

# Measurement of Consumer Satisfaction Regarding Chocolate Bars (Cadbury, Nestle and Amul)

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**Abstract – This paper is about preference of the consumers towards FMCG products i.e. chocolates in domestic market (in special context of nestle, Cadbury & Amul chocolates).As chocolate is regarded as one of the biggest Fast Moving Consumer Good (FMCG), there are many factors in mind of consumer which induce them to purchase a particular brand of chocolate. Some of these factors are Price, Taste, Packaging, Brand name. Ever changing behavior of consumer, dominance of different brands in the market compelled me to undertake a research work in this segment. The prime objective of my study is to analyze the effect of various factors on buying behavior of consumers.**

**Key Words:- Preference, Consumer, Behavior**

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## INTRODUCTION

### Origin of chocolate

The word chocolate comes from the Mayan word xocoatl, and the word 'cocoa' from the Aztec cacahuatl. In Mexico, the beverage was called chocolath, from lath (water) and choco. The Spaniard found the Mexican word hard to pronounce and called it cacao. Chocolath, chocolath, chocolath. Puff puff. See? I did it! (But let's stick to cocoa) \*Lol\*

### From cocoa to chocolate

Sorting, clearing, frying, crushing, grinding is the only small part of stages of production cycle transforming cocoa beans in chocolate, which we eat.

Chocolate is really the unique product, tasty, highly nutritive (about 550 kkal in 100gm of a product), capable to be stored by years without change of properties. It contains 50-55% of carbohydrates, 32-35% of fat, 5-6% of fibers. And also tannin substances (4-5%), stimulants-the bromine and caffeine (1-1.5%), microelements Na, K, Mg, P, Fe and vitamins B1, & B

### History of Chocolate

The discovery of cocoa was only a first step in the direction of chocolate. The Mayas were the first to cultivate the cocoa bean for the fruits it yielded. They used the beans as an ingredient in their favorite chocolate drink 'xocotlatl'. Legend suggests that the

first beans came out of paradise and lent wisdom and power to the person that ate them. For obvious reasons, the use of cocoa was kept to a minimum by the emperors. Before the Spanish explorers discovered the New World, chocolates and other "exotic" foods were totally unknown in Europe. Columbus was the first European to become acquainted with cocoa, but he wasn't exactly impressed.

During one of his conquest in the New World he met the Aztecs. For many generations, they drank an infusion of grilled seeds and spices. This mixture tasted disgusting and it also contained cocoa beans. The Aztecs adopted the idea of cocoa consumption from the Mayas.

However the conquistadors Pizarro and, in particular, Cortes did show interest in the bean. Fernando Cortes reached the east coast of Mexico in 1519. as an honored guest of Montezuma (Aztec emperor and inveterate chocolate fanatic) he was offered xocotlatl –a small portion of aromatic chocolate drink mixed with vanilla, pepper and other herbs. For the Mayas, cocoa beans were very important, not only were they a popular means of exchange, they also had a religious value. The Mayas sacrificed cocoa beans at the funerals of the upper class.

## REVIEW OF LITERATURE

- **G. Leon and Kanuk Lazare Leslie (2016)** studied the customer behavior of how

individuals make decisions to spend their available resources (Time, Money and Efforts) on consumption related items. It includes the study what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it. The primary purpose for the study consumer behaviour as apart of marketing curriculum is to understand how and how customers make their purchase decisions. There insights enable marketers to design more effective marketing strategies.

- **Gupta.C .B and Dr. Nair. N.Rajan (2017)** showed that a business is based on understanding the customer and providing the kind of products that the customer wants.
- **Mamoria C.B. and Mamoria Satish (2017)** analyzed that consumer behavior is the process where by individuals decide what, when, where, how and from whom to purchase goods and services. Buying behaviour may be viewed as an orderly process here by individual interacts with his environment for the purpose of making market decision on products and services.
- **Nair Suja. R. (2017)** showed that the success of the firm will be determined by how effective it has been in meeting the diverse customer needs and wants by treating each customer as unique and offering products and services to suit his/her needs.
- **Bennett Peter.D. And Kassarjian Haroldh (2018)** argued that a great deal of research activity in marketing is design to shed light on the customer decision process.
- **Kothari C.R. (2009)** showed that for data analysis different statistical techniques are being used such as scaling techniques, correlation, hypothesis testing.

## OBJECTIVE OF STUDY

1. To study the buying behaviour regarding the various brands of chocolates
2. To suggest to the policy makers of chocolate bars industries for further improvements in the industry to apply at global level.

