

A Study on the Buying Behaviour of Cadbury Dairy Milk With Reference To Coimbatore City

I. INTRODUCTION

Cadbury was founded almost 200 years ago. Delve into the fascinating history and you'll find a wealth of interesting facts on subject including advertising, Cadbury family, past and present products and philanthropy. Cadbury began its operation in 1948 by importing chocolate and then re-packing them distributing in the Indian market. After 63 years, it is having five companies at THANE (Pune), Malanpur (Gwalior), Bangalore, Baddi (Himachal Pradesh) and 4 sales offices in (NEW DELHI, MUMBAI, KOLKATA AND CHENNAI). The corporate office is in MUMBAI. The Cadbury script logo, based on the signature of William Cadbury, appeared first on the transport fleet in 1921. It was quite fussy to start with and has been simplified over the years. It wasn't until 1952 that it was used across major brands. Our heritage starts back in 1824 when John Cadbury opened a shop in Birmingham selling cocoa and chocolate.

II. OBJECTIVES OF THE STUDY

- ❖ To analyze the socio-economic background of the consumer.
- ❖ To study the customers buying behavior towards Cadbury dairy milk.
- ❖ To identify the factors that influence the customers preferences towards Cadbury dairy milk.
- ❖ To understand the customer preference towards each brand in Cadbury dairy milk.

SCOPE OF THE STUDY

This project was done to find out the consumer preference towards Cadbury products and varieties of products available and no such study was conducted in Cadbury products. So the investigator was interested in conducting this study. The researcher used convenience sampling to collect the data. This research study is descriptive in nature. The collected details were analysed, tabulated and interpreted. Various suggestions of consumers were shortlisted and provided for improving sales. This study was conducted in Coimbatore city only and only 110 respondents were considered to conduct this study. This study also tells about the consumer taste preference for chocolates and the normal purchasing place of their favorite brand.

LIMITATIONS OF THE STUDY

- ❖ The sample group was restricted to Coimbatore city only.
- ❖ The sample size was limited to 123 respondents only.
- ❖ Only consumers view point was considered and a shopkeeper, companies' views was not taken.
- ❖ This study is purely based on primary data.

III. RESEARCH PROBLEM

Cadbury Dairy milk has been the market leaders in India in the category of chocolates for the past 70 years. The operations of Cadbury India initiated in 1948. Cadbury Dairy Milk is a brand of milk chocolate manufactured by Cadbury. It was introduced in the United Kingdom in 1905 and now consists of a number of products. Every product in the Dairy Milk line is made with exclusively milk chocolate. Even after the entry of various new Indian and foreign competitors they continued to be trend leaders in the market. Hence this surely identifies the buying behavior, customer preference and behavior of Cadbury Dairy milk.

IV. REVIEW OF LITERATURE

1. **N. Ramya, Akshaya C et.al (2017)** studied on the consumer perception towards Cadbury in Coimbatore city. Sample size is 50. The study concentrates on taste, price, quality and overall satisfaction about Cadbury products. The research use percentage analysis. The researcher concludes from the study that Cadbury products need to improve promotional activities to increase their demand.

2. **Lavanya.M(2017)** explored on the consumer's preference towards Cadbury products in Coimbatore. The sample size is 150. For this study the researcher used simple average method. Lavanya reported that the large consumers were attracted towards silk chocolate and market share of Cadbury increases.

3. **Dr. Saumya Tiwari, Head of Research.** AFAQs Considering that the luxury chocolate gifting market in India is still at a nascent stage, Cadbury may have seized the right moment to launch Glow. Positioned as a round-the-year gifting option, the new product differentiates itself from Cadbury's Celebrations that is associated with festive occasions. Crafted in Bratislava (Slovakia), Glow Pralines (a technical term used for chocolates which have a liquid filling) has a liquid centre made of Hazelnut crème and cocoa filling covered with a milk chocolate smooth shell. The product comes in a golden box that has chocolate pieces encased with a purple outside cover, which has the Cadbury Glow logo and branding. Our experts feel that Cadbury Glow has arrived in India just at the right time when the luxury chocolate gifting market needs the push that too from a category leader like Cadbury. Most of the options available in this category are still largely "duty-free" brands. It's absolutely the right time for Cadbury to enter this segment.

V. RESEARCH METHODOLOGY

For collection of primary data. A well-structured interview schedule was prepared based on the objectives of the study. the data required for the study were gathered using questionnaires. Since it is a two-way transaction the researcher has randomly selected dairy milk product and customer. Based on the questionnaires sample percentages were worked out to the study the customer as well as dairy milk satisfaction.

DATA COLLECTION

The data which is collected for the purpose of study, is divided into two bases.

- Primary source
- Secondary source

PRIMARY SOURCE

❖ The primary data comprises information survey. The data has been collected directly from respondents with the help of structured questionnaires.

SECONDARY SOURCE

❖ The secondary data was collected from Journals and Websites.

