

# A Study on Consumer's Buying Behaviour On Amul and Cadbury Chocolate Brand

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*Abstract- This study report offers a thorough analysis of customer purchasing patterns with reference to Amul and Cadbury, two of the most popular chocolate brands. Given that chocolate consumption accounts for a sizeable portion of consumer preferences and behaviors worldwide, it is critical to comprehend the variables impacting consumer decisions within this market sector. This study, which uses a mixed-methods approach, combines secondary research from academic literature and market studies with primary data gathered through surveys and interviews. This study's main goal is to clarify the factors influencing customers' choices between Cadbury and Amul chocolates. A number of important variables were examined, including price tactics, brand perception, packaging design, sensory appeal, and socioeconomic effects. Furthermore, the research aims to identify any differences in consumer behavior among demographic groups including age, income, and place of residence. This data can be used by marketers to improve their brand positioning tactics, enhance their product offers, and create focused advertising campaigns that appeal to a variety of consumer demographics. All things considered, this study offers insightful information about the complex dynamics of consumer attitudes and actions about the chocolate brands Cadbury and Amul. Through shedding light on these subtleties, the study seeks to improve brand loyalty, support long-term company growth, and provide strategic decision-making in the highly competitive chocolate market.*

*Indexed Terms— Consumer Decision-making, brand loyalty, brand perception, price tactics, strategic decision-making*

## I. INTRODUCTION

People all throughout the world, regardless of age, adore chocolate as one of the most decadent and adored foods. Two leading companies in the confectionery industry, Amul and Cadbury, have captured consumers' attention with their wide selection of chocolate products. Comprehending the purchasing patterns of consumers towards these brands is not only imperative for marketers looking to

acquire a competitive advantage, but also for academics trying to decipher the complexities of consumer decision-making processes in the chocolate industry. Chocolate eating is much more than just a taste experience—it is a sensory encounter with social, cultural, and emotional overtones. As a result, researching how consumers behave toward chocolate brands calls for an all-encompassing strategy that considers the different aspects impacting customer choices.

The goal of this research study is to shed light on the factors influencing customers' preferences and choices within this market segment by delving deeply into the complexities of consumer purchasing behavior for the chocolate brands Cadbury and Amul. Selecting between chocolates from Cadbury and Amul signifies more to consumers than merely choosing one over the other; it's a reflection of their values, tastes, and perceptions. Amul, a well-known brand in the dairy sector, has expanded into chocolates by capitalizing on its trust and quality reputation. Conversely, Cadbury, a multinational candy conglomerate, has become a household name associated with pleasure and excess. A detailed analysis of a number of variables, such as taste preferences, packaging design, brand image, pricing strategies, and socioeconomic impacts, is necessary to determine why consumers choose one brand over another. Furthermore, there may be notable differences in the way that different demographic groups behave when it comes to chocolate brands. Age, income, region, and cultural background are just a few examples of the many variables that can have a significant impact on brand preferences and purchase decisions. Marketers must comprehend these variances in order to effectively adjust their strategies and connect with a variety of consumer segments.

Through an examination of the details of customer purchasing patterns for the chocolate brands Cadbury

and Amul, this study seeks to offer important insights to academics and business professionals. Marketers can improve brand positioning, streamline product offerings, and maximize marketing tactics by using this information to guide strategic decision-making processes.

Essentially, the goal of this study is to disentangle the complex relationships between consumer attitudes and actions regarding the Amul and Cadbury chocolate brands. This research will provide insightful information about how the chocolate market is changing and open the door for future studies and strategic innovation in the sector.

