



## A STUDY ON CONSUMER PREFERENCE TOWARDS DIFFERENT CHOCOLATE BRAND SELECTION IN THIRUMAGALAM

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### ABSTRACT:

This study investigates the factors influencing consumer preferences in the selection of chocolate brands. The study employs a mixed-method approach, combining qualitative interviews and quantitative surveys to gather insights from a diverse sample of chocolate consumers. Key variables such as taste, price, packaging, brand reputation, and ethical considerations are analyzed to understand their impact on consumer decision-making. Findings reveal nuanced patterns in consumer preferences, with taste emerging as the primary driver, followed closely by brand reputation and ethical considerations. Additionally, demographic differences in preferences are explored to provide a comprehensive understanding of the chocolate market landscape. The study contributes valuable insights for chocolate manufacturers and marketers to tailor their strategies and products to better align with consumer preferences and market demands.

### KEYWORDS:

**CHOCOLATE BRAND PREFERENCES, FLAVOURS, TASTE, PACKAGING, CONSUMER SATISFACTION.**

### 1.1 INTRODUCTION

In this study the product performance and buying behavior of the famous Brand of Chocolates- Nestle, Cadbury, Amul and Mars were survey, which are consumed by all ages. This study reveals how people perceive these products on the variable like price, quality, advertisement, satisfaction, taste, packaging, brand, loyalty etc. Which particular brand of Chocolate is most preferred by people of different age groups. This study shows that how frequently and how much Chocolate they consume, whether they buy small, big or family pack. Trend of ongoing changes in their likings has been shown in the report. During this research I have interacted with people of "Thirumangalam" area. This study shows people perception on these products lies on the variables like price, quality, advertisement, satisfaction, taste, packaging, brand loyalty etc.

### 1.2 STATEMENT OF THE PROBLEMS

The preference of the customers towards chocolates depends on the price, quantity, quality, taste, brand image. So, analyzing the taste and preference of the consumer is always a challenge.

### 1.3 REVIEW OF LITERATURE

Karthikeyan (2017) conducted a research, consumer preference towards various brands of chocolates. Need for the study is to find preference level of consumer towards chocolates by adopting sampling method primary data were collected 100 respondents. The finding of the study include that overall preference level among the consumer is more than 40.

D.Shanthi (2018), a study on consumer preference towards chocolates, chocolate is liked and eaten by all age of people. This study helps in products development and improvement in launching of new product. The limitation of the study restricts itself to the analysis of consumer preference, perception and consumption of chocolates.

### 1.4 OBJECTIVES OF THE STUDY

- To study the consumer preference towards different chocolates brand selection.
- To know the various chocolate brand available in the market.
- To identify the reason for selection of particular brand chocolates.
- To know about varieties of chocolates offered by various brand
- To know the taste and preference of consumers towards chocolates.

### 1.5 RESEARCH DESIGN

#### PRIMARY DATA:

The primary data is the data which is new, in this study Questionnaire are used to collect information from the consumers

#### SECONDARY DATA:

The secondary data which is already in existence is known as secondary data. Secondary data includes websites, various papers, and magazines published from time to time.

**SAMPLE SIZE:**

100 Samples are collected from chocolate consumers through google forms by questionnaire.

**SAMPLING METHOD:**

- Convenience sampling method.

**TOOLS USED FOR THE STUDY:**

- Percentage analysis.
- Pie chart.
- Likert's scaling technique..

**1.6 DATA ANALYSIS:**

The data collected were categorized and tabulated. Various aspects of the themes under study and the observations made from the data were discussed in detail.

**SIMPLE PERCENTAGE ANALYSIS:**

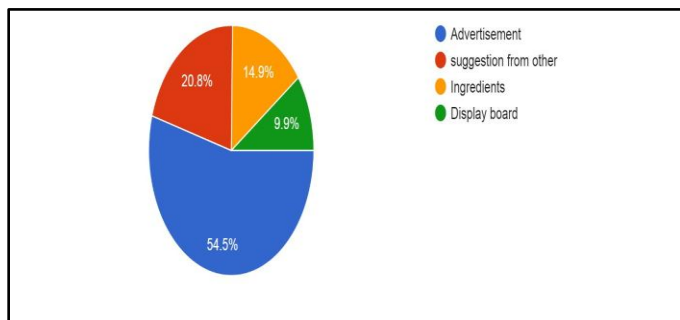
Simple Percentage Analysis is used to indicate more clearly the relative size of two or more numbers. In the present study this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

$$\text{Simple percentage} = \frac{\text{No Of respondents}}{\text{Total no of respondents}} \times 100$$

