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Study on consumer preference towards Cadbury and nestle chocolates in Samastipur district of Bihar

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Abstract

The present study was conducted in Samastipur district of Bihar among 120 users of Chocolates to study about consumer preference towards Cadbury and Nestle Chocolates. Face-to-face interviews of customers at markets in Samastipur yielded data on consumers taste and preferences, quantities purchased, brand preference and prices paid for chocolates. Purchase behaviour indicated that mostly college students and children purchase chocolates. Data were fitted to demand equations to determine the factors affecting purchase of chocolates. Health focused environment significantly influenced consumer purchases. Consumer perceptions of product characteristics such as packaging, nutritional value, and size do not appear to significantly influence chocolates purchase patterns. However, advertisements, doctors advice, suggestion from friends and brand ambassadors were important determinants affecting purchase of chocolates. The major constraints on marketing of chocolates were competition from new snacks, limited audience, price range and consumer conscious about health ranks.

Keywords: Nestle and, Cadbury chocolates

Introduction

In this competitive modern age where different qualities and types of goods exist, branding is of special importance in the business world. Branding occupies a particular niche in the consumer mind. A great brand is the company's most valuable asset. A properly developed brand, line extension, can create competitive advantage and maximize earning. Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality and an aura of intangible, qualities that surround the brand name, mark or symbol. A strong brand influences the buying decision and shapes the ownership experience.

Today, there are normally no inanimate or dump products. They have transformed into brands with a personality of their own. They can be warm or friendly, cold or distant, old fashioned or sophisticated, stylish or shabby and so on. This aura or ethos is what distinguishes a brand from a commodity. In an age of brands, the brand name is naturally a major marketing tool and one of the most important components of the total product / service personality.

Branding serves both the buyers as well as the sellers by making the process of exchange a pleasant experience and need-fulfilment exercise. Branded goods and services possess the ability of ready marketability; thus considerably facilitating the task of the seller. It helps the sellers to attract and build loyal customers and to show that the firm stands behind what it offers. Any brand / firm that has earned an association with quality and reputation is able to make new product / service launch somewhat easier. In reality, brands provide the identity to the product which is being differentiated from the competitors.

Chocolate, food product made from cocoa beans, consumed as candy and used to make beverages and to flavour or coat various confections and bakery products. Rich in carbohydrates, it is an excellent source of quick energy, and it also contains minute amounts of the stimulating alkaloids theobromine and caffeine.

History of chocolate

The cacao tree was cultivated more than 3,000 years ago by the Maya, Toltec, and Aztec peoples, who prepared a beverage from its fruit, the cocoa bean (sometimes using it as a ceremonial drink) and also used the bean as a currency. The Maya considered chocolate to be the food of the gods, held the cacao tree to be sacred, and even buried dignitaries with bowls of the substance (along with other items deemed useful in the afterlife).

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In fact, the identification of the (Olmec-originated) word *ka-ka-w* (“cacao”) inscribed on those containers was key to deciphering the Maya’s phonetic manner of writing.

Spain was the earliest European country to incorporate chocolate into its cuisine, but exactly how that happened is vague. It is known that Christopher Columbus took cocoa beans to Spain after his fourth voyage in 1502, though little was made of it at that time.

It has been commonly thought (though there appears to be no evidence) that in 1519 Montezuma II, the Aztec ruler of Mexico, served a bitter cocoa-bean drink to the Spanish conquistador Hernán Cortés, who subsequently introduced the drink to Spain. A strong possibility is that chocolate first arrived in Spain in 1544 with representatives of the Kekchí Mayan people of Guatemala, who came bearing gifts (including chocolate) to visit the court of Prince Philip. However, it was not until 1585 that the first recorded shipment of cocoa beans arrived in Spain from Veracruz, Mexico. Sweetened and flavoured with cinnamon and vanilla, chocolate was served as a hot beverage and became quite popular in the Spanish court. It was many years before chocolate had its introduction to France, England, and beyond.

Objectives

- To study socio economics profile of the respondents in study area.
- To find out different market channel involved in marketing of chocolate.
- To study consumer preferences towards different brands of chocolates.
- To identify constraints in marketing of chocolate and suggest suitable measures.

Materials and Methods

Selection of district

In the Samastipur is one of the district of 38 districts of Bihar in India. The experiment will be carried out during 2021 in semi urban and rural area of sub division - Rosera, district-Samastipur, Bihar.

Selection of block

In the Samastipur district have total 8 block among which Rosrea will be selected for the study area.

Selection of villages

There are 49 villages in Rosera. 10% villages which comes under urban and semi urban will be selected randomly in Rosera.

Selection of respondents

15% respondents will be selected randomly on the basis of location and respondents of that area retailer near by Rosera.

