



A comparative study on consumer preference towards nestle and cadbury chocolates with special reference to erode district

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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 or chew. It is available in small, big and family pack. Chocolate has many shapes like as rectangle, sphere or a brick shape. It tastes like sweet and bitter. Some people have chocolate in a glass of cold coffee, or in the form of a toffee. Some people eat chocolate when they are sad; some relish them when they are happy. But I feel, to have chocolates we don't need a reason, because we can have it anytime, any season.

I. INTRODUCTION

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 dueto the keen competition in the market, the situation has changed. Now seller has to produce what customers want, to sustain inthe market.In the same way to know what customer wants, one has to observe the behavior 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 insame 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 mostpreferred by the people of different age group.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 mustalso 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.

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.

II. OBJECTIVE

- To study the factors affecting the consumption pattern.

III. SCOPE OF THE STUDY

- This study helps to find the factors that influence the consumption pattern of the consumer.
- 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.

IV. LIMITATIONS OF THE STUDY

- The limitation 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 limitation of my study is also restricts itself to Erode region only.

V. REVIEW OF LITERATURE

1. Paul Rozin (1991) in his article states that Chocolate is the most craved food among females, and is craved by almost half of the female sample (in both age groups). Although this craving is related to a sweet craving, it cannot be accounted for as a craving for sweets. About half of the female cravers show a very well defined craving peak for chocolate in the premenstrual period, beginning from a few

days before the onset of menses and extending into the first few days of menses. There is not a significant relation in chocolate craving or liking between parents and their children.

2. Sarah Hagget (1994) says that a controversial, government endorsed campaign to tackle obesity by encouraging children to exchange chocolate bar wrappers for sports equipment. A company like Cadbury is capable of delivering 12 million messages into the market place and engaging young people in positive dialogue. Under the scheme, school-children get "free" equipment when they collect tokens from Cadbury chocolate bars. It has been calculated that children need to collect tokens from 5440 chocolate bars for a net and set of volleyball posts.

3. Lipp (1998) in his view states that his work reviews the literature on the compositional data of vegetable fats used or proposed as alternatives to cocoa butter in chocolate and confectionery products. Cocoa butter is the only continuous phase in chocolate, thus responsible for the dispersion of all other constituents and for the physical behaviour of chocolate. Unique to cocoa butter is its brittleness at room temperature and its quick and complete melting at body temperature. There were, and are, strong efforts to replace cocoa butter in part for chocolate production for technological and economic reasons.

4. Philip K. Wilson (1999) from his view says that in 1753, the noted nosologist, Carl Linnaeus, named it *Theobroma cacao*, food of the Gods. Two and a half centuries later, Joanne Harris emphasized this exotic's erotic sensations in her award winning fiction debut, *Chocolat*. For millennia, healers have touted its myriad medicinal, yet mystical, abilities. By the 1950s, chocolate, what had long been used as a drug, a food and as a source of currency, was being marketed merely as a pleasure-filled snack. Over the next half century, the craving to carve out chocolate's healthy, medicinal qualities resurged.

5. Jan Wollgast (2000) feels that Cocoa beans are rich in polyphenols in particular catechins and proanthocyanidins. However, a sharp decrease in quantity occurs during fermentation and drying of cocoa beans and further retention has been reported during roasting. Characterisation and in particular quantification of polyphenols in chocolate has only been developed relatively recently. This work reviews further on the literature on the available methodology for analysis, quantification, isolation, purification, and structure elucidation of polyphenols in cocoa components and other commodities.

VI. RESERCH METHODOLOGY

This chapter describes the methodology of the study. This project is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of consumption of Cadbury and nestle chocolates consumed by the people. The data had been used to cover various aspects like consumption, consumer’s preference and customer’s satisfaction regarding Cadbury and Nestle chocolates. In collecting requisite data and information regarding the topic selected, I went to the residents of erode and collected the data.

DESIGN

A sample of 100 people was taken on the basis of convenience. The actual consumers were contacted on the basis of random sampling

RESEARCH PERIOD

Research work is only carried for 3 months

RESEARCH INSTRUMENT

This work is carried out through self-administered questionnaires. The questions included were open ended, dichotomous and offered multiple choices.

DATA COLLECTION

Primary Source:The primary data comprises information survey of “Comparative study of consumer preference towards nestle and Cadbury chocolates”. The data has been collected directly from respondent with the help of structured questionnaires.