### 1.2 Objectives of the study

- A. To determine and examine the major determinants of customers' preferences for Cadbury or Amul chocolates, such as price, flavor, packaging, brand perception, and socioeconomic variables.
- B. To investigate possible variations in consumer purchasing patterns among various demographic groups, including age, income bracket, region, and cultural heritage.
- C. To investigate how Amul and Cadbury's marketing tactics—such as product placement, advertising, and promotional efforts—influence consumers' views and decisions to buy.
- D. To evaluate the influence of brand image and loyalty on customers' inclination to select Cadbury or Amul chocolates over other brands in the chocolate industry.
- E. In order to effectively target a variety of consumer segments and improve brand positioning in the highly competitive chocolate sector, marketers and brand managers need access to actionable analytics.

## II. LITERATURE REVIEW

### 1. March (2023)

Integrate lifestyle, dietary habits, and sociodemographic characteristics to analyze the preferences and profiles of chocolate consumers. The study provides insights into consumer preferences within the chocolate market, advancing a more comprehensive comprehension of consumer behavior and enabling customized marketing tactics to successfully address a range of customer needs.

### 2. April (2014)

In their investigation of chocolate purchasing behavior, Kozelová et al. (2014) investigate a range of factors that may impact customers' choices. Insights about chocolate product preferences, buying habits, and attitudes are provided by the study, which advances our knowledge of consumer behavior in the candy industry.

### 3. June (2020)

Provide a thorough analysis of chocolate consumption and purchasing patterns, pointing out areas in need of further research and suggesting directions for future inquiry. The study explores a number of topics, including consumer preferences, sustainability issues, and new trends, and it offers practitioners and academics in the chocolate business insightful information.

### 4. October (2016)

Delve into the mindset and consumption habits of Indian chocolate lovers with an exploratory study. In order to provide insights into preferences, attitudes, and consumption patterns, the research looks into the variables impacting consumer behavior in the Indian chocolate market. By improving knowledge of the Indian chocolate consumer landscape, the study helps marketers and policymakers create focused initiatives.

### 5. May (2014)

Investigates how consumer purchasing behavior in the chocolate sector is impacted by packaging. The study investigates the effects of various packaging features and designs on consumer preferences and purchase behavior. The research offers significant insights for chocolate manufacturers and marketers that seek to improve product appeal and competitiveness in the market by comprehending the influence of packaging on customer behavior.

### 6. March (2022)

Examine how mood, familiarity, acceptability, sensory attributes, and attitude interact to influence how customers feel about chocolates. The study explores how these elements affect customers' views of and feelings toward chocolate goods, offering insightful information that helps the chocolate sector better understand consumer behavior and guide product development and marketing tactics.

7. December (2019)

Examine consumer preferences for manufactured versus fine store products as well as the reasons behind their choices and attitudes about chocolate in the foodservice industry. This research delves into the various aspects that impact chocolate consumption decisions made by consumers in various foodservice environments, providing valuable insights into consumer behavior and preferences within the chocolate industry.

8. July (2017)

The empirical study examines how male and female consumers in Cuttack and Bhubaneswar, Odisha, behave toward Cadbury's India Ltd. and Nestle India Ltd. The study offers valuable insights into the distinct purchasing patterns, brand perceptions, and preferences of customers towards various well-known chocolate brands in the area.

9. January (2013)

Identify the impact of chocolate package signals on young consumers' initial moment of truth by conducting an exploratory study. The research highlights the significance of packaging design in grabbing consumers' attention and affecting their buying behavior in the chocolate market by looking at how packaging qualities affect consumer perceptions and decisions at the time of purchase.

10. November (2020)

Examines the impact of the nation of origin on consumer perception using an empirical analysis of chocolate brand preference. In order to provide light on the variables that influence brand preferences in the chocolate industry, the study investigates how consumers see chocolate brands according to their place of origin.

### III. METHODOLOGY

#### 3.1 Research Design-

There are many types of research design used for research purpose but the research design which will be used for this study will be Descriptive Research design.

Descriptive research design aims to describe the characteristics, behaviors, attitudes, and perceptions

of a specific population or phenomenon. In the context of "Consumer's buying behavior towards Amul and Cadbury chocolate brand" the descriptive research design provides valuable insights into consumer perceptions, preferences, and behaviors related to chocolates from these two leading brands.

