



## A STUDY ON CONSUMER PERCEPTION TOWARDS CADBURY DAIRYMILK CHOCOLATE IN MADURAI CITY

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### ABSTRACT:

This study examines consumer perception and preferences toward Cadbury Dairy Milk Chocolate in Madurai City, focusing on demographic influences, purchasing decisions, and brand loyalty. The research adopts a descriptive approach, using both primary and secondary data sources. Primary data is collected through structured questionnaires, analyzing key factors such as taste preference, price sensitivity, advertising impact, and brand reputation. Secondary data from journals, research articles, and company reports further support the study. The sample consists of 70 respondents selected through random sampling, ensuring diversity in age, gender, and occupation. The collected data is analyzed using descriptive statistics, Garret Ranking Analysis, and ANOVA to determine the significance of demographic factors on consumer satisfaction and brand preference. The findings reveal that young adults (18–24 years) form the largest consumer base, with males (66%) being more engaged in chocolate consumption. Brand reputation (36%) and price (34%) emerge as the key drivers of purchasing decisions, while taste (30%) and quality (30%) are the primary reasons for consumer preference. Based on the findings, the study suggests that brands should focus on youth-oriented marketing strategies, such as social media promotions and influencer collaborations, to appeal to their primary consumer base.

### KEYWORDS:

**CONSUMER PERCEPTION, BRAND LOYALTY, PURCHASING BEHAVIOR, DEMOGRAPHIC INFLUENCE, CADBURY DAIRY MILK.**

### 1.1 INTRODUCTION

The study on consumer perception towards Cadbury Dairy Milk chocolate in Madurai City aims to understand the factors influencing consumer preferences, brand loyalty, and purchasing behavior. Cadbury Dairy Milk, known for its rich taste and premium quality, has established itself as a leading chocolate brand in India. This research explores key aspects such as taste, price, packaging, availability, and promotional strategies that impact consumer choices. By analyzing demographic factors like age, gender, income level, and occupation, the study provides insights into consumer satisfaction and brand perception. The findings will help in identifying trends, preferences, and areas for improvement, enabling Cadbury to enhance its market presence and customer engagement in Madurai City. Cadbury, a renowned confectionery brand, was founded in 1824 by John Cadbury in Birmingham, England. The brand gained global recognition for its high-quality chocolates, and in 1905, Cadbury Dairy Milk was introduced, revolutionizing the chocolate industry with its rich milk content. Over the decades, Cadbury Dairy Milk has evolved through various product innovations, marketing campaigns, and regional adaptations to cater to diverse consumer preferences. In India, Cadbury entered the market in 1948 and quickly became synonymous with

premium chocolate, gaining popularity across all age groups. Today, Cadbury Dairy Milk remains one of the most loved chocolates in India, with its tagline “Kuch Meetha Ho Jaye” reinforcing its association with celebrations and happiness. This study aims to analyze consumer perception of Cadbury Dairy Milk chocolate in Madurai City, focusing on factors influencing purchase decisions, brand loyalty, and preferences over competing brands. The research explores aspects such as taste, price, packaging, availability, and marketing strategies that shape consumer choices.

### 1.2 STATEMENT OF THE PROBLEM

The increasing demand for chocolates in the Indian market, particularly in cities like Madurai, has led to the growth of various chocolate brands. Among these, Cadbury Dairy Milk has established itself as one of the leading chocolate brands, enjoying a significant market share and consumer loyalty. However, despite its strong presence, there exists a need to understand how consumers in Madurai perceive the brand, its quality, packaging, pricing, and overall customer satisfaction.

The core problem of this study is to analyze the factors influencing consumer perception towards Cadbury Dairy

Milk chocolate in Madurai city. This includes understanding the brand's position in the local market, consumer preferences, and the various elements that impact their buying decisions, such as taste, affordability, availability, and brand image. Additionally, the study aims to assess how Cadbury Dairy Milk compares with other competing chocolate brands in terms of consumer satisfaction.

**1.3 OBJECTIVES OF THE STUDY**

1. To study consumer perception and preferences towards Cadbury Dairy Milk Chocolate in Madurai City.
2. To evaluate the factors influencing consumer buying decisions, including taste, price, brand loyalty, and the impact of advertising.
3. To analyze the influence of demographic factors on consumer satisfaction and brand preference for Cadbury Dairy Milk Chocolate in Madurai City.

