



Analysis of Consumer Preferences for Cadbury Chocolates in India

Aniketa Mahapatro¹, Dinesh R Mali²

^{1,2}PGDM Students, Indus Business Academy, Bangalore, Karnataka, India.

Emails: fpb2325.067.aniketa@iba.ac.in¹, fpb2325.127.dinesh@iba.ac.in²

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Abstract

The research stands on customer preferences and behaviors concerning Cadbury chocolates in India. Contributed survey data came from one hundred and three respondents; factors influencing their choice often include taste, price, and perceived quality of Cadbury chocolates. The study revealed that Cadbury is one of the brands enjoying very high loyalty among consumers, with Dairy Milk and Silk being some of their top-of-the-mark variants. The taste is found to be the chief reason for buying chocolate, though quality and price matter too. Many people eat chocolates weekly with common packaging as a bigger choice. Certain types of consumers are very critical of their claims that Cadbury chocolates are expensive, whereas they also demand a larger variety. Some are unhappy with the packaging and some feel the chocolate is too sweet for their liking. Besides, other demographic variables age, occupation level, and income levels influence buying behavior in any given way. Young students constitute a majority of chocolate consumers, in which affordability is often a consideration taken into account when deciding. The limitations of the study include the demographic limitations and the respondents' retention bias. Additional investigations can be advocated to study regional variability in preferences, price sensitivity, and innovation of products. By addressing issues of pricing, variety, and packaging, there is a significant opportunity for Cadbury to further consolidate its hold on the market.

1. Introduction

In the beginning, Cadbury Dairy Milk was understood to be the embodiment of parental affection towards children. Chocolates were considered luxury items that only children could afford, guilt-touched due to the 'bad-for-health' connotation associated with their excessive consumption. There were attempts at 'Indianising' the brand and targeting a wider audience by coming into the Indian mind-set-that is, making Cadbury Dairy Milk a part of Indian tradition and customs. How Cadbury Dairy Milk found its calling was through its rather clever shifted-left segmenting

strategy towards a market development strategy further orienting itself far from an erstwhile 'non-associative' to work towards a strategy of market penetration. Its attempts at creating relevance done through new associations- festivals, weddings, good news, and so forth. One of the basic aspects of consumer behavioral analysis conceives of the consumer as being capable of contributing another relationship in the marketing dimension, although an uncontrollable variable that is seen itself not only by codified physical characteristics but through framed reference. (Kazemi, Esmacili, 2010) The

research clearly shows that chocolates are mostly consumed for their pleasure or treasured as a gift. It has been established that economic issues do not have a major impact on chocolate buyer's behavior. For example, several respondents indicated that price was only mentioned by a few as a central component in chocolate selection. According to a survey conducted on Indian chocolate consumers, price was ranked fourth most important after flavor, brand, and softness. In paying more attention to premium chocolates, he found that price rate outranked him as number five most valued after flavor, brand, wrapping, and their components.

(Marietta Kiss, Peter Czine, Peter Balogh b, Zoltan Szakaly,2022) Cadbury chocolate is trusted and. Has the loyalty of her consumers due to the superiority of her quality, availability, and a large image of the brand. However, quite close behind Cadbury, there is Nestle, followed by Amul. But they still have to go some way before they can bury the fruit beneath Cadbury in quality and brand loyalty. Cadbury has always delighted its consumer and has stood the test of time on consumer preference, as is clear from the study. (Agarwal,2010) [1]