Likert's scaling is a widely used technique in survey research to measure attitudes, opinions, and perceptions of respondents. Named after its creator, Rensis Likert, who developed it in 1932, score values of 5,4,3,2,1 are given to categories scores obtained by the respondents is divided by the maximum possible scores secured and multiplied by 100

**1.6.1 STIMULATING FACTORS OF CHOCOLATE PURCHASE**

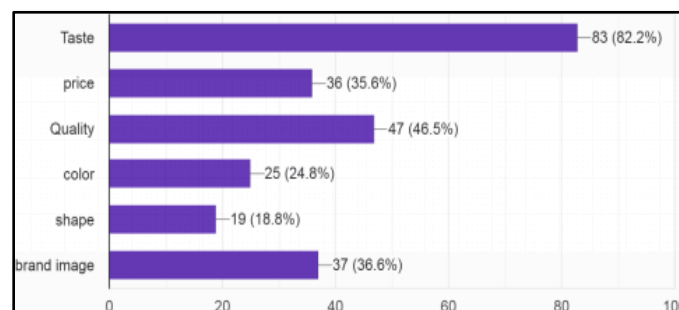
FACTORS	NO OF RESPONDENTS	PERCENTAGE
Advertisement	55	55
Oral trusts from others	21	21
Ingredients	14	14
Display board	10	10
Total	100	100

**INTERPRETATION**

The above table shows that 55% of respondents like advertisement, 21% of respondents were consumed chocolates with the suggestion from other, 14% of respondents like ingredients and 10% of respondents like display board of buying a chocolate.

**1.6.2 RESPONSE TO CHOCOLATE FLAVOURS PREFERENCE**

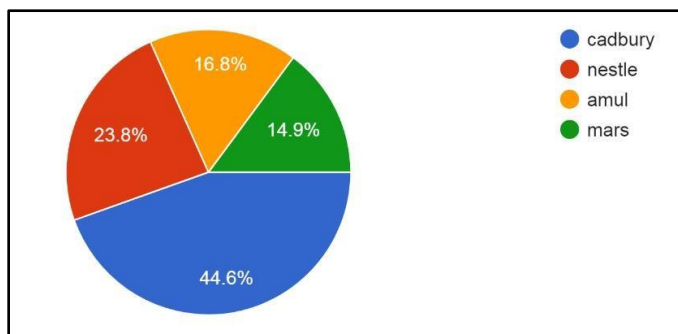
FLAVOURS	NO OF RESPONDENTS	PERCENTAGE
Vanilla	24	24
Strawberry	28	28
Elachi	19	19
Coffee	11	11
Others	18	18
Total	100	100

**CHART****INTERPRETATION**

The above analysis 82.2% of respondents like taste, 35.6% of respondents like price, 46.5% of respondents like quality, 24.8% of respondents like color, 18.8% of respondents like shape and 36.6% of respondents like brand image.

**1.6.3 RESPONSE TO CHOCOLATE BRAND SELECTION**

CHOCOLATE BRANDS	NO OF RESPONDENTS	PERCENTAGE
Cadbury	45	45
Nestle	24	24
Amul	16	16
Mars	15	15
Total	100	100

**PIE CHART****INTERPRETATION**

According to the above TABLE 45% of respondents like Cadbury Chocolates, 24% of respondents like Nestle Chocolates, 16% of respondents Amul Chocolates and 15% of respondents like Mars Chocolates.

**1.7 FINDINGS:**

- ❖ Majority of the respondents were attracted by the advertisements given for chocolates, and social trust given by others.
- ❖ Majority of the respondents were interested in tasting strawberry flavor and then it goes to vanilla flavor
- ❖ While selecting the chocolates Cadbury brands were mostly preferred and then Nestle brand thereby Amul and Mars brand

**CONCLUSION:**

On the basis of analysis, it is clear that the customer's taste and preference is increasing towards the branded products. To attract more consumers the Company should provide better quality products. Each chocolate brand becomes familiar in its unique taste, flavours, ingredients, packaging and price affordability. These companies Cadbury, Nestle, Amul and Mars have to improve a lot by providing new range of Chocolates, attractive packing and better promotional offers during festive season to withstand international companies.

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