**1.4 RESEARCH METHODOLOGY**

**1.4.1 RESEARCH DESIGN**

The research methodology for this study adopts a descriptive research design to examine how demographic factors influence consumer satisfaction and brand preference for Cadbury Dairy Milk Chocolate in Madurai City. The study relies on both primary and secondary data sources to ensure a comprehensive understanding of consumer perceptions.

**1.4.2 PRIMARY AND SECONDARY DATA**

Primary data is collected through structured questionnaires, which focus on key aspects such as taste preference, price sensitivity, brand loyalty, and advertising impact. Additionally, secondary data is sourced from journals, research articles, company reports, and industry publications to provide supporting insights into consumer behavior in the chocolate market.

**1.4.3 SAMPLING METHOD**

A random sampling technique is used to select a sample of 100 respondents, ensuring diversity in age groups, income levels, and occupations. The collected data is analyzed using descriptive statistics to summarize consumer preferences and buying behavior. Further, Garrett Ranking Analysis is applied to rank the factors influencing brand preference, while ANOVA (Analysis of Variance) is used to determine the statistical significance of demographic factors on consumer satisfaction. These analytical tools provide valuable insights into how different demographic groups perceive and prefer Cadbury Dairy Milk Chocolate, helping to understand consumer expectations and decision-making patterns in Madurai City.

**1.4.4 SAMPLE SIZE**

A sample size of 100 respondents, who are consume dairy milk users in Madurai city were surveyed.

**1.4.5 STUDY OF THE AREA**

The study focuses on Madurai city

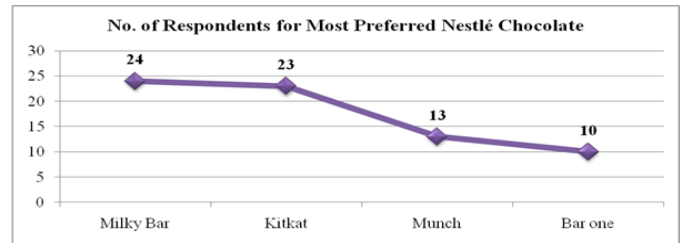
**1.5 ANALYSIS DATA**

**TABLE 1.5.1 MOST PREFERRED NESTLÉ CHOCOLATE**

| Most Preferred Nestlé Chocolate | No. of Respondents | Percentage |
|---------------------------------|--------------------|------------|
| Milky Bar                       | 24                 | 34         |
| Kitkat                          | 23                 | 33         |
| Munch                           | 13                 | 19         |
| Bar one                         | 10                 | 14         |
| <b>Total</b>                    | <b>70</b>          | <b>100</b> |

In Table 1, Milky Bar (34%) and Kitkat (33%) are the most liked Nestlé chocolates, with almost equal preference. Munch (19%) and Bar One (14%) have comparatively lower preference, indicating that wafer-based chocolates like Kitkat are more popular.

**CHART 1 MOST PREFERRED NESTLÉ CHOCOLATE**

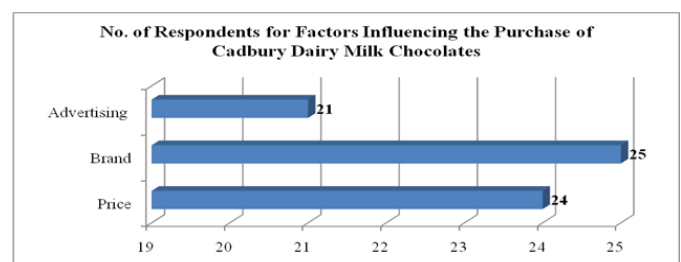


**TABLE 1.5.2 FACTORS INFLUENCING THE PURCHASE OF CADBURY DAIRY MILK CHOCOLATES**

| Factors Influencing the Purchase of Cadbury Dairy Milk Chocolates | No. of Respondents | Percentage |
|---|--------------------|------------|
| Price   | 24                 | 34         |
| Brand   | 25                 | 36         |
| Advertising   | 21                 | 30         |
| <b>Total</b>  | <b>70</b>          | <b>100</b> |

In Table 2, Brand reputation is the most crucial factor (36%) in purchasing Cadbury Dairy Milk chocolates, highlighting strong brand loyalty. Price is the second most influential factor (34%), suggesting that affordability plays a significant role in the decision-making process. Advertising (30%) also impacts consumer behavior, proving that marketing strategies effectively attract customers.

