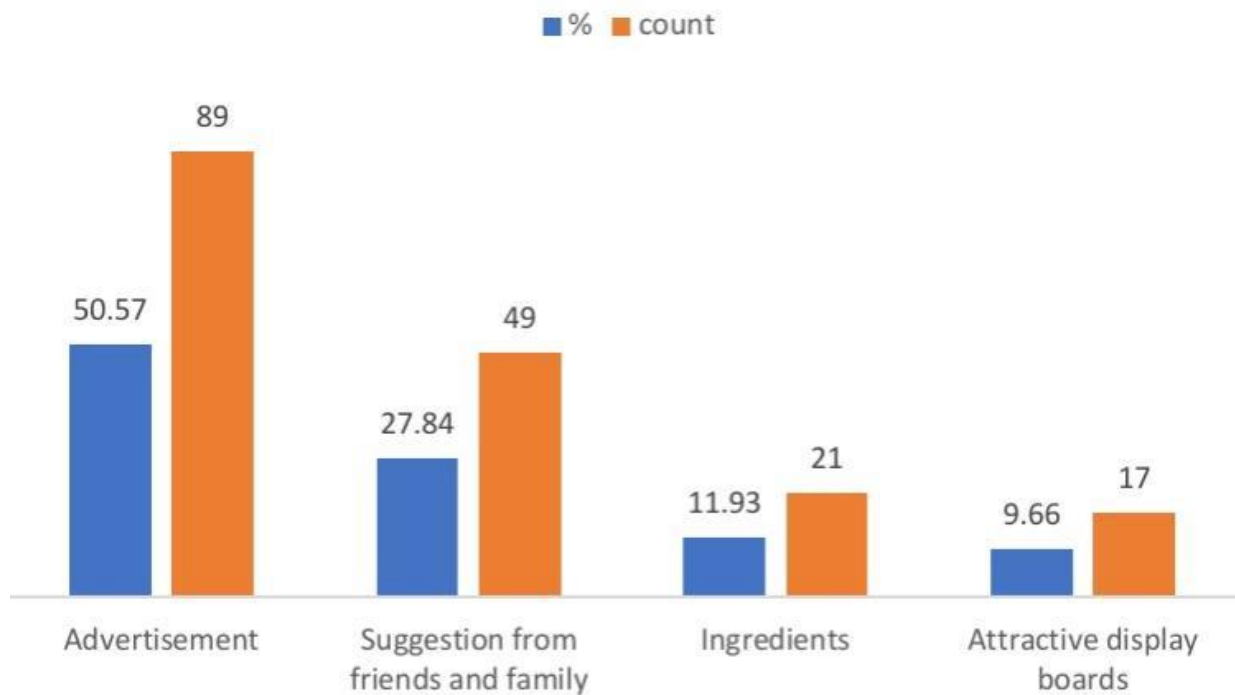
Inference

According to the above analysis, Majority of the respondents purchase in Chocolates of one week, Less than 5 Chocolates.

17. FACTORS AFFECTING A PURCHASE

Options	Percentage	Count
Advertisement	50.57	89
Suggestion from friends and family	27.84	49
Ingredients	11.93	21
Attractive display boards	9.66	17

CHART



Interpretation

The above analysis, 50.57% of respondents like advertisement, 27.84% of respondents are Suggestion from friends and family, 11.93% of respondents like ingredients and 9.66% of respondents like attractive display boards of buying a chocolate.