## RESEARCH METHODOLOGY

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of

technique has been used. It also helps to understand the assumption underlying various techniques and the criteria by which they can decide that certain technique will be applicable to certain problems and other will not. Therefore in order to solve a research problem, it is necessary to design a research methodology for the problem as the some may differ from problem to problem. This chapter focuses on the various techniques, methods and assumptions used in this study. It sheds light on the research problem, objectives of the study, and also its limitations. The later part of the chapter explains the manner, in which the data is collected, classified, tabulated, analyzed and interrupted so as to each to conclusive results.

The study is of diagnostic nature and thus the overall research design is going to be rigid. The design should provide enough provision for protection against bias-ness and must maximize reliability.

### Hypothesis:-

**H<sub>0</sub>**:- Various factors (image of product, paying capacity, price of product, packaging of product brand awareness, and influence of advertisement) affect the consumer buying behavior for milk chocolates bar.

**H<sub>1</sub>**:- NO effect of various factors (image of product, paying capacity, price of product, packaging of product, brand awareness, influence of advertisement) on consumer purchase in milk chocolate bars.

### Research Design:-

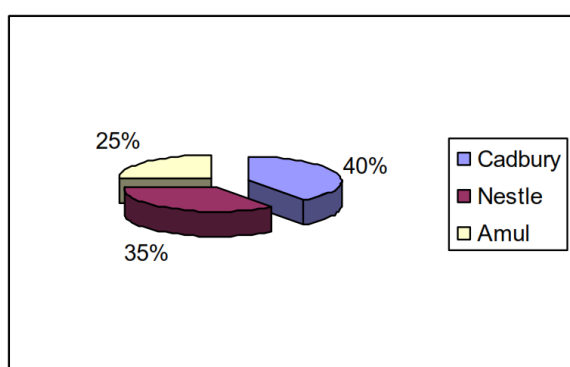
To analysis the buying behaviors of the residents of Yamuna Nagar **Sample Survey Methods** has been employed through other methods are also important. This method is given prime significance in modern research because of its extensive use to study the relationship of different factors, attitudes and practices of society and to explore the problems that cannot be treated by experimental methods. To collect data, a number of techniques are employed under the sample survey method i.e. questionnaire. The increasing use of questionnaire is probably due to increased emphasis by social scientists on quantitative measurement to uniformly accumulated data. In this case, stratified random sampling was done since the respondents will classified into well defined classes or strata that were distinct from each other. Sample size was 100. For measuring the correlation between various influencing factors like price, taste, packaging, brand name etc. and buying behavior of consumers for milk chocolate bars the Group Correlation is used and the formula is:

$$r = \frac{N \sum f_{dx}dy - \sum f_{dx} \sum f_{dy}}{\sqrt{N \sum f_{dx}^2 - (\sum f_{dx})^2} \sqrt{N \sum f_{dy}^2 - (\sum f_{dy})^2}}$$

### Analysis & Interpretation

**Q1. Which companies' chocolate do you purchase? Please rank them according to your preference.**

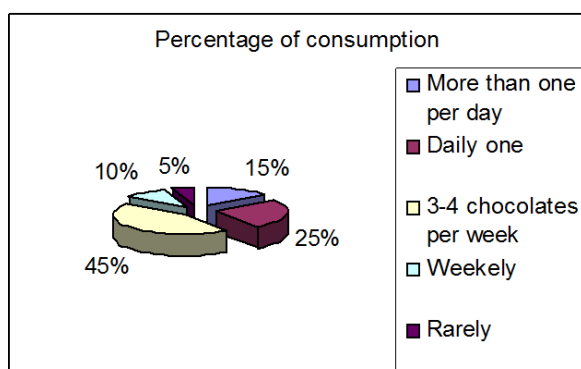
Brand Name	Percentage
Cadbury	40
Nestle	35
Amul	25



As per shown in the Pie chart, the maximum market share is hold by Cadbury. And least share is hold by Amul followed by Nestle. And this result is obtained from the response of customers towards Questionnaire filled by them for the consumption of milk chocolate bars.