2. Literature Review

Author	Title	Published	Date of Publication	Key Finding
Lakshmi, Pandey, Patil, 2023	"A Study On Consumer Preference Towards The Cadbury and Nestle Chocolates In Vadodara City	International Journal of Creative Research Thoughts (IJ CRT)	March 2023	<ul style="list-style-type: none"> From biscuits to jewellerys, toffees and chocolates bars. We surely love all types of Cadbury chocolate products. All around the world, people are familiar with the firm's goods. No other company has been able to compete with Cadbury in flavour. In 1824, John Cadbury had a grocery shop in Birmingham where he sold drinking chocolate. Cadbury is very frequently in first or second position in retail sales value in 20 out of 50 largest 20 confectionery markets.
Shalini, R Sudha, 2024	An Investigation on Neurological Marketing in The Chocolate Company: Cadbury	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	January 2024	<ul style="list-style-type: none"> Cadbury integrates neuromarketing findings to transform chocolates into sensory-driven experiences that resonate with different customer segments. Products like Cadbury Dairy Milk, Silk, and Celebration boxes are designed not just as chocolates but as emotional and sensory delights, appealing to various consumer needs—from affordability to luxury.
D. Shanthi, 2018	, A comparative study on consumer preference towards nestle and cadbury chocolates with special	International Journal of Multidisciplinary Research.	November 2018	<ul style="list-style-type: none"> Chocolate Descriptive Statistics and Ages Chocolate is liked and eaten by All age of people (A comparative study on consumer preference towards nestle and cadbury chocolates with special reference to erode district) Chocolate Comparative study: But not many would frequently prefer a Chocolate that tastes good and have great quality as well as crunchiness. Now Only They Cross Over

	reference to erode district.			to Kit-Kat And Munch Of Nestle For Its Taste And Crunchiness.
Kalpana.R, Kavi Priya.P, Kaviya. R, Keerthana.S and Mrs. A. Rahamathunni sa, 2022	A Study On Consumer Satisfaction Towards the Cadbury Products In The Villupuram Town,	International Journal of Emerging Technologies and Innovative Research (JETIR)	Decemb er 2022	<ul style="list-style-type: none"> Chocolate has been grouped as an indispensable item. Festival is also said to be made of chocolate sweets now-a-days. There is no age barrier for the consumption of chocolate. So many different types of the consumers of chocolates are ready to spend money on even expensive chocolate. Chocolate are disturbing the mood of the humans and it is good as sweet and there is more consumption of the chocolate in world wide. Hence, the buying of the chocolates is quite high.

3. Research Methodology

3.1. Problem Statement

Cadbury must compete to be contemporary and competitive in a dynamic consumer. preferences and increasing competition. The company must understand the dynamics of market, i.e., shifting consumer trends, new trends, and competitor activities, to develop effective marketing and product strategy. Cadbury must manoeuvre challenges in sustainability, ethical sourcing, and operational excellence in capturing growth opportunities and risks in a changing business environment. The need to study consumer preferences, trends in the market, brand positioning, and operational effectiveness to Guide Cadbury to maintain leadership and achieve consistent growth in the Indian chocolate industry.

3.2. Research Design

To the research design will be quantitative in nature due to a desire to measure opinions and perceptions held by participants concerning the topic in question. The study will utilize a questionnaires and random sampling to collect data. [2]

3.3. Objectives

- To ascertain consumer satisfaction levels with various Cadbury chocolates.
- To determine what influences consumer decision making when buying Cadbury chocolate
- To identify demographic trends and target audience preferences for Cadbury chocolate
- To determine to what extent brand reputation and brand loyalty drive consumer decision-

making.

- To analyse the impact of determinants such as taste, packaging, pricing, and brand perception in shaping consumer preferences for Cadbury chocolates.
- To examine how Cadbury chocolates are viewed in terms of value and quality for money.
- To identify awareness and perception about different types of Cadbury chocolates among use.

3.4. Data Collection Method

3.4.1.Primary data

It utilizes a survey technique with simple random sampling.

3.4.2.Secondary data

Secondary data have been collected from different sources such as published articles and journals, and research papers. Sampling method Participants older than 18 years and utilizing Cadbury chocolates from various locations are randomly selected by simple random sampling by numbering them and then randomly selecting numbers to form the sample. (Figure 1)

3.4.3.Sampling Size

Sample size in the study includes 203 respondents.

1. Gender:
203 responses

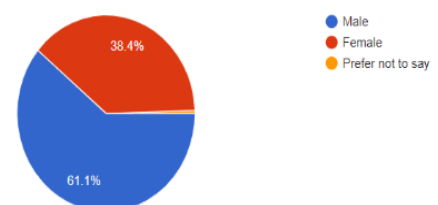


Figure 1 Sampling Size

3.5. Data Analysis & Interpretation

3.5.1. Distribution by Gender of Respondents

- 124 men (61%) and 78 women (38%) responded.
- 0.5% (1 respondent) did not want to disclose their gender.
- A combination with a balance of male and female customers.