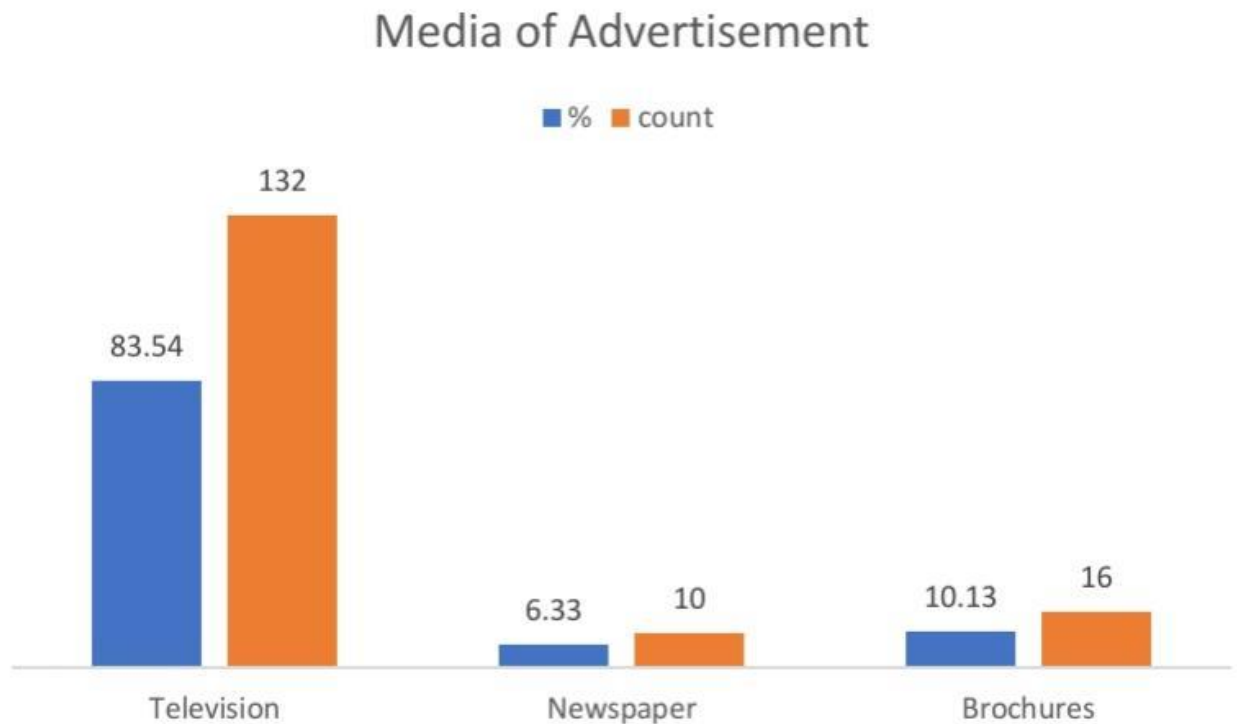
Inference

The above analysis the Majority of the respondents factors of Advertisement.

18. MEDIA OF ADVERTISEMENT

Options	Percentage	Count
Television	83.54	132
Newspaper	6.33	10
Brochures	10.13	16

CHART



Interpretation

The above analysis shows that 83.54% of respondents see ads in Television, 6.33% of respondents in Newspaper, and 10.13% of respondents in Brochures like the Media of Advertisement.

Inference

The above analysis shows that the majority of respondents see the Advertisement in Television.

19. GIFTING OPTION

Options	Percentage	Count
Chocolates	44.17	91
Sweet's	22.82	47
Gift items	33.01	68

CHART



Interpretation

The above analysis, 44.17% of respondents gifting option is Chocolates, 22.82% of respondents gifting option is sweet and 33.01% of respondents gifting option is Gift items.