POPULATION OF THE STUDY

❖ All the Cadbury Dairy Milk consumers in Coimbatore District

SAMPLING TECHNIQUES SIMPLE RANDOM METHOD

Simple random method is a sampling **technique** where every item in the population has an even chance and likelihood of being selected in the sample. Here the selection of items completely depends on chance or by probability and therefore this sampling **technique** is also sometimes known as a **method** of chances.

SAMPLE SIZE

❖ 123 respondents in Coimbatore District

TOOLS USED

- ❖ Percentage analysis
- ❖ Ranking method

PERCENTAGE ANALYSIS

OPINION FROM THE RESPONDENT, CADBURY'S PRODUCT WHICH COMES TO YOUR MIND FOR PURCHASE ON THE FOLLOWING OCCASIONS

FACTORS	RESPONDENTS	PERCENTAGE
BEFORE A GOOD WORK	14	11.4%
TO EXPRESS FEELINGS	15	28.5%
TO CELEBRATE AN OCCASION	23	24.4%
AS PREMIUM GIFT	19	31.7%
CASUAL CONSUMPTION	52	42.3%
TOTAL	123	100%

INTERPRETATION:

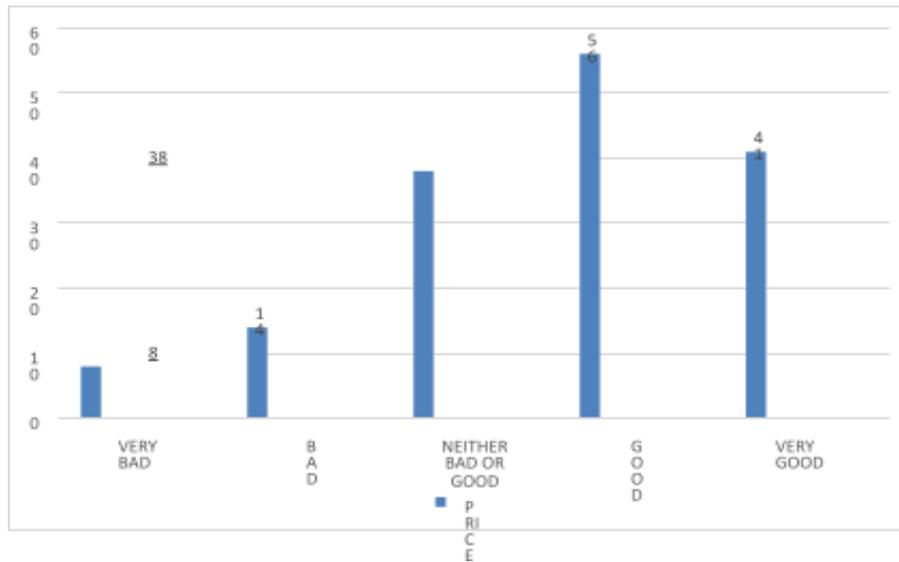
From the above table it is clear that 42.3 percent of the respondents were in CASUAL CONSUMPTION, 31.7 percent of the respondents chosen AS PREMIUM GIFT, 28.5 percent of the respondents chosen EXPRESS FEELINGS, 24.4 percent of the respondents were chosen CELEBRATE AN OCCASION, 11.4 percent of the respondents were chosen BEFORE A GOOD WORK

Majority 42.3% of the respondents were chosen for Casual consumption

CUSTOMER RATE CADBURY DAIRY MILK ON FOLLOWING ATTRIBUTE

ON ASCALE	VERY BAD	BAD	NEITHER BAD OR GOOD	GOOD	VERYGOOD
PRICE	8	14	38	56	41
BRAND AMBASSADOR	7	10	33	53	31
TASTE	4	6	32	52	30
PACKAGING	3	3	31	47	21
AVAILABILITY	3	2	28	47	15

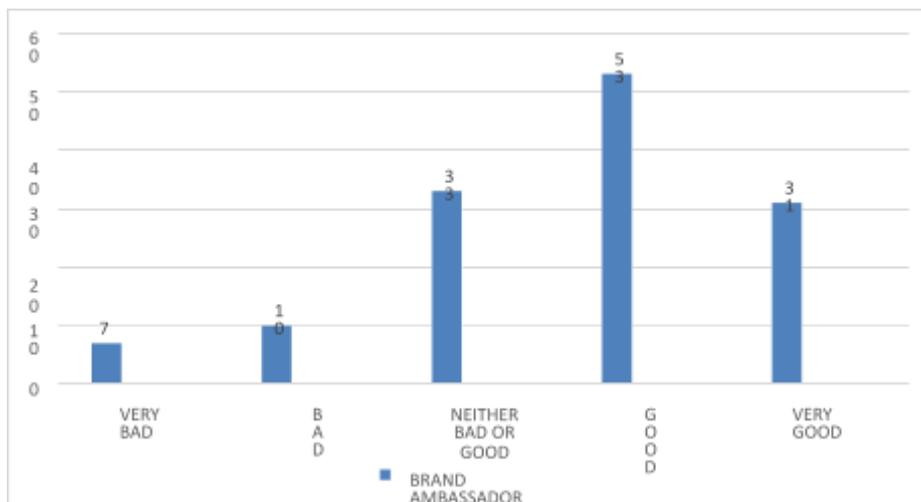
Majority 56 of the respondents were chosen for Price Good



INTERPRETATION:

From the above table It can be seen that 56 respondents feel that the pricing strategy is good and 41 of them feel it is very good, 38 feel it is Neither Good or Bad only 14 feel it is bad and 8 feel it is very bad.