The survey had 124 male and 78 female respondents, with one person (0.5%) choosing not to share their gender. This shows a good mix of male and female participants. Since both genders are well represented, the research findings can be useful for understanding the preferences of both male and female consumers

3.5.2. Age Group Representation

- 171 respondents or 84% are between 18-24
- 24 respondents, i.e., 12% fall in the age category of 25-34.
- 8 respondents fall in age category 35-50. (3.9%)
- Most respondents are youth, and they are mainly in the age category 18-24 years.

The majority of individuals fall within the age group of 18-24. Specifically, 171 out of the 203 responses indicate individuals aged between 18-24 years old, and 24 people fall in the age group of 25-34 years old. And remaining 3% that is 8 people fall under the age group of 35-50. The age distribution of respondents in the study appears to heavily favour younger age brackets, particularly those aged 18-24, with some representation from the 25-34 and 35-44 age groups. This skew suggests that the preferences and insights gathered may predominantly reflect the views and behaviours of younger consumers. While valuable, it's important to acknowledge the limitations of generalizing findings to the broader population, particularly older age groups, which may have different preferences and consumption patterns regarding Cadbury chocolates.

3.5.3. Influencing Factors in Chocolate Brand Selection

- 129 respondents or 63.5% choose a brand because of taste
- 64 respondents (31.5%) prioritize quality.
- Flavour and quality are the primary determinants in selecting a brand of chocolate Price and choice and suchlike

come second.

2. Age:

203 responses

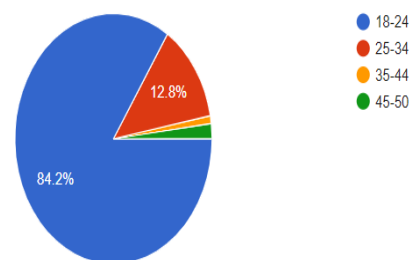


Figure 2 Age Group Representation

The main reasons for choosing a particular chocolate brand among respondents primarily revolve around taste and quality, with affordability being a secondary consideration for some. Taste is cited as the most significant factor, highlighting the importance of flavour and sensory experience. Quality, including factors like ingredients and texture, also strongly influences brand choice. While price is mentioned by some, it's not as prominent as taste and quality. Additionally, unique reasons like perceived health benefits or emotional connections are noted by a few respondents. (Figure 3)

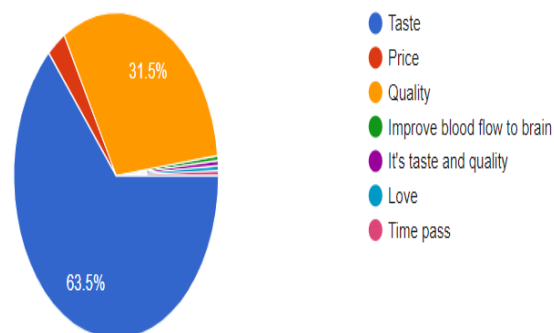


Figure 3 Respondents Primarily

3.5.4. How frequently Chocolate is eaten

- 80 respondents or 39% consume chocolate weekly.
- 29% or 60 use it occasionally.
- 26 (13%) consume chocolate daily.

Most consumers eat chocolates regularly, with a strong preference for weekly consumption. The data reveals that a significant portion of respondents consume chocolates weekly, with others enjoying them occasionally or daily. This suggests varied levels of indulgence and preferences within the target

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market. Cadbury could tailor marketing to promote weekly consumption as part of routines, while highlighting occasional indulgence for less frequent consumers. Analysing consumption frequency alongside demographics can inform product development and marketing strategies for better targeting and engagement (Figure 4)

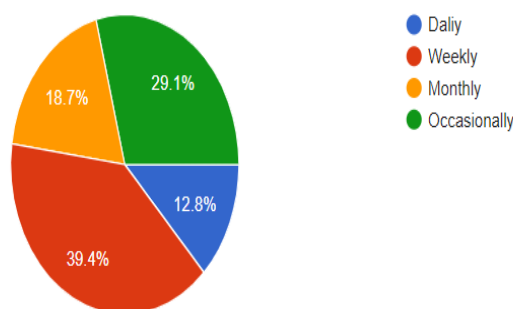


Figure 4 Weekly Consumption

3.5.5. Cadbury Chocolate Price Perception

- 84 respondents (41%) consider Cadbury chocolates to be affordable.
- 61 respondents (30%) consider them to be expensive.
- 58 respondents or 28% consider them to be moderately priced.
- Most consider Cadbury chocolates to be affordable, while some consider them to be expensive.