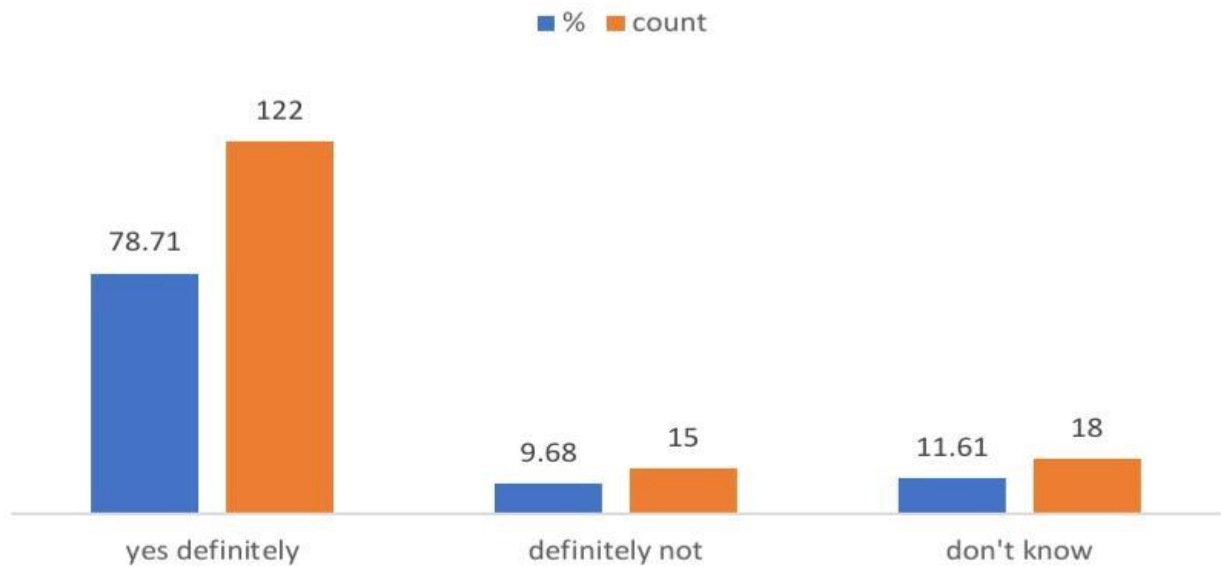
Inference

The Majority of the respondents tells Chocolate is a gifting item.

20. CHOCOLATE IS A GOOD GIFTING OPTION...

Options	Percentage	Count
Yes, definitely	78.71	122
Definitely not	9.68	15
Don't know	11.61	18

CHART



Interpretation

The above analysis, 78.71% of respondents tells Chocolate is a good gifting option, 9.68% of respondents tells definitely not and 11.61% of respondents tells Don't know the Chocolate is a gifting option.

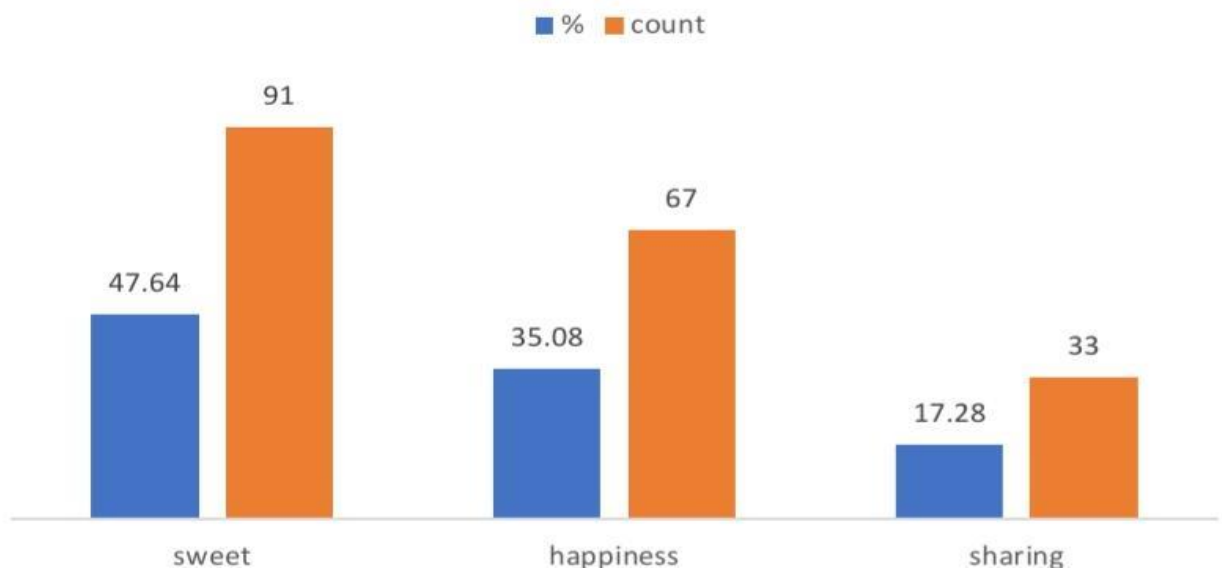
Inference

The Majority of the respondents tells Chocolate is a good gifting option.

21. FIRST THING COMES IN MIND WHEN HEAR CHOCOLATE

Options	Percentage	Count
Sweet	47.64	91
Happiness	35.08	67
Sharing	17.28	33

CHART



Interpretation

The above analysis, 47.64% of respondents tells Sweet is a first thing comes in mind when hear Chocolate, 35.08% of respondents tells happiness and 17.28% of respondents tells sharing is the first thing comes in mind when hear Chocolate.

