Consumer preference towards Cadbury Dairy Milk Chocolate in Theni District

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ABSTRACT:
The present study is based on the awareness of CADBURY DAIRY MILK among the customers. A sample survey of 240 respondents was undertaken to find out the awareness of CADBURY DAIRY MILK in THENI city. The study mainly concentrated on general price level, quality & consumer expectation overall satisfaction about CADBURY DAIRY MILK, general awareness and consumer preferences of CADBURY DAIRY MILK.

Key Word price level, quality &consumer expectation overall satisfaction.

1 Introduction about Chocolate

Chocolate is probably one of the most famous foods ever. Chocolate syrup dates back to 1500 years,’, ago when liquid chocolate was extracted from Cocoa plant in Central America. In the year 1847, Fry and Sons in England first made solid chocolate, as we know it today. In 1875, Daniel Peters from Switzerland, first made milk chocolate.

If people thought that chocolates were just restricted to kids think again. According to a recent study conducted by a major chocolate brand in India the major consumers of chocolates apart from kids are teenagers and people between the ages of 15 - 35. Chocolates
which were considered expensive once have now become affordable by one and all. Most of the chocolate brands in India produce chocolates in different sizes that are priced according to their sizes. Chocolates like Dairy Milk and Five Star can be got for just Rs 10.

Chocolates in India are slowly and steadily substituting the traditional Indian sweets. Due to the increasing levels of social consciousness people prefer gifting well wrapped chocolate packets rather than sweets on occasions and festivals. Taking advantage of this situation the top chocolate brands in India are now concentrating on the packaging and are introducing well packaged chocolates for specific occasions. Initially chocolates were just limited to a few flavors caramel and milk chocolate till recent years when the introduction of dry fruits in chocolates created waves in the chocolate industry in India. Even dark chocolate which was not widely available in the Indian subcontinent till some time back has started gaining ground in the Indian chocolate market.

II Statement of the problem

The objective of every company would be ensuring level of satisfaction of consumer would make loyal customers. So, Analyzing the taste and preference of consumer is always a challenge. In the competitive world each and every day the consumer attitude may change to prefer the product. It depends on taste, quality, brand, image, competitive products, attractiveness, and varieties etc. Many times the consumer cannot specify the reasons for his satisfaction due to the problems of price change, competitive products, quality of product and purchasing behavior of products. So this study attempts to focus on consumer preference towards “Cadbury Dairy Milk Chocolate” in Theni district.

III Objective of the study

The present study on consumer preference towards Cadbury Dairy Milk chocolate in Theni District has the following objectives

- To identify the profile of the respondents in the study area.
- To study the factors influencing the level of satisfaction among the consumer.
To know the taste and preference of consumers towards Cadbury Dairy Milk Chocolate.

IV Scope of the study

In this research investigation was conducted to determine the position of eating habits towards chocolates in different types of consumers during the period 2014-2015. The aspects looked into the preference of the chocolates, their offers and flavor, Taste problems and thesis solution to problems.

V Research Methodology

Research methodology deals with the research design used, data collection methods used, field work carried out analysis and interpretation done and limitations inherent in the project. The primary data was collection from the 240 customer by questionnaire method. The questions were framed based on the factors influencing the consumer preference under the guidelines of the exports.

VI- Statistical Tool

The statistical tools used for this analysis are as follows.

VII Garrett Ranking

Garrett ranking is used to analyze the consumer the percentage position for the ranks are obtained using the following formula.

\[ R_{ij} - 0.5 \]

Percentile position = 100\[\frac{1}{N_j}\]

\[ R_{ij} = \text{Rank given by the factor by individual} \]
Nj = Individuals ranked

The ranks obtained are converted into scores with the help of Gattett’s table.

**Table 5.3.1**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dairy Milk</td>
<td>214</td>
<td>26</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>240</td>
</tr>
<tr>
<td>2</td>
<td>5star</td>
<td>26</td>
<td>80</td>
<td>64</td>
<td>26</td>
<td>44</td>
<td>240</td>
</tr>
<tr>
<td>3</td>
<td>Cadburyéclairs</td>
<td>-</td>
<td>48</td>
<td>98</td>
<td>64</td>
<td>30</td>
<td>240</td>
</tr>
<tr>
<td>4</td>
<td>Perk</td>
<td>-</td>
<td>68</td>
<td>48</td>
<td>86</td>
<td>38</td>
<td>240</td>
</tr>
<tr>
<td>5</td>
<td>Bournville</td>
<td>-</td>
<td>18</td>
<td>30</td>
<td>64</td>
<td>128</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>240</td>
<td>240</td>
<td>240</td>
<td>240</td>
<td>240</td>
<td>240</td>
</tr>
</tbody>
</table>