Opinions on Cadbury chocolate prices vary among respondents. While 84 people find them affordable, 61 consider them expensive, and 58 think they are moderately priced. This suggests that most people see Cadbury chocolates as reasonably priced, but a significant number still view them as costly or mid-range. [3]

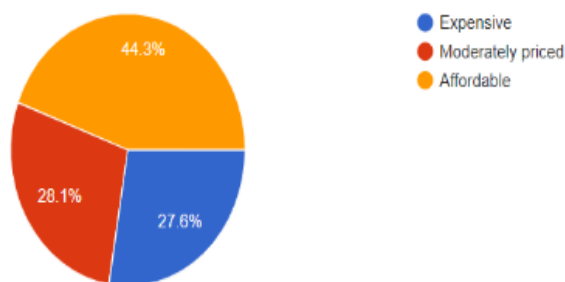


Figure 5 Chocolate Price Perception

Findings

- **Demographics:** Respondents predominantly fall in the age bracket of 18-24 years. The biggest occupation category among respondents consists of students. The majority of respondents have a yearly earning of below 1 lakh a year.
- **Habits of Consumption:** Habits of consumption for chocolates are at a high weekly rate followed by irregular consumption. Respondents have ranked Cadbury as a preferred brand for chocolates followed by Amul and Nestle. The reason to purchase a particular brand of chocolates is predominantly due to taste followed by quality. [4]
- **Product Preferences:** The favourite tested variant among respondents for Cadbury chocolates is Dairy Milk. Respondents' top reasons for preferring Cadbury chocolates are taste and texture. The majority of respondents would highly likely recommend Cadbury chocolates to someone else.
- **Buying Habits:** The majority of respondents spend between 20rs-50rs for a bar of chocolates. The majority of respondents have bought 1-5 Cadbury chocolates in Last month.
- **Rating and Liking:** Respondents rate Cadbury chocolates very high with a majority awarding a score of 5 out of The type preferred by respondents is milk chocolate. Interviewees complain that Cadbury chocolates do not have a lot of variety.
- **Packaging Preferences:** The majority of respondents have a preference for standard packaging, followed by small packaging.
- **Pricing Perception:** The majority of respondents have a perception that Cadbury chocolates are highly affordable. The majority of respondents do not indicate that they have a specific dislike for their favourite Cadbury chocolate.

Conclusion

Valuable insights into consumer behaviour have been provided by this study concerning the purchasing of Cadbury chocolates. These insights

come to us particularly from a younger demographic—students in the 18-24 age group—who are purchasing Cadbury at rates that make it the company's most popular product among individuals of this age. For this group, purchasing Cadbury is about more than just price and accessibility; they also indicate that the delightful flavour of the product is a motivating factor at the point of sale. The main consumers of Cadbury chocolates are young people, especially students, pointing to a target market that prioritizes both cheapness and flavour. A sizable chunk of the consuming public indulges in chocolate on a weekly basis, with Cadbury ranked as the brand of choice, which reflects a powerful semblance of brand loyalty and recognition. Economic Segmentation: The study highlights that a significant part of Cadbury's consumer base consists of students and other low-income households. This revelation could serve as a basis for reconsidering the company's pricing and promotion strategies, which might be too sophisticated or unattainable for this portion of its audience. Product Preferences: Although there is a strong preference for smaller and standard packaging, family-sized and gift packaging options are also in demand, hinting at possible areas for expansion of the product line. Marketing Opportunities: The research highlights a golden opportunity for Cadbury to augment its marketing efforts by purposefully reaching the younger demographic. Right now, they're not really capturing this age group. Marketing to these folks could be better. The study is emphasizing here the importance of not just understanding consumer preferences but also coming up with strategies that can make Cadbury remain in its leadership position in the chocolate market. [5]

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