

**A COMPARATIVE STUDY ON CUSTOMER PREFERENCE TOWARDS
CADBURY AND NESTLE CHOCOLATES WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

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ABSTARCT

This study aims to compare customer preferences towards Cadbury and Nestle chocolates in Coimbatore, India. The study will examine factors such as taste, quality, price, brand loyalty, and packaging that influence the buying decisions of customers. The research will employ a quantitative research design and collect data through a structured questionnaire administered to a sample of chocolate consumers. Data analysis will be conducted using statistical techniques such as simple percentage. The findings of the study will provide insights into the preferences of customers towards Cadbury and Nestle chocolates and help chocolate manufacturers to develop effective marketing strategies to attract and retain customers.

Keywords: comparative study, customer preference, Cadbury, Nestle, chocolates, Customer preferences, Brand loyalty, Taste preference, Packaging, Price, Marketing strategy, Consumer behavior, Product quality, Market share, Market analysis, Brand image, Product differentiation.

INTRODUCTION

In today's world, chocolates have become a staple for people of all ages. The chocolate industry has seen a significant rise in demand over the years, with multiple brands catering to different tastes and preferences. Two such brands that are well-known and popular worldwide are Cadbury and Nestle chocolates. This project aims to conduct a comparative study on customer preferences

towards Cadbury and Nestle chocolates. The study will delve into factors such as taste, packaging, pricing, brand loyalty, and other relevant factors that influence a consumer's choice. By analysing and comparing the results, this project aims to provide insights into the customer's perception of these brands and their chocolates. The study will also help these brands

in understanding their strengths, weaknesses, and opportunities for growth. Overall, this project will provide valuable insights into the chocolate

REVIEW OF LITERATURE

Singh et al. (2022), researchers examined the impact of brand loyalty on consumer preferences for Cadbury and Nestle chocolates in India. The study found that brand loyalty was a key factor in influencing consumer preferences for both brands.

Patel et al. (2021) examined the factors influencing consumer preference towards Cadbury and Nestle chocolates in India. The study found that taste, quality, and brand image were the main factors affecting consumer preferences for both brands.

Goswami and Chandra (2020) in West Bengal, India, found that Cadbury was the preferred chocolate brand among consumers compared to Nestle. The study attributed this to Cadbury's strong brand image, product quality, and effective marketing strategy.

industry, which can help businesses in making informed decisions.

OBJECTIVE OF THE STUDY

- ❖ To analyze the factors influencing the customers to buy a Nestle or Cadbury chocolates.
- ❖ To identify the current attitude, benefits and expectation of customers towards Nestle or Cadbury chocolates.
- ❖ To study the present market demand for Cadbury or Nestle chocolates.

SCOPE OF THE STUDY

The scope of the study for the project of a comparative study on customer preference towards Nestle and Cadbury chocolates would involve analysing and comparing the customer preference towards these two brands of chocolates. The study would aim to understand the factors that influence customer preference towards Nestle and Cadbury chocolates, such as taste, packaging, brand recognition, price, and other related factors.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It describes the methodology of the study. This project is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of consumption of Cadbury and nestle chocolates consumed by the people. The data had been used to cover various aspects like consumption, consumer's preference and customer's satisfaction regarding Cadbury and Nestle chocolates. In collecting requisite data and information regarding the topic selected.

COLLECTION OF DATA

Primary data is collected with the help of questionnaire .This data is collected from various people especially for the research paper. The data collected through questionnaire to understand their experience and preference towards their loyal company.

Secondary data which is already in existence is known as secondary data. It has been collected from magazines, journals, websites, report, research studies, etc.

SAMPLE SIZE

The sample size for this research is 110 respondents.

