

An Empirical Study on Consumer Preferences Toward Cadbury Confectionery Products

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Abstract—This study examines consumer preferences toward Cadbury confectionery products in order to understand the key factors influencing purchase decisions and brand loyalty in an increasingly competitive chocolate market. With the rise of alternative brands, changing consumer tastes, and growing health consciousness, it is important for companies like Cadbury to identify evolving customer expectations. The research adopts a mixed-methods approach, combining quantitative data from a structured survey with qualitative insights gathered from consumer comments, store owner feedback, and in-store observations.

Primary data was collected through an online survey of 35 respondents, focusing on factors such as taste, price, packaging, availability, brand trust, and purchase frequency. Quantitative analysis revealed that product quality (68.6%) and availability (82.9%) are the strongest drivers of consumer preference for Cadbury products. While the brand is widely trusted and perceived positively, many respondents remained neutral when comparing Cadbury's taste to competing brands, indicating potential competitive pressure. Additionally, consumers expressed strong interest in healthier product alternatives, smaller packaging options, and greater flavor variety.

The findings suggest that while Cadbury maintains strong brand trust and market presence, opportunities exist to strengthen value perception and product innovation. The study provides actionable recommendations for product development, pricing strategies, and marketing initiatives to help Cadbury maintain its competitive advantage and enhance customer loyalty.

I. INTRODUCTION

Cadbury is a chocolate brand that is well known and trusted in India and whose products are diverse and with a high emotional attachment to consumers. However, over the past few years, the chocolate market has become very competitive with local and

foreign brands providing new flavours and packaging, as well as healthy options. There is also a change in consumer preferences, which are becoming health-conscious, price-conscious and product-conscious.

This means that Cadbury will be at the task of retaining its market leadership by knowing the real drivers of customer loyalty and purchase decisions. Failure by the company to adjust to the evolving consumer demands will mean that the firm will lose competitive edge and its loyal customers to new competitors. The study will address the customer perception and find out those aspects that impact on their choice of Cadbury products over other chocolate brands.

II. RESEARCH QUESTIONS

1. What is the reason that customers choose Cadbury over other chocolate brands in the market?
2. What are the most important variables that affect consumer choice, taste, price, packaging, availability or brand trust?
3. Which kinds of new products or innovations (e.g. healthier, more unique Flavors, smaller packs) would enable Cadbury to satisfy the evolving customer needs.

III. PROJECT OBJECTIVES

1. To identify the main variables that shape the consumer preference of Cadbury.
2. To determine the level of customer satisfaction concerning the Cadbury products.
3. To understand where product innovation and improvement might be made.
4. To deliver practical recommendations that could assist Cadbury in enhancing its market presence and keep its customers loyal.

Data Used-

- Where does the data come from?

Getting actual thoughts and actions from those who purchase and consume Cadbury chocolates is the main focus of this study. Imagine striking up a conversation with a customer in a nearby store and asking them what they like best about Cadbury, what entices them to buy it, or what they wish was different. Our online survey accomplishes the same goal, facilitating the sharing of opinions by a large number of respondents. We also spoke with the store owners, who are the ones who see what sells on a daily basis. They provide us with insider knowledge about consumer preferences by letting us know which Cadbury chocolates sell out and which don't. We get a behind-the-scenes peek at what customers actually want and purchase from then there are the in-store observations like watching people in the store, noting which chocolates they pick up first or keep coming back for. This real-world peek helps verify what people say in the survey and what shopkeepers tell us.

All these sources work together to give us a complete picture what people say they like, what they actually buy, and what they tell us with their actions.

- Type data we collected?

Consider the survey as a cordial questionnaire with inquiries such this: "What makes Cadbury your favorite?" (Price, taste, packaging, or another factor?) "Do you purchase Cadbury chocolates frequently?" "Would you prefer smaller packs or healthier options?" People also share their tales with us, including their favorite flavors, pet peeves, and suggestions for improved chocolates. The store owners discuss what they think sells well and what the most popular items are. This data is like parts of a puzzle numbers, ratings, and stories that help us understand consumer habits and preferences deeply. When all of these elements are combined, a clear picture of what consumers actually desire and how Cadbury can improve is revealed.