Utilize surveys, questionnaires, interviews, or observational techniques to collect data from consumers. These methods allow for the systematic gathering of information on consumer attitudes, preferences, and behaviors towards chocolate from Amul and Cadbury.

#### 3.2 Sources of Data

1) Primary Data Collection: We conducted a survey online to gather primary data from participants who met our study's criteria.

2) Secondary Data Collection: We also gathered secondary data from sources like academic journals and previously published research papers. This additional data helped provide context for our study's findings and allowed us to compare our results to existing research.

#### 3.3 Data Collection Method

Data was gathered using the survey questionnaire approach. Units of population filled out this questionnaire. There were multiple-choice, open-ended, and dichotomous questions on the survey. To make the questions easy to understand and respond to, they were made simple. To ensure that the responses were pertinent to the field of study, several questions were interconnected.

I was able to obtain more thorough and timely responses from the units by using social media and the internet for data collecting. The Internet has been used to collect data, which has increased answer diversity and assisted us in finding answers to a variety of topics.

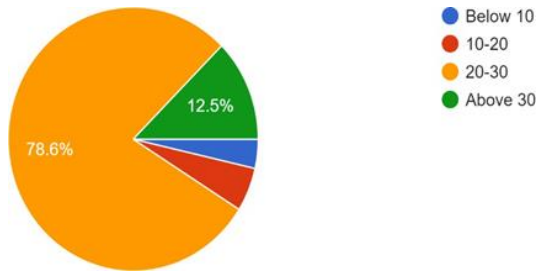
#### 3.4 Sampling Method

Using a technique known as non-probability convenience sampling, researchers choose individuals based on their accessibility and desire to engage. This method is practical since it enables researchers to

collect data at a minimal cost and in a timely manner. On the other hand, people who are easily available might not correctly represent the larger population, therefore it might not be representative of the overall population. Convenience sampling is frequently employed in exploratory research or situations when it is not practical to sample the complete population, notwithstanding its drawbacks.

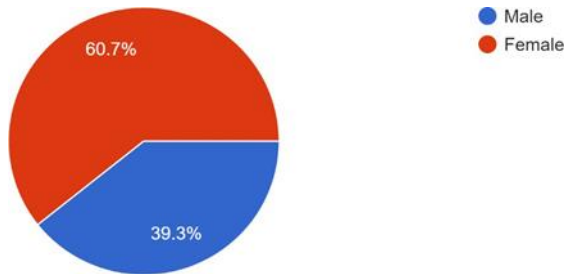
#### IV. RESULTS AND DISCUSSION

##### 1. Age



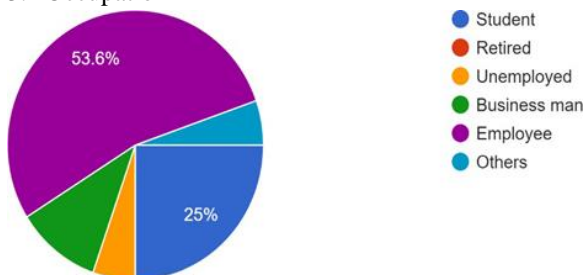
The above pie chart show that out 135 respondents majority of respondents, 106 are form the age group of 20-30, while only 12.5% are above the age group of 30.

##### 2. Gender



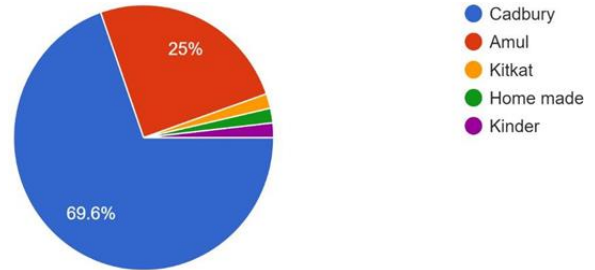
Number of male respondents is 39.3%, whereas female respondents are 60.7% which is higher. Out of 135 respondents 81 are female respondents whereas, number of males are 54.