TOOLS: SIMPLE PERCENTAGE ANALYSIS METHOD:

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

FORMULA

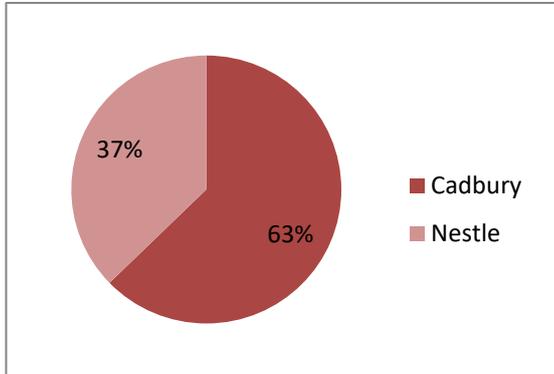
Simple percentage = No. of respondents/Total no. of respondents*100

ANALYSIS AND INTERPRETATION

Table – 1 showing the preference of chocolates.

S.N	CRITERIA	NO. OF RESPONDENTS	PERCENTAGE
1	Cadbury	69	62.70%
2	Nestle	41	37.30%
	Total	110	100.00%

Chart – 1 showing the preference of chocolates.



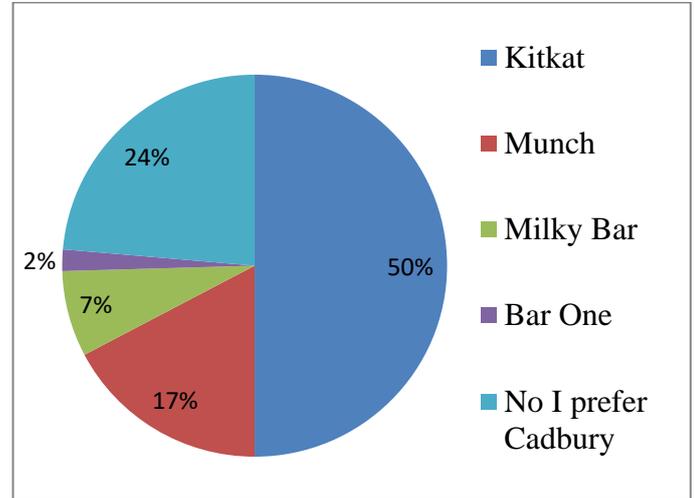
INTERPRETATION

From the given table, 62.70% of the respondents prefer Cadbury and 37.30% of the respondents Nestle. Hence it can be concluded that the majority of the respondents prefer Cadbury.

Table – 2 showing Preference of different chocolates of Nestle.

SNO	CRITERIA	NO. OF RESPONDENTS	PERCENT AGE
1	KitKat	55	50%
2	Munch	19	17.30%
3	Milky Bar	8	7.30%
4	Bar One	2	1.80%
5	No I prefer Cadbury	26	23.60%
	Total	110	100.00%

Chart – 2 showing Preference of different chocolates of Nestle.



INTERPRETATION

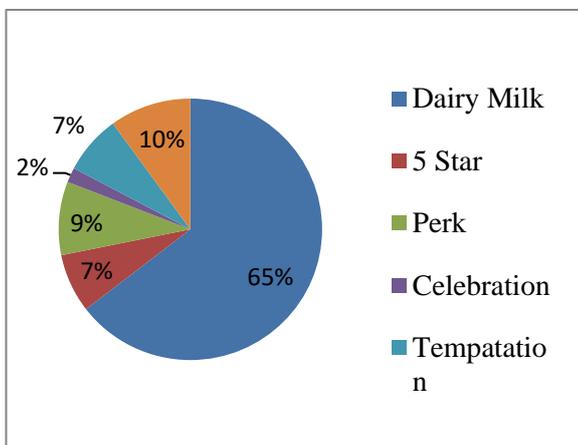
From the above table, 50% of the respondents prefer KitKat, 17.30% of the respondents prefer munch, 7.30% of the respondents prefer Milkybar, 1.80% of the respondents prefer bar one chocolate and 23.60% prefer Cadbury chocolates. Hence it can be concluded that the majority of the respondents prefer KitKat chocolate in Nestle.

Table – 3 showing the preference of different chocolates of Cadbury.

