



A COMPARATIVE STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE [KITKAT] AND CADBURY [DAIRYMILK] IN MADURAI CITY

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ABSTRACT:

This study explores the product performance and consumer preferences for two renowned chocolate brands, Nestle KitKat and Cadbury Dairy Milk, in Madurai City. By engaging with local residents, the research investigates factors influencing their choices, such as price, quality, advertisement, satisfaction, taste, packaging, and brand loyalty. It also examines the preferred brand across different age groups and consumption patterns, including the preference for small, big, or family packs. The findings highlight the importance of understanding customer preferences for effective marketing strategies. In an era where consumer sovereignty prevails, marketers must comprehend the likes, dislikes, and purchasing behaviour of consumers. Despite low per capita chocolate consumption in India, there is potential for growth by expanding the consumer base through value-for-money products. This study aims to provide insights for marketers to better cater to consumer needs in Madurai City.

KEYWORDS:

BRAND IMAGE, TASTE, PRICE SENSITIVITY, PACKAGING APPEAL, AND LOCAL MARKET, CONSUMER BEHAVIOUR.

1.1 INTRODUCTION:

In this surveyed the performance and consumer preferences of two popular chocolate brands, Nestle and Cadbury, among people in Madurai. The study explored how individuals perceive these brands based on price, quality, advertisement, satisfaction, taste, packaging, and brand loyalty. It also identified the most preferred chocolate brands across different age groups and examined consumption patterns, including the frequency and quantity of chocolate purchases.

Understanding consumer behaviour is crucial for effective marketing, as consumers' decisions impact various aspects of the economy, from raw material demand to industry success. This report highlights the trends in chocolate preferences and provides insights into becoming a successful marketer by understanding customer likes, dislikes, and purchasing behaviours.

Effective marketing starts with understanding the consumer. Their decisions on what, why, where, and how much to purchase influence demand, employment, resource allocation, and industry success. In today's market, consumer preferences drive production and sales, making the consumer supreme.

1.2 STATEMENT OF THE PROBLEM:

The chocolate industry is highly competitive, with brands constantly vying for consumer attention and loyalty. In Madurai City, two of the most popular chocolate brands, Nestle KitKat and Cadbury Dairy Milk, have established significant market presence. However, there is a need to understand the factors influencing consumer preferences between these two brands. This study aims to examine the consumer preference towards Nestle KitKat and Cadbury Dairy Milk based on various factors such as price, quality, advertisement, satisfaction, taste, packaging, and brand loyalty. By exploring these aspects, the research seeks to identify the key drivers of consumer choice and determine which brand is more favoured by different age groups in Madurai City. The findings of this study will provide valuable insights for marketers to tailor their strategies and better cater to consumer needs in this region.

1.3 REVIEW OF LITERATUTRE:

Brand image plays a crucial role in consumer preferences. Johnson (2018) notes that Nestlé KitKat's iconic red packaging and slogan "Have a Break, have a KitKat" foster brand loyalty, while Smith (2019) highlights Cadbury Dairy Milk's purple packaging and "a glass and a half of milk" promise as symbols of quality and trust, influencing

consumer choices.

Taste and quality significantly impact preferences. Brown (2020) states that Nestlé KitKat's crispy texture appeals to those preferring crunch, while Cadbury Dairy Milk's creamy texture caters to different taste preferences, both driving brand loyalty.

Price sensitivity affects decision-making. Williams (2021) mentions that both brands offer products at varied prices to cater to different segments, emphasizing the importance of competitive pricing and value-for-money propositions in retaining price-sensitive consumers.