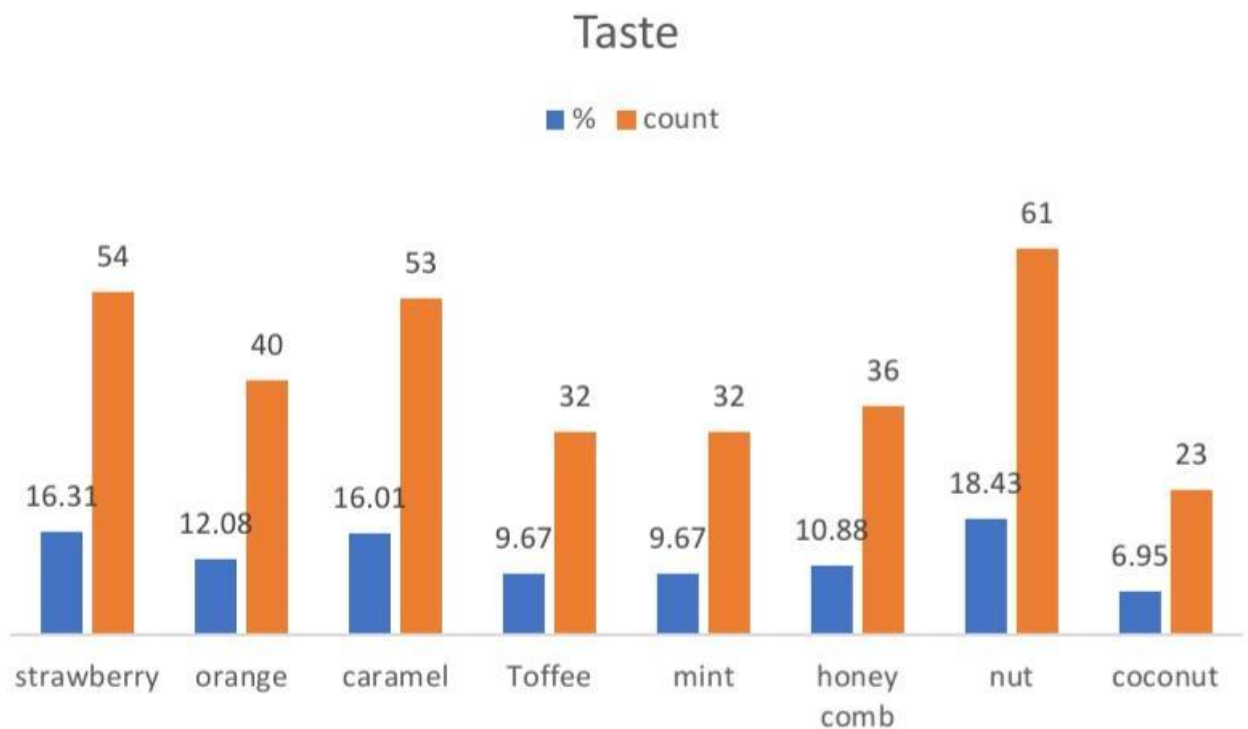
Inference

The above analysis Majority of the respondents tells Sweet is the first thing comes in mind when hear Chocolate.

22. FLAVOUR

Options	Percentage	Count
Strawberry	16.31	54
Orange	12.08	40
Caramel	16.01	53
Toffee	9.67	32
Mint	9.67	32
Honey comb	10.88	36
Nut	18.43	61
Coconut	6.95	23

CHART



Interpretation

The above analysis 16.31% of respondents like strawberry, 12.08% of respondents like orange, 16.01% of respondents like caramel, 9.67% of respondents like Toffee, 9.67% of respondents like mint, 10.88% of respondents like honey comb, 18.43% of respondents like Nut and 6.95% of respondents like Coconut flavour.

Inference

The above analysis Majority of the respondents like Nut Chocolates.