Variable Descriptions

The fieldwork and survey concentrate on a number of crucial factors, such as:

1. The factors that influence consumer preference for Cadbury, like flavour, cost, or attractive packaging.

2. How frequently consumers purchase various Cadbury products, such as Bournville, 5 Star, and Dairy Milk.
3. circumstances that could lead consumers to choose different chocolate brands.
4. suggestions from customers for new goods, including healthier sweets or smaller packaging.
5. Age and gender are examples of demographic information that can be used to determine which groups favor specific Cadbury goods.

Data Sources

The dataset is primarily drawn from original (primary) data collection through online forms and in-person fieldwork

IV. ANALYSIS OF METHODOLOGY

In order to fully understand the factors influencing Cadbury customers' decisions, we decided to use a research methodology for this project that combines data and anecdotes. Because it incorporates both qualitative and quantitative research, this combination is known as a mixed-methods approach.

Quantitative Methods: We created a structured questionnaire for consumers to score their habits and preferences. They were asked, for instance, which Cadbury products they purchase, how frequently they do so, and which aspects of chocolate taste, cost, packaging, or availability have the biggest influence on their decisions. We may arrange the data points from the survey responses into aesthetically pleasing charts, averages, and percentages. These stats help us see trends like how many people prefer a certain flavour or how important price is to buyers. Quantitative data makes the research precise and lets us measure preferences across different groups of customers.

Qualitative Methods: Since numbers don't often convey the complete picture, we also collected open-ended comments from clients who wanted to share their ideas, opinions, and suggestions. People discussed, for example, why they liked or didn't like particular items, as well as what additional flavours or pack sizes they would want to see. Shopkeepers, who deal with customers on a regular basis, were also interviewed because they have important knowledge about what sells and what queries people have. We

were able to see actual consumer behavior in-store, such as which Cadbury bars are most popular and which are not. By illuminating the emotions and reasons that lie behind the numbers, this qualitative data enhances our comprehension.

How These Techniques Work Together: We can cross-check and validate our results by combining these two forms of data. Shopkeeper interviews may help to explain why customers are requesting "healthy chocolate options" if the survey indicates a preference for them. Additionally, if certain products do well in stores, that supports the survey respondents' statements. This reassures us that the information is trustworthy and useful. Why This Method? A mixed-methods design is ideal for comprehending a product such as chocolate, where purchasing decisions are impacted by both emotional factors like nostalgia and rational factors like price. It enables us to provide Cadbury with insightful and useful suggestions, such as launching new flavours, providing smaller packs, or altering packaging to better appeal to consumers.

This is a copy of the Raw Data we collected from the customers through surveys:

Cadbury Customer Preference Survey(1-35).pdf

This is some of the filtered data we got through tableau: In the next page:

V. INTERPRETATION & DISCUSSION

Dataset used: 35 completed responses from the above survey file. We grouped together agree and strongly agree categories and disagree and strongly disagree categories to make the analysis easier.

5.a) QUANTITATIVE FINDINGS

The quantitative analysis was conducted using responses from 35 participants collected through a structured survey. The analysis focused on identifying patterns in consumer attitudes toward Cadbury products across several dimensions including brand preference, product attributes, pricing perception, and availability.

Brand Preference

The survey results indicate a moderately positive preference toward Cadbury products among respondents. Approximately 42.9% of respondents reported that they prefer Cadbury over competing

chocolate brands, while 28.6% expressed a neutral stance, and 17.1% indicated a preference for other brands.

The relatively high neutral response suggests that while Cadbury maintains a favorable position among consumers, a substantial portion of the market remains brand-flexible. This indicates potential opportunities for Cadbury to strengthen brand differentiation and reinforce customer loyalty through targeted marketing and product innovation.