1.4 OBJECTIVES OF THE STUDY:

- To analyse consumer preferences for Nestlé KitKat and Cadbury Dairy Milk in Madurai City.
- To identify the key factors influencing consumer choices, including brand image, taste, price, and packaging.
- To compare the market performance of Nestlé KitKat and Cadbury Dairy Milk based on consumer preferences.
- To understand the local market dynamics and cultural factors impacting consumer behaviour in Madurai City.
- To know the taste and preference of consumers towards Chocolate

1.5 RESEARCH METHODOLOGY:

This chapter outlines the methodology of the study, which relies on information collected from primary sources. Following a detailed investigation, a comprehensive analysis has been conducted on the consumption of Nestle Kit Kat and Cadbury Dairy Milk chocolates by consumers. The data encompasses various aspects such as consumption patterns, consumer preferences, and customer satisfaction related to Cadbury and Nestle chocolates. To gather the necessary data and information on the chosen topic, the survey method was employed.

1.6 SAMPLESIZE:

- The samples of 50 people are taken on the basis of convenience.
- Based on convenience, relevant population samples were selected for the purposes of this study.

1.7 METHODS OF DATA COLLECTION:

PRIMARY DATA:

Primary data refers to new information collected directly from original sources. In the context of your study, "A comparative study on consumer preferences towards Nestlé KitKat and Cadbury Dairy Milk in Madurai city," the primary data will be obtained firsthand from respondents using questionnaires. This data collection method ensures that the information is gathered directly from the individuals.

SECONDARY DATA:

Secondary data refers to information that already exists. Secondary sources encompass websites, various papers, and magazines published periodically, as well as historical documents and other published information sources. This study is a cross-sectional one, as data was collected at a single point in time. For the present study, a relevant sample of the population was selected based on convenience.

1.8 DATA ANALYSIS AND INTERPRETATION:

TABLE NO: 1

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	9	18%
FEMALE	41	82%
TOTAL	50	100%

INFERENCE:

Majority 41% of the respondents of my questionnaire are female.

FIGURENO: 1

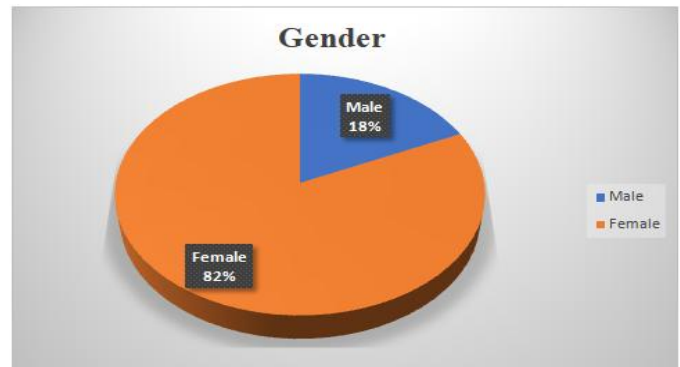


TABLE NO: 2

BRAND	NO OFRESPONDENTS	PERCENTAGE
NESTLE(KITKAT)	27	54%
CADBURY(DAIRYMILK)	23	46%
TOTAL	50	100%

INFERENCE:

Majority of 27%of the respondents are prefernestle (kit kat).

FIGURENO: 2

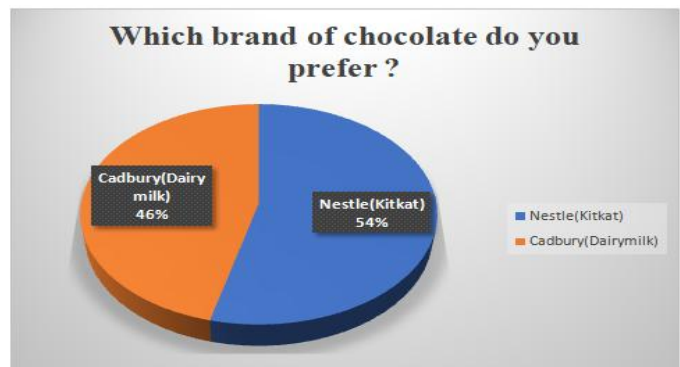


TABLE NO: 3

PACK SIZE	NO OF RESPONDENTS	PERCENTAGE
SMALL	15	30%
BIG	5	10%
MEDIUM	22	44%
FAMILY PACK	8	16%
TOTAL	50	100%

INFERENCE:

Majority of 22% of the respondents are prefer medium pack.