**Q2. What is your pattern of consumption?**

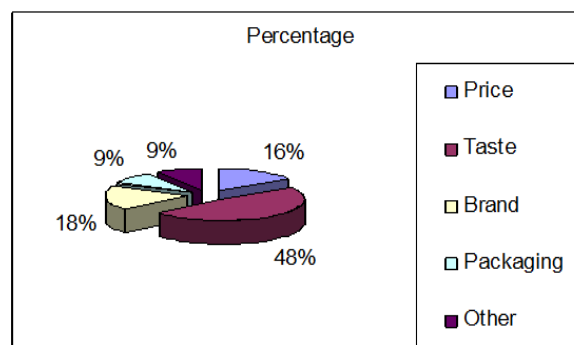
Pattern of consumption	Percentage of consumption
More than one per day	15
Daily one	25
3-4 chocolates per week	45
Weekly	10
Rarely	5



As shown in Pie chart, most of the consumers consume milk chocolate bars as 3-4 per week, which represent 45% of the total number of surveyed consumers. And second most percentage of consumers consumes milk chocolate bars are of daily one. Every brand of milk chocolate bars, in which the hypothesis is taken that more than 60% of population consumes milk chocolate bars more than one a week. And in these three brands i.e. Cadbury, Nestle and Amul the result was positive

**Q3. Which factor you consider the most while purchasing the chocolate?**

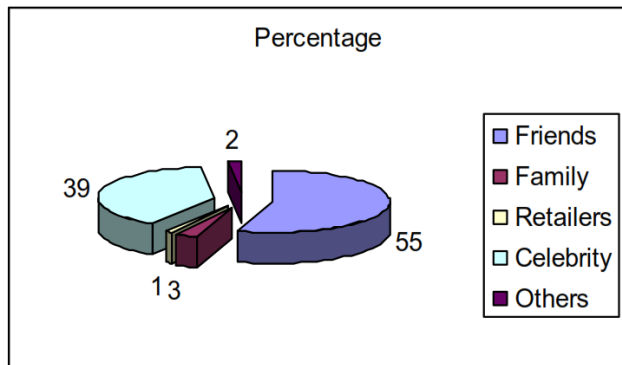
Consumer's consideration	Percentage
Price	16
Taste	48
Brand	18
Packaging	9
Other	9



Most of the consumer of milk chocolate bars says that the most considering factor by them on the basis of which they purchase a particular brand of milk chocolate bars is Taste of that milk chocolate bars. And the lest interested factor is Packaging. As analyzed with the help of **Correlation Tool** in which the correlation between different factors that influence consumer to purchase a particular brand of milk chocolate bar is **+0.132**, which shows that there is positive correlation between different influencing factors and buying behavior of consumers.

**Q4. Which reference group influence you most to buy a particular chocolate?**

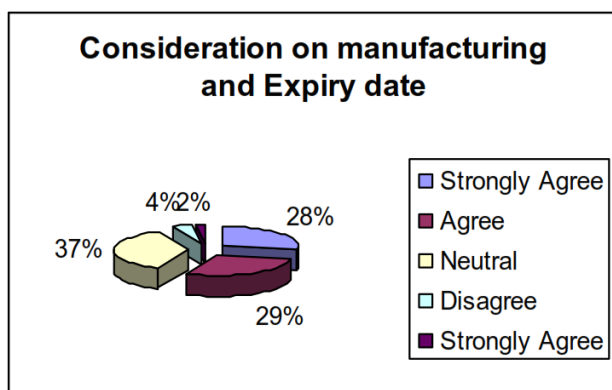
Reference Groups	Percentage
Friends	55
Family	3
Retailers	1
Celebrity	39
Others	2



As shown in the bar graph, from reference group friends are the most influencing factor which influence consumer to purchase a particular brand of milk chocolate. And this statement is supported by 55% of consumers of milk chocolate bars. And the second most influencing factor which influence customer to purchase a particular brand of milk chocolate bar are celebrities, and this statement is supported by 39% of consumers.

**Q5. You consider manufacturing and expiry date while buying any chocolate\_\_\_\_\_**

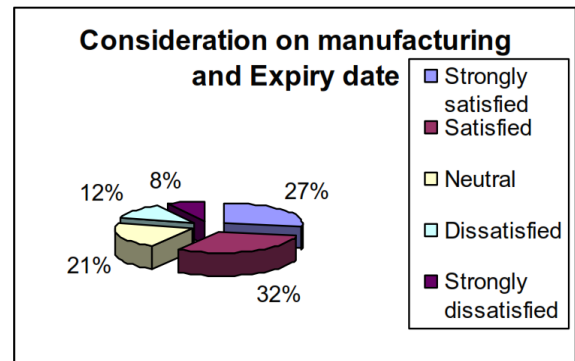
Consumer's View	Percentage
Strongly Agree	28
Agree	29
Neutral	37
Disagree	4
Strongly Agree	2



As shown in Pie chart, about 37% of consumers are neutral while considering the manufacturing and expiry date of milk chocolate bars. But if talk about those who strongly agree on the consideration of manufacturing and expiry date represented by 28% of population and 29% of population represent those who are agree on the statement that they consider manufacturing and expiry date while purchasing any milk chocolate bar.