Secondary Source:The secondary data was collected from internet,References from Library.

DATA ANALYSIS

The data is analyzed on the basis of suitable tables by using simple percentage techniques. The technique that I have used is bar technique

TABLE 1

DATA ANALYSIS CADBURY

| sr no | FACTORS | MEAN SCORE | TOTAL SCORE | RANK |
|-------|----------------|------------|-------------|------|
| 1 | Flavors /Taste | 766 | 6128 | 3 |
| 2 | Price | 778 | 4668 | 5 |
| 3 | Quality | 790 | 3950 | 6 |

| | | | | |
|---|----------|-----|------|---|
| 4 | Packing | 764 | 6876 | 2 |
| 5 | Brand | 708 | 7080 | 1 |
| 6 | Color | 771 | 5397 | 4 |
| 7 | Shape | 806 | 3224 | 7 |
| 8 | Quantity | 850 | 2550 | 8 |

CHART 1

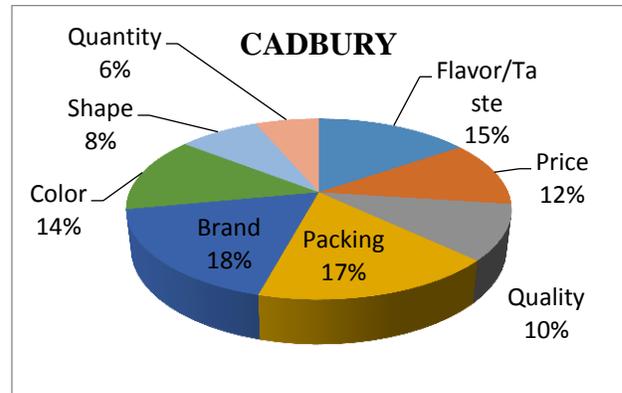
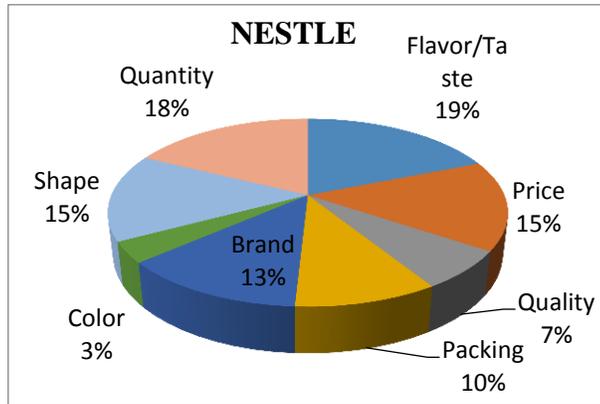


TABLE 2

DATA ANALYSIS OF NESTLE

| sr no | FACTORS | MEAN SCORE | TOTAL SCORE | RANK |
|-------|----------------|------------|-------------|------|
| 1 | Flavors /Taste | 350 | 2864 | 1 |
| 2 | Price | 390 | 2340 | 3 |
| 3 | Quality | 505 | 1010 | 7 |
| 4 | Packing | 494 | 1482 | 6 |
| 5 | Brand | 483 | 1932 | 5 |
| 6 | Color | 544 | 544 | 8 |
| 7 | Shape | 457 | 2285 | 4 |
| 8 | Quantity | 382 | 2674 | 2 |

CHART 2



VII. FINDINGS

1. It is observed that 36% of the respondents belong to age group of 10-20.
2. It is observed that 56% of the respondents are female & 44% of the respondents are male.
3. It is observed that 76% of the respondents prefer Cadbury brand of chocolate and 24% of the respondents prefer Nestle brand of chocolate.
4. The factor influence is refer as NO:1 Cadbury chocolates is brand total score 7080.
5. The factor influence is refer as NO:1 is select the Nestle chocolates is flavour/taste total score 2864

VIII. SUGGESTIONS

1. **Nestle** company should concentrate on giving attractive colors in packaging so that customer can buy the product.
2. **Cadbury** company should concentrate on Quantity issues so that customer prefer the products to buy.
3. **Nestle** company should concentrate on giving to more quality in packaging so that customer can buy the product.
4. **Cadbury** company should concentrate on give on more shape so that customer prefer the products to buy
5. **Nestle** company should concentrate on give more packing so that consumer prefer the product to by.

IX. CONCLUSION

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 and crunchiness so they are going towards Kit Kat and Munch of Nestle due to its taste and crunchiness

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