Product Availability

One of the strongest findings from the dataset relates to product accessibility. A significant 82.9% of respondents agreed that Cadbury chocolates are easily available in nearby retail outlets.

This suggests that Cadbury's extensive distribution network remains a key competitive advantage. High availability not only supports impulse purchases but also strengthens brand visibility and convenience, which are important drivers of consumer choice in the confectionery market.

Product Quality and Variety

Consumer perceptions of product quality were largely positive. Approximately 68.6% of respondents agreed that Cadbury products meet their expectations in terms of quality, while none of the respondents expressed dissatisfaction regarding quality standards.

Similarly, 60% of respondents agreed that Cadbury offers a wide range of product options, indicating that the brand's portfolio of chocolates effectively caters to diverse consumer preferences. These findings reinforce Cadbury's strong reputation for maintaining consistent product quality and variety within the confectionery segment.

Taste Perception

Despite the overall positive perception of quality, taste differentiation appears less pronounced. Only 31.4% of respondents agreed that Cadbury chocolates taste better than competing brands, while 45.7% remained neutral on this statement.

This result suggests that while Cadbury's taste is generally well accepted, it may no longer represent a distinct competitive advantage in a market where rival brands are increasingly offering comparable flavor profiles and innovative variants.

Price Perception and Value Sensitivity

In terms of pricing, 62.9% of respondents agreed that Cadbury products are reasonably priced relative to their perceived quality, indicating that consumers generally view the brand as offering fair value.

However, willingness to pay a premium for the brand was relatively limited. Only 17.1% of respondents indicated that they would be willing to pay higher prices solely for Cadbury's brand reputation.

This finding highlights price sensitivity among consumers, suggesting that while Cadbury benefits from strong brand trust, pricing strategies must remain competitive in order to sustain consumer demand.

Summary of Quantitative Insights

Overall, the quantitative findings suggest that Cadbury maintains strong performance in terms of availability, perceived product quality, and brand familiarity. However, the data also indicates areas where competitive pressures are emerging, particularly in taste differentiation and premium price acceptance.

The presence of a substantial neutral consumer segment suggests that targeted innovations in product offerings, pricing strategies, and flavor development could play an important role in strengthening Cadbury's market positioning.

LIMITATIONS

- The sample size (35) is small and probably non-representative of population because data was collected from students of one university which cannot accurately represent the entire population.
- Demographic data like people's income level, gender wasn't explored in this analysis. Including those could provide more insights for a large company like Cadbury.

VI. CONCLUSION

This study examined consumer preferences toward Cadbury confectionery products in order to identify the key factors influencing purchase behaviour and brand loyalty. The findings indicate that Cadbury continues to maintain a strong position in the market due to its perceived product quality, strong brand reputation, and extensive retail availability. A significant majority of respondents acknowledged that Cadbury chocolates are easily accessible in nearby stores, highlighting the effectiveness of the brand's

distribution network as a major competitive advantage.

The analysis also reveals that while consumers generally perceive Cadbury products to offer satisfactory quality and reasonable pricing, taste does not appear to function as a strong differentiating factor when compared with competing chocolate brands. A considerable proportion of respondents expressed neutral opinions regarding taste superiority, suggesting that competitors are successfully matching Cadbury in this dimension. Additionally, although consumers view current prices as fair, the relatively low willingness to pay a premium for the brand indicates a degree of price sensitivity among buyers.

The qualitative feedback further highlights emerging consumer expectations, particularly regarding healthier chocolate alternatives, smaller packaging options, and increased product variety. These insights suggest that evolving consumer preferences, especially those related to health consciousness and value for money, present both challenges and opportunities for Cadbury.

Overall, the study concludes that while Cadbury enjoys strong brand trust and market presence, sustained competitiveness will depend on continuous product innovation, strategic pricing, and adaptation to changing consumer preferences. By focusing on healthier product lines, value-oriented packaging, and new flavour innovations, Cadbury can further strengthen its market position and enhance long term consumer loyalty.

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