FIGURENO: 3

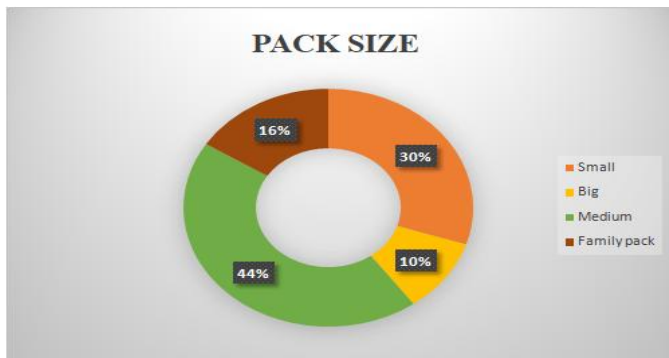


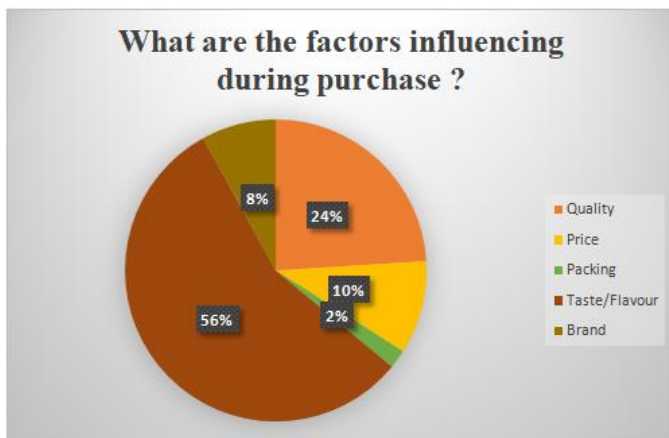
TABLE NO: 4

FACTORS	NO OF RESPONDENTS	PERCENTAGE
QUALITY	12	24%
PRICE	5	10%
PACKING	1	2%
TASTE/FLAVOUR	28	56%
BRAND	4	8%
TOTAL	50	100%

INFERENCE:

Majority of 28% of the respondents are prefer Taste/Flavour.

FIGURENO: 4



1.9 RESULT AND DISCUSSION:

From the table 1, it is interpreted that 9% of Respondents are male, 41% of respondents are female. Majority of 82% of

respondents of my questionnaire female. From the table 2 show that, 27% of respondents are prefer nestle (KitKat),23% of respondents are preferring Cadbury (dairy milk). majority of 54% prefer nestle (KitKat). from the table 3 reveals that 15% of respondents are prefer small pack,5% % of respondents are preferring big pack,22% of respondents are prefer medium pack,8% of respondents are prefer family pack, majority of 44% of respondents of my questionnaire are prefer medium pack. From the table 4 shows that 12% of factors influencing towards quality,5% of factors influencing towards price,1% of factors influencing towards packing,28% of factors influencing towards taste / flavour,4% of factors influencing towards brand, majority 56% of respondents of my questionnaire are factors influencing towards taste and flavour.

CONCLUSION:

This study on consumer preferences for Nestlé KitKat and Cadbury Dairy Milk in Madurai City has provided important insights. It highlights that taste and flavour are key factors in consumer choice, with a significant portion of respondents favouring these aspects. Nestlé KitKat’s crispy texture and Cadbury Dairy Milk’s creamy texture cater to different taste preferences, driving brand loyalty for both brands.

Competitive pricing and brand image also play crucial roles in influencing consumer preferences. Nestlé KitKat, with its iconic red packaging and slogan, slightly outperforms Cadbury Dairy Milk in consumer preference among the surveyed population.

Understanding local market dynamics and cultural factors is essential for effective marketing. The study found that medium pack sizes are the most preferred, and the majority of respondents are female. These insights can help marketers tailor their strategies to better meet consumer needs.

In conclusion, chocolate brands should focus on taste, quality, brand image, and competitive pricing to cater to consumer preferences successfully. Leveraging these findings, marketers can enhance their approaches to drive brand loyalty and market success in Madurai City.

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