S. NO	CRITERIA	NO. OF RESPONDENTS	PERCENTAGE
1	Dairy	71	64.50%

	Milk		
2	5 Star	8	7.30%
3	Perk	10	9.10%
4	Celebrati on	2	1.80%
5	Tempitati on	8	7.30%
6	No I prefer Nestle	11	10%
	Total	110	100.00 %

Chart – 3 showing the preference of different chocolates of Cadbury.



INTERPRETATION

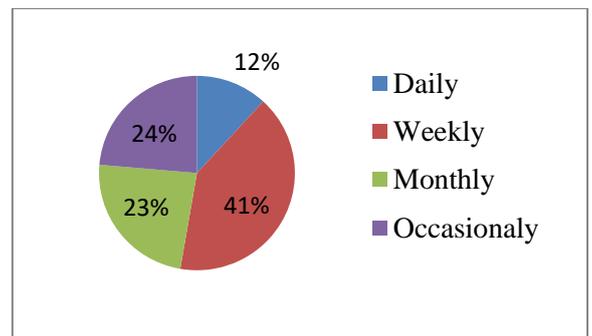
In the given table, 64.50% of the respondents prefer Dairy milk, 7.30% of the respondents prefer 5star, 9.10% of the respondents prefer Perk, 1.80% of the respondents prefer

Celebration, 7.30% of the respondents prefer Temptation and 10% of the respondents prefer Nestle chocolates. Hence it can be concluded that the majority of the respondents prefer dairy milk chocolate in Cadbury.

Table – 4 showing the purchase frequency of chocolates.

S.N	CRETERI A	NO. OF RESPONDEN TS	PERCEN TAGE
1	Daily	13	11.80%
2	Weekly	45	40.90%
3	Monthly	26	23.60%
4	Occasionall y	26	23.60%
	Total	110	100.00%

Chart – 4 showing the purchase frequency of chocolates.



INTERPRETATION

From the given table, 11.80% purchase daily, 40.90% purchase weekly, 23.60% purchase

monthly and 23.60% purchase chocolates occasionally. Hence it can be concluded that the majority of the respondents purchase chocolates weekly.

FINDINGS

The majority of the respondents prefer Cadbury chocolates.

The majority of the respondents prefer KitKat chocolate in Nestle.

The majority of the respondents prefer Dairy milk chocolate in Cadbury.

The majority of the respondents purchase chocolates weekly.

SUGGESTION

1. Both Cadbury and Nestle can consider introducing new flavors and variations to cater to different tastes and preferences for the customer.
2. Cadbury and Nestle could consider redesigning their packaging to make it more visually appealing and easier to handle for Attractiveness and convenient packaging can enhance the customer experience and make the products more appealing.
3. Both the brands, Cadbury and Nestle should ensure that their products maintain the same quality and taste across different

batches and locations. Consistency in quality is essential for customer loyalty

4. Cadbury and Nestle could promote the health benefits on their chocolates, such as high cocoa content and antioxidants as it is good for health. Customers are increasingly health-conscious and prefer products that offer health benefits.

LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore city, and the findings may not be generalizable to other cities or regions in India or globally.
- The study may be limited by the size of the sample. To obtain reliable results, a large sample size is required, but it may not be possible to survey a large number of respondents due to time and resource constraints.

CONCLUSION

In conclusion, the study compared consumer preferences for Cadbury and Nestle chocolates. According to the results, the majority of respondents chose Nestle KitKat and Cadbury chocolates. The most favoured type of chocolate was crunchy, and marketing had the biggest impact on consumer choices. The majority of responders to the study expressed satisfaction with their favourite brand's taste, quality, packaging, and pricing. This data can be used by

businesses to create targeted marketing campaigns, maintain product quality, and innovate to outperform the competition. Overall, the study offers insightful information about consumers' preferences for Cadbury and Nestle chocolates, which can assist businesses, enhance their goods and marketing strategies to adapt to changing consumer preferences.

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