CHAPTER 5

FINDINGS

5.1 Findings

- The Majority of the respondents are Male. 58% of the respondents were male and the other 42% are Female.
- The Majority of the respondents likes Chocolate extremely. 72 respondents like extremely, 50 respondents like Moderately, 30 respondents like neutral and 5 respondents are dislike the Chocolates.
- In the analysis 7.58% of respondents Eat Chocolates for hunger, 41.92% of respondents eat in relaxation and Time pass, 33.84% of respondents eat snacks, 11.11% energy and 5.56% to eat Chocolates in Romance. The Majority of respondents eating Chocolates for Relaxation and Time pass.
- The Major respondents like Cadbury Chocolates. 41.9% Cadbury Chocolates, 21.5% Amul Chocolates, 25.7% Nestle Chocolates and 10.9% of Mars Chocolates.
- In Cadbury Products, the Majority of respondents like dairy milk.
- In Nestle products, the majority of respondents like KitKat Chocolate.
- In Mars products, the Majority of respondents like Snickers.
- The Majority of respondents like Crunchy Chocolates and The majority of respondents like Medium pack size of Chocolates.
- In Cadbury Chocolates the Majority of respondents gives high level (5) ratings.
- In Nestle Chocolates the Majority of respondents gives high level (5) ratings.
- In Mars Chocolates the major people gives 4 point rating.
- In Amul Chocolates the major people gives high level ratings.
- The Majority of respondents eat Chocolates in Occasionally. 33.7% of respondents eat Chocolates in Occasionally.
- The major respondents factors of Advertisement. And the major people tells Chocolate is a good gifting option. And major people like Nut Chocolates.

CONCLUSION

On the basis of analysis, it is clear that the customer's taste and preference is increasing towards the CADBURY branded products. Due to sincerity and responsiveness, people have to become aware of quality. 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 and international competition and other force like technological change. This new era has witnessed remarkable advancement in the availability of information and a number of large companies operations in such market where the principal of natural selection lead to the survival of the fittest. These companies Cadbury, Nestle, Amul and Mars have to improve a lot by providing new range of Chocolates, attractive packing and better promotional offers during festive season to withstand international companies.

QUESTIONNAIRE

Name: _____

Mail I'd: _____

Age: _____

Gender: 1.Male 2. Female

City/ district: _____

1. Do you like Chocolates?

1.Like extremely 2.Like moderately

3.Neutral 4.Dislike

2. Why you prefer eating Chocolates?

1. Hunger 2. Relaxation/Chocolate

3. Snacks 4. Energy 5. Romance

6. Other _____

3. Which brand of Chocolate do you prefer

1. Cadbury 2. Nestle 3. Amul 4. Mars

5. Any other _____

4. Which sub-brand of Cadbury chocolates

Do you purchase?

Dairy milk 2. 5star 3. Perk 4. Fuse

5.other _____

5. Which sub-brand of Nestle chocolates do

You purchase?

KitKat 2. Munch 3. Milky bar

4. Bar-one 5. Other _____

6. Which sub-brand of Mars chocolates do

You purchase?

Snickers 2. Bounty 3. M&M's candy

4. Other _____

7. Do you like any other Brands and Sub-brands Please specify it.....

8. Which form of Chocolates do you like?

1. Hard 2. Nutties 3. Crunchy 4. Chew

5. Other _____

9. What pack size do you purchase?

1. Small 2. Big 3. Medium 4. Family pack

5.other_____

10. Rating of Cadbury chocolates

1 2 3 4 5

11. Rating of Nestle chocolates

1 2 3 4 5

12. Rating of Amul chocolates

1 2 3 4 5

13. Rating of mars Chocolates

1 2 3 4 5

14. How much importance do you give to
The following factors when you
Purchase a chocolate?

Factors

Very impor

Important

Normal

Least impor

None

Taste

Price

Quality

Packaging

Form

Brand image

Color

Shape

15. How often do you eat Chocolates?

1. Daily 2. Occasionally 3. Only when
Received gifts 4. Weekly 5. Other

16. Approximately how many chocolates would you purchase in one week?

1. Less than 5 2. 5-10 3. More than 10

17. Which of these factors affect your purchase?

1. Advertisement 2. Suggestion from others 3. Ingredients 4. Display boards

18. Which media of advertisement influence your purchase?

1. Television 2. Newspaper 3. Brochure 4. Other

19. Do you consider Chocolate is a good gifting option?

1. Yes definitely 2. Definitely not 3. Don'tknow

20. Do you think that chocolate is a luxury purchase or necessity?

_____.

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