**Q6. Are you satisfy with the present brand of chocolate in Sirsa\_\_\_\_\_**

Satisfaction Level	Percentage
Strongly satisfied	27
Satisfied	32
Neutral	21
Dissatisfied	12
Strongly dissatisfied	8



About 27% of consumers are satisfied with the present brands of Milk chocolate bars in Sirsa and 32% are satisfied. As calculate with the tool if we consider brand wise then milk chocolate bar of **Cadbury** is the most preferred brand in Sirsa which holds 40% of the market share and after that **Nestle** has second position with a holding of 35% of the market share and the least preferred brand from the take brand to make report is **Amul** with a holding of 25% of market share

### Analysis

Let us take the hypothesis as:-

**H<sub>0</sub>** There is correlation between various influencing factors like price, taste, packaging, brand name etc. on buying behavior of consumers for chocolate.

**H<sub>1</sub>** There is no correlation between various factors like price, taste, packaging, brand name etc on buying behavior of consumers for chocolate.

X \ Y		CADBURY	AMUL	NESTLE	f	f <sub>dy</sub>	f <sub>dy</sub> <sup>2</sup>	f <sub>dx</sub>
PRICE	+2	8 (16)	4 (0)	4 (-8)	16	32	64	8
TASTE	+1	19 (19)	3 (0)	16 (-16)	48	48	48	3
PACKAGING	0	3 (0)	5 (0)	1 (0)	9	0	0	0
BRAND NAME	-1	7 (-7)	1 (0)	10 (10)	18	-18	18	3
OTHER	-2	3 (-6)	2 (0)	4 (8)	9	-18	36	2
	f	40	25	35	100	44	166	16
	f <sub>dx</sub>	40	0	-35	5			
	f <sub>dx</sub> <sup>2</sup>	40	0	35	75			
	f <sub>dx</sub> <sup>2</sup>	22	0	-6	16			

Coefficient of Correlation =

$$r = \frac{N \sum f_{dx} f_{dy} - \sum f_{dx} \sum f_{dy}}{\sqrt{N \sum f_{dx}^2 - (\sum f_{dx})^2} \sqrt{N \sum f_{dy}^2 - (\sum f_{dy})^2}}$$

$$r = \frac{100 \times 16 - (44)(5)}{\sqrt{100 \times 75 - (05)^2} \sqrt{100 \times 66 - (44)^2}}$$

$$r = \frac{1600 - 220}{146.6 \times 149.62}$$

$$r = \frac{1380}{10470.3} = +0.132$$

Hence it has been proved that there is a correlation between various factors and buying behavior of consumers.

## CONCLUSION

Every research activity ends with some conclusion and same happens with this report also. By analyzing the collected data the conclusion which is arrived is as follows:

- ▶ Foreign Brands like Cadbury and Nestle has an edge over Indian brand like Amul. Which is calculate as with the help Likert scale And the Value comes out for Cadbury brand is 144 . But if we talk about Nestle Brand the value comes out is 125. And for Amul this value comes out to be 90. Which grades foreign brands to be Higher as compare to Indian brand of milk chocolate bar.
- ▶ Another conclusion of the study is that change in price has a substantial effect on the buying behavior of consumer for milk chocolate bars
- ▶ Different factors like Price, Taste, Brand Name, Packaging have an influencing effect on the buying behavior of consumers for milk chocolate bars as shown with the help of Group Correlation tool in which the correlation comes out to be Positive, this means that the null hypothesis is selected and there is correlation between various influencing factors like price, taste, packaging, brand name etc. on buying behavior of consumers for milk chocolate bars.

## SUGGESTIONS

A detail study of the “**Consumer’s Buying Behavior of Age Group 15-25 For Milk Chocolates Bars**” was done. Some important suggestions are as follows:

1. Dealers should keep chocolates in cold storage in summers, and try to save

chocolates from sun light as they melt in hot place, which will ultimately affect the buying behavior of consumer if he/she not feel satisfied.

2. The chocolates whose expiry dates goes off should be replaced at once and fresh stock should be offered.
3. The retailers and distributors must be provided “Dispensers” and company’s freezers or defreezers for storing chocolates, so that they can offer good quality chocolates to consumers
4. In Sirsa there is a scarcity of foreign chocolates. Here some of customers are ready to pay premium prices but due to non availability they have to satisfy with available brands.

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