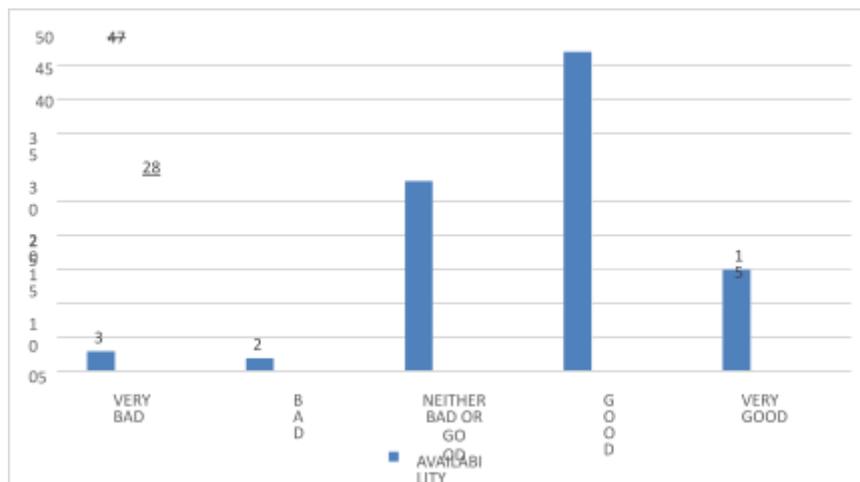
Majority 53 of the respondents were chosen for Brand Ambassador Good



INTERPRETATION:

From the above table it can be seen that 53 respondents feel that the brand ambassador for Cadbury is good and 31 of them feel it is very good only 10 feel it is bad and 7 feel it is very bad.

Majority 47 of the respondents were chosen for Availability Good



INTERPRETATION:

From the above table it can be seen that 47 respondents feel that the Availability for Cadbury is good and 28 of them feel it is Neither bad or good, 15 feel it is very good only 2 feel it is bad and 1 feel it is very bad.

RANKING METHOD

WHICH PRODUCT OF CADBURY DO YOU LIKE THE MOST?

CHOCOLATE	NO OF RESPONDENTS	RANKING
DAIRY MILK	78	I
SILK	29	II
FIVE STAR	19	III
PERK	18	IV
OTHERS	17	V
GEMS	14	VI

FINDINGS

- 53.7% are female respondents, so it is shown that females are more satisfied with Cadbury Dairy Milk Chocolate.
- 60.2% of the respondent belong to the age group of 18-25 years.
- 44.7% of the respondent are chose Dairy Milk as their first preference while hear chocolate.
- Majority 47.2% of the respondent were chosen for gift.
- Majority 38.2% of the respondent are chosen 0-3 Bars.
- Majority 56 of the respondents were chosen for price is good.
- Majority 53 of the respondents were chosen for Brand Ambassador is good.
- Majority 52 of the respondents were chosen for Taste is good.
- Majority 47 of the respondents were chosen for Packaging is good.
- Majority 47 of the respondents were chosen for Availability is good
- 57.7% of the respondent said Dairy Milk is not only children’s consumed product.
- 35.8% of the respondents said maybe believe that have become more health consciousthat the need for chocolate has declined.
- 41.5% of the respondents were prefer sugar free Cadbury chocolates should attract healthconscious people.
- 107 respondents said like to consume Cadbury’s product.
- Majority 78 of the respondents are used Dairy milk.
- Majority 42.3% of the respondents were chosen Dairy milk for Casual consumption.

- Majority 87% of the respondents are said Yes they consumed Cadbury products.
- 39.8% of the respondents feel that the Quality and Hygiene of Cadbury Dairy Milk is uncertain.
- Majority 57 of the respondents were said Nestle.

VI. SUGGESTIONS

- ❖ Many flavors like strawberry, orange, vanilla etc. can be introduced.
- ❖ All varieties must be available in all areas.
- ❖ Many other shaped chocolates can be introduced rather than existing shape.
- ❖ The company should maintain the awareness among Cadbury Dairy Milk.
- ❖ The company can provide more varieties of a products.
- ❖ Many of the respondents prefer to eat sugar free chocolate more varieties can be introduced in this range.

VII. CONCLUSION

A survey of people has been conducted to know the buying behaviour of the two Dairy Milk. It is observed that overall people like to eat Cadbury Dairy Milk. 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.

For promotional offers, company should go for free gifts rather than going for other ways. Company should concentrate more on television for advertisement, mostly people get attracted through television only crunchiness so they are going towards Kit Kat and Munch due to its taste and crunchiness. It is thus concluded from facts mostly refer to buy big pack of their favourite chocolate, and sometimes some of them go for small and family pack.