**CHART 2 FACTORS INFLUENCING THE PURCHASE OF CADBURY DAIRY MILK CHOCOLATES**

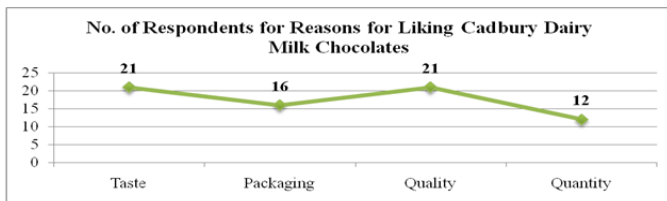


**TABLE 1.5.3 REASONS FOR LIKING CADBURY DAIRY MILK CHOCOLATES**

| Reasons for Liking Cadbury Dairy Milk Chocolates | No. of Respondents | Percentage |
|--|--------------------|------------|
| Taste  | 21                 | 30         |
| Packaging  | 16                 | 23         |
| Quality  | 21                 | 30         |
| Quantity   | 12                 | 17         |
| <b>Total</b>                                     | <b>70</b>          | <b>100</b> |

In Table 3, Taste (30%) and quality (30%) are the primary reasons for liking the chocolates, suggesting that consumers highly value sensory experience and product consistency. Packaging (23%) is also a notable factor, indicating that visual appeal influences buying decisions. Quantity (17%) is the least significant reason, showing that portion size is not a major concern for most consumers.

**CHART 3 REASONS FOR LIKING CADBURY DAIRY MILK CHOCOLATES**



**1.6 FINDINGS FROM THE MAJORITY OF THE STUDY**

1. Among Nestlé chocolates, Milky Bar (34%) and KitKat (33%) are the most preferred, showing a strong preference for these products.
2. The key factors influencing the purchase of Cadbury Dairy Milk chocolates are brand reputation (36%) and price (34%), highlighting the importance of brand loyalty and affordability.
3. Taste (30%) and quality (30%) are the primary reasons for liking Cadbury Dairy Milk chocolates, reinforcing the brand's strong market position based on flavor and product excellence.

**1.6.2 SUGGESTIONS BASED ON THE MAJORITY OF THE STUDY**

1. Given that Milky Bar (34%) and KitKat (33%) are the most preferred Nestlé chocolates, the brand can introduce new flavors or promotional offers to sustain consumer interest.
2. Since brand reputation (36%) and price (34%) are key purchase factors, Cadbury should continue reinforcing its brand image through trust-building campaigns and competitive pricing strategies.
3. As taste (30%) and quality (30%) are the primary reasons for liking Cadbury Dairy Milk chocolates, the company should maintain product consistency and innovate with new flavors to retain its loyal customer base.

**CONCLUSION**

The study reveals that chocolates, particularly Cadbury Dairy Milk, have a strong consumer base among young adults (18–24 years), with brand loyalty and affordability being the key purchase drivers. Males dominate chocolate consumption, indicating a need for targeted marketing campaigns to attract more female consumers. Among Nestlé chocolates, Milky Bar and KitKat are the most preferred, suggesting a strong inclination toward creamy and wafer-based chocolates. The findings also highlight that taste and quality are the primary reasons for consumer preference, reinforcing the importance of maintaining product excellence. Moreover, most consumers associate Cadbury Dairy Milk chocolates with happiness and satisfaction, showing a strong emotional connection with the brand. To strengthen market positioning, brands should focus on innovative marketing strategies, including social media engagement, influencer collaborations, and new product variations tailored to consumer preferences. Companies should also maintain their competitive pricing while enhancing their branding efforts to reinforce trust and loyalty. Given the emotional impact of chocolates, leveraging storytelling in advertisements can further deepen customer engagement. Overall, the study underscores the importance of continuous product innovation, effective promotional strategies, and consumer-centric approaches to sustain and expand the chocolate market.

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