##### 3. Occupation



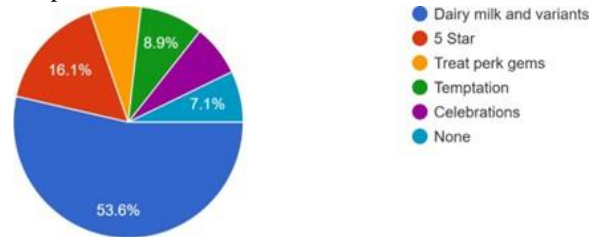
Highest frequency is employed people and second highest frequency is student categories. Out of 135 respondents 72 are employee and 25% are in the student category.

##### 4. Which brand of chocolate do you prefer?



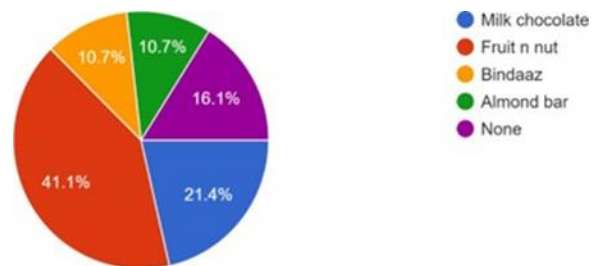
The above pie chart shows that, out of 135 respondents 69.6% that is 93 people prefer Cadbury brand over Amul, Nestle or Kinder.

##### 5. Which sub-brand of Cadbury chocolate do you prefer?



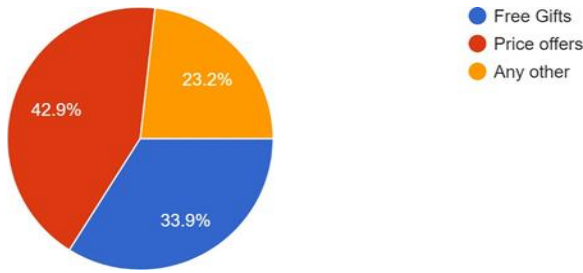
- Most of the respondents preferred sub-brand of Cadbury is Dairy Milk and Variants and least preferred is Celebrations.

##### 6. Which sub-brand of Amul do you prefer?



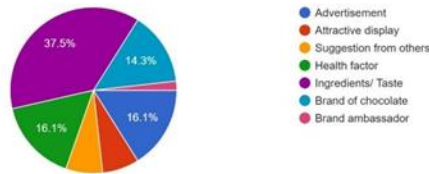
Most people prefer Fruit n Nut from Amul and moderate response for Milk chocolate and least preferred was Bindaaz.

7. Which promotional offers attracts you most?



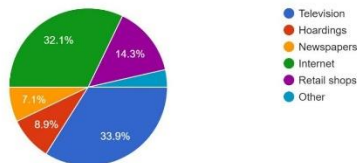
People were most attracted by price offers. Out of 135 respondents 57 chose price offer, 45 chose free gifts and 31 chose any offer.

8. Which of these factors affect your purchase?



Consumer's buying behavior was affected most by taste/ingredients while very a smaller number of people chose attractive display for their purchase.

9. Which media of advertising influence your purchase?



Television is the most preferred media of advertising which influence the purchasing decision and newspapers is the least preferred media.

### CONCLUSION

A survey of the people has been conducted to know the liking pattern of the two products Cadbury and Amul. It is observed that overall people like to eat Cadbury brand rather than Amul. It is concluded that mostly people preferred Dairy Milk of Cadbury due to its flavor/taste, quality, and image and due to its hard form. Some people often like to have a chocolate with good flavor, quality.