\[
(1 - 0.5) \\
1^{st} \text{ Rank} = 100 \frac{100}{5} = 10
\]

\[
(2 - 0.5) \\
2^{nd} \text{ Rank} = 100 \frac{30}{5} = 30
\]

\[
(3 - 0.5) \\
3^{rd} \text{ Rank} = 100 \frac{50}{5} = 50
\]

\[
4^{th} \text{ Rank} = 100 \frac{70}{5} = 70
\]
5

\[(5 - 0.5)\]

\[5^{th} \text{ Rank} = \frac{100}{5} = 90\]

<table>
<thead>
<tr>
<th>S.NO</th>
<th>FACTORS</th>
<th>GARRETT’S SCORE</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dairy Milk</td>
<td>17610</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>5star</td>
<td>12020</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>Cadbury éclairs</td>
<td>10996</td>
<td>III</td>
</tr>
<tr>
<td>4</td>
<td>Perk</td>
<td>10746</td>
<td>IV</td>
</tr>
<tr>
<td>5</td>
<td>Bourneville</td>
<td>8148</td>
<td>V</td>
</tr>
</tbody>
</table>
The consumer satisfaction is high in the chocolate of Dairy Milk, as it scores the highest of 17,610. The next most preferred brand was 5 star and it scores 12020. The Cadbury Éclairs score was 10996 is next highest score. The perk score was 10746. The last brand with 8148 is the Bourneville this is the least score of chocolate brand.

VIII Likert scaling Technique

RensisLikert’s was instruments in developing summated rating scale based on item analysis. Likert scale is by far the most popular of all measurement scales. It is meant for measuring original attributes like attitudes. It is designed to measure the intensity with which an attitude is expressed. This scale consists of a number of statements which express either a favorable or unfavorable attribute towards the object of the study. The respondent is asked to respond to each statement in terms of 5 degree of satisfaction.

As 5 point Likert’s scaling technique is used to find out the most influencing factor, points were given as below.

- Highly satisfied: 5 points
- Satisfied: 4 points
- Neutral: 3 points
- Dissatisfied: 2 points
- Highly dissatisfied: 1 point.
### Level of satisfaction in the Dairy Milk

<table>
<thead>
<tr>
<th>Factors</th>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly dissatisfied</th>
<th>Total</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>38</td>
<td>6</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>256</td>
<td>II</td>
</tr>
<tr>
<td></td>
<td>190</td>
<td>24</td>
<td>42</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>-</td>
<td>82</td>
<td>IV</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>24</td>
<td>12</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement</td>
<td>8</td>
<td>4</td>
<td>10</td>
<td>4</td>
<td>-</td>
<td>94</td>
<td>III</td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>16</td>
<td>30</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taste</td>
<td>50</td>
<td>20</td>
<td>42</td>
<td>16</td>
<td>-</td>
<td>488</td>
<td>I</td>
</tr>
<tr>
<td></td>
<td>250</td>
<td>80</td>
<td>126</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>6</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>33</td>
<td>V</td>
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<td></td>
<td>30</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Consumer Satisfaction Level in Dairy Milk Chocolate**

From the above table the most important factors of satisfaction level are Taste is the first rank (488). The second rank is brand image (256). The third rank is advertisement (94). The fourth rank is quality (82). The fifth rank is price (33).
IXConclusion

From this study the researcher concludes that all chocolates brand of “Cadbury Dairy Milk Chocolate” should take necessary promotional activities to increase their demand by introducing new flavor in small quantities of pack. As cost was not a matter fact, the producers can withstand the chocolate market in Theni district. Again variety of advertisement through television media will increase the marketability of Dairy Milk chocolate. As far as these are no evil impact in health of consumers, they can continue the eating habit of chocolate. Consumer preference towards Cadbury Dairy Milk Chocolate in Theni district was affected by brand, quantity, flavor, occasion, and sources of awareness upon the consumer preference factors. From the analyze of Consumer preference towards Cadbury Dairy Milk Chocolate, The Researcher concluded that, the consumers level of satisfaction are good.

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