Analytical tools

To full fill the specific objectives of the study, based on the nature and extent of data, the following analytical tools and techniques will be adopted:-

1. Standard deviation

Standard deviation of a dataset is a measure of the magnitude of deviations between the values of the observations contained in the dataset

$$SD = \sqrt{\frac{\sum |x - \bar{x}|^2}{n}}$$

2. Market approach

The market approach is a method of determining the value of a thing based on the selling price of similar things.

3. Garret ranking technique

This is used to evaluate the problems faced by the sample respondents and to know preference among the given factors. In this method the respondents are asked to assign ranks to the given factors. The given ranks are converted into score values using the given formula.

Percent position - $100 * (R_{ij} - 0.50) / N_j$

Where,

R_{ij} - Rank given for the i^{th} factor by j^{th} individual.

N_j - Number of factors ranked by j^{th} individual.

4. Likert’s Scale Technique

A Likert scale is a psychometric scale commonly involved in research that employs questionnaires. It is mostly used approach to scaling responses in survey research. A Likert's scale is a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria and the level of agreement or disagreement and accordingly the score is given Between 1-5.

Results and Discussion

Age group of respondents

Table 1 reveals about the age group of respondents in which 35% respondents were of age group 10 to 20 followed by 28% of 20 to 30, 20% of 0 to 10 and 18% were of above 30 years.

Table 1: Age group of respondents

S. No.	Age group	Frequency	Percentage
1	0 to 10	24	20%
2	10 to 20	42	35%
3	20 to 30	33	28%
4	Above 30	21	18%
	Total	120	100%
	Mean	30	
	Standard deviation	9.486832981	

Gender of respondents

Table 2 reveals about the gender of the respondents in which 63% were female and 37% were male respondents.

Table 2: Gender of respondents

S. No.	Gender	Frequency	Percentage
1	Male	44	37%
2	Female	76	63%
	Total	120	100%
	Mean	60	
	Standard deviation	22.627417	

Literacy of the respondents

Table 3 reveals about the literacy of the respondents in

which 34% of the respondents were of graduation and above followed by 31% of Intermediate, 22% of middle and high school and 13% primary level.

Table 3: Literacy of the respondents

S. No.	Literacy level	Frequency	Percentage
1	Primary	16	13%
2	Middle & High school	26	22%
3	Intermediate	37	31%
4	Graduation and above	41	34%
	Total	120	100%
	Mean	30	
	Standard Deviation	11.28420725	

Preference according to age group

Table 4 reveals about the preference according to age group in which most of the respondents of age group 10 to 20 and 20 to 30 years prefer Cadbury chocolates.

Table 4: Preference according to age group

Brand	Age groups			
	0 to 10	10 to 20	20 to 30	Above 30
Cadbury	9	36	24	4
Nestle	7	8	7	5

Brand Preference

Table 5 reveals about the brand preference of customers in which 69% respondents responded for Cadbury and 31% respondents responded for Nestle.

Table 5: Brand preference of customers

S. No	Brand	Frequency	Percentage
1	Cadbury	83	69%
2	Nestle	37	31%
	Total	120	100%
	Mean	60	
	Standard deviation	32.52691193	

Purchase of Chocolates

Purchase of Cadbury Chocolates

Table 6 reveals about the purchase of Cadbury chocolates in which 68 respondents responded for dairy milk followed by 63 for 5 star, 59 for Perk, 47 for Celebrations and 43 for Temptations. The mean for the purchase of Cadbury chocolates was 56 and standard deviation is 10.63.

Table 6: Cadbury chocolates

Cadbury Chocolates	
Sub-brands	Frequency
Dairy milk	68
5 star	63
Perk	59
Celebrations	47
Temptations	43
Mean	56
Standard deviation	10.63014581

Purchase of Nestle Chocolates

Table 7 reveals about the purchase of Nestle chocolates in which 14 responded for Munch followed by 17 for Milky Bar, 19 for Kit-kat, 16 for Barone and 9 for Milk chocolate. The mean for the purchase of Nestle chocolates is 9 and standard deviation is 3.80.

Table 7: Purchase of Nestle Chocolates

Nestle Chocolates	
Sub-brands	Frequency
Kit-kat	19
Munch	14
Milky bar	17
Bar-one	16
Milk chocolate	9
Mean	15
Standard deviation	3.807886553

Form of chocolates Consumer prefer

According to the Table 8, there are four forms of chocolate Hard, Nutties, Crunchy, Chew, where 30% customers preferred the hard form of chocolate, 26% preferred Crunchy, 24% preferred Nutties and 29% preferred Chew form of chocolate.

Table 8: Form of chocolates Consumer prefer

Form of chocolates	Frequency	Percentage
Hard	36	30%
Nutties	29	24%
Crunchy	31	26%
Chew	24	20%
Total	120	100%
Mean	30	
Standard deviation	4.966554809	

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