For promotional offers, company should go for free gifts rather than going for other ways. Company should concentrate more on television for advertisement, as mostly people get attracted through television only and crunchiness so they are going towards Amul due to its taste and sentimental values attached with the country as it is an Indian brand. It is thus concluded from the facts collected that mostly people refer to buy big pack of their favorite chocolate, and sometimes some of them go for small and family pack.

The Indian Chocolate Industry is a unique mix with extreme consumption patterns, attitudes beliefs, income level and spending. At one hand, we have designer chocolates that are consumed when priced at even Rs 2500/kg while there are places in India where people have never even tasted chocolates once. Understanding the consumer demands and maintaining the quality will be essential. Companies will have to keep themselves abreast with the developments in other parts of the world. Pricing is the key for companies to make their product reach consumers' pockets. Right pricing will make or break the product.

### SUGGESTIONS

1. Undertake a comprehensive demographic analysis of the target market for Cadbury and Amul chocolates. Examine variables like age, gender, occupation, income level, and geography. Gaining knowledge about the demographics of customers can help you understand their preferences, spending capacity, and consumption habits.
2. Brand Perception and Image: Look at how customers perceive and picture the Amul and Cadbury chocolate brands. To learn more about how customers feel about these items' overall brand image, flavor, packaging, quality, and cost, use focus groups, interviews, and surveys. Examine the advantages and disadvantages of each brand's positioning within the market.
3. Examine the psychological aspects that affect consumers' decisions to purchase Cadbury and Amul chocolates. Examine elements including perceived value, brand loyalty, emotional attachment, and sensory appeal. Examine the ways in which these variables affect consumer behavior

at various points of the decision-making process, such as awareness and deliberation, purchase, and appraisal after the purchase.

4. Market Trends and Competitive Analysis: Analyze the competitive dynamics and market trends that are currently present in the chocolate sector, paying special attention to how the Amul and Cadbury brands are positioned. Analyze variables including product innovation, distribution routes, market share, and marketing tactics. Determine the main rivals and evaluate the advantages and disadvantages of each over Cadbury and Amul.
5. Examine the ways in which Amul and Cadbury chocolates are seen and purchased by customers by looking into the influence of digital and social media. To learn how digital channels affect brand visibility, engagement, and sales, examine online reviews, social media mentions, influencer marketing initiatives, and e-commerce platforms. Examine the tactics used by these companies to make the most of digital channels and successfully engage their target market.

#### V. LIMITATIONS OF THE STUDY

1. Some of the people were not responsive.
2. Possibility of error in data collection because many of the respondents may have not given an answer to the questionnaire.
3. Sample size is less to represent the whole population.
4. The time period of research was short.
5. Respondent's behaviour may be casual.
6. Financial resources are not available.

#### VI. CONCLUSION/SUGGESTIONS

##### SUGGESTIONS

Examine the age, gender, and economic demographics of your customers to learn about their preferences and purchasing power. Examine consumer perceptions of Amul and Cadbury chocolates' overall image, flavour, and quality. Examine how customer choices are influenced by perceived value, brand loyalty, and emotional attachment. Analyze the chocolate industry's market share, distribution routes, and tactics for competing. Examine how social media and digital media affect consumer knowledge of and interaction with both brands.

#### CONCLUSION

Finally, several important findings emerge from the research on customer purchasing patterns for the chocolate brands Cadbury and Amul. Different preferences are shown across age, gender, and income categories according to demographic analysis. Brand perception shows that Amul is known for its accessibility and affordability, while Cadbury is strongly associated with quality and flavour. Brand loyalty and emotional attachment are two psychological variables that have a big impact on buying decisions. Trends in the industry indicate fierce competition, with Cadbury controlling a substantial portion of the market. Furthermore, digital platforms are essential in influencing customer awareness and involvement. In general, both companies must comprehend these characteristics in order to effectively adjust their tactics and keep their competitive advantage in the chocolate industry.

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