

“A Study of Purchase Behaviour of Dairy Milk Chocolates”

SUBMITTED BY

Shweta Singh Yadav

UNDER THE GUIDANCE OF

Dr. Shweta Singh

MBA 2022-2024

**SCHOOL OF BUSINESS GALGOTIAS UNIVERSITY May,
2024**

Abstract

This study goes deep into the intricate consumer buying behavior dynamics with a specific focus on Cadbury Dairy Milk chocolates—a brand that not only reached iconic status across the world but has also etched a meaningful place in the Indian consumer's heart. Through the years, Dairy Milk has evolved from being a luxury item to a staple indulgence, becoming an irreplaceable part of Indian cultural and festive practices.

The key research goal here is to explore and analyze the multi-dimensional factors shaping consumer response towards Dairy Milk chocolate. They encompass both concrete factors—taste, cost, availability of the product, packaging—and abstract drivers—emotional connection, trust in the brand, nostalgia, social pressure, psychological satisfaction.

The study also delves into the advertising efforts, such as celebrity endorsements, storytelling, and emotional branding, which have all contributed to reinforcing the Cadbury presence in the market.

Impulse purchasing behavior, particularly within retail outlets where Dairy Milk chocolates are placed at checkout lines and busy aisles, is another main area of focus in the study.

The study also analyzes seasonal trends, including festivals and special occasions, which play a major role in influencing the buying behavior of consumers, forcing them to opt for Dairy Milk as a gift or as a celebratory product.

Following the emergence of digital marketing and online shopping, the study also finds shifting behavior in terms of online promotions, ease of home delivery, and tailored products.

Over the last few years, the rising tide of health-awareness in consumers has paved the way for the increasing trend in demands for products that promise lower sugar, lower calories, or increased nutritional value. In light of this development, the research measures consumer openness to more recent, healthier versions of Dairy Milk and their ability to acquire and retain new segments of customers.

The research design employs both qualitative and quantitative techniques. Primary data were gathered using guided questionnaires with a cross-section of the population to achieve a broad spectrum of ideas. Secondary data like market studies, scholarly literature, and brand studies also sustain the analysis. Statistical methods were used to analyze the data, establish patterns, and verify the validity of different hypotheses on consumer decision-making behavior.

Chief among these findings is that taste, emotional connection, brand reputation, and packaging design are the most determining drivers of consumer decisions. Brand loyalty is specifically tight with repeat purchasers, and Dairy Milk's

extensive variety of flavors and continuous product quality help extend consumer satisfaction. Additionally, emotive ad campaigns such as "*Kuch Meetha Ho Jaaye*" not only increased recall value for the brand but have also put Dairy Milk in the league of symbolic sweets for many Indian families.

The findings based on this research have strong implications for product innovation, marketing strategy, and customer relationship management. The research offers actionable advice for Cadbury to further entrench its market leadership based on customized product offerings, niche-focused promotional activities, and stronger relationships with health-concerned and digitally connected consumers.

In short, the study provides an extensive understanding of what drives consumers towards Dairy Milk as compared to other chocolate products. It also provides an anchor for future discovery into the changing trends of consumers such that brands such as Cadbury are able to remain adaptable and prosperous in a more competitive and consumer-driven market.

I. INTRODUCTION

Chocolates in today's consumer culture have moved beyond their conventional role as mere sweet treats. They have become emotional and cultural symbols of celebration, affection, comfort, and indulgence. Particularly in a diverse and colorful nation like India, chocolates are not merely eaten—chocolates are given, exchanged, and cherished. They are an integral part of festivals, personal milestones, and everyday pleasure.

In the myriad of chocolate brands prevalent in India, Cadbury Dairy Milk has emerged as the market leader and an intensely popular brand. With more than a century of heritage since its inception in 1905, Dairy Milk has rooted itself in the daily lives of Indian consumers. It is more than a product—it is a part of the social and emotional fabric of India, always linked with purity, richness, happiness, and celebrations. Whether it is Raksha Bandhan, Diwali, birthdays, or even a small success, Dairy Milk tends to be the gift and treat of choice.

Started in 1824 by John Cadbury, the Cadbury brand originally retailed drinking chocolate and cocoa. It has gone through tremendous expansion and evolution over the years, fueled by product innovation, quality control, and effective branding initiatives. The introduction of Dairy Milk was a historic development that revolutionized how people thought of chocolate—from a luxury commodity to a mass-market product consumed by all.

One of the strongest suits of Cadbury Dairy Milk is emotional advertising campaigns. Taglines such as "*Kuch Meetha Ho Jaaye*" and "*Shubh Aarambh*" have resonated deeply with Indian consumers. These campaigns reframe the brand not just as a sweet product, but as a symbolic

part of celebration and bonding. In addition, the brand has stayed up to speed with shifting expectations by frequently launching product variants like Silk, Fruit & Nut, Crackle, Roast Almond, and Oreo-filled bars.

Another key reason for Dairy Milk's popularity is its wide appeal across all age groups. Kids are drawn to its sweetness and packaging, teenagers to its indulgence and playfulness, adults see it as a go-to gift, and elderly consumers enjoy the nostalgia. Its varied sizes and price points make it affordable and desirable for everyone—from rural farm families to urban professionals.

II. Statement of the Problem

This study will examine the various factors that drive consumer buying behavior towards Dairy Milk chocolates. These range from rational elements (price, availability, packaging) to emotional ones (taste, nostalgia, brand attachment). This study also assesses the impact of impulse buying, especially where Dairy Milk is positioned at checkout counters and eye-level shelves.

III. Hypotheses

The hypotheses formulated for the study are as follows:

- H1: Taste and packaging significantly influence consumer purchase behavior.
- H2: Emotional and brand attachment leads to repeated purchase of Dairy Milk chocolates.
- H3: Demographics such as age and income level influence buying frequency and brand preference.

- H4: Seasonal campaigns and advertising campaigns positively influence consumer behavior.
 - H5: Consumers are inclined towards healthier options if offered under the Dairy Milk brand.
-

purchases. Strategic placement and attractive packaging further boost engagement.

VI. Findings

1. Dairy Milk is widely preferred for its creamy texture and superior taste.
 2. Emotional and nostalgic connections foster deep brand loyalty.
 3. Packaging and product size options help target various segments.
 4. Advertising campaigns greatly impact brand recall and perception.
 5. Consumers show interest in new variants and limited-edition products.
 6. Seasonal promotions boost both sales and visibility.
-

VII. Recommendations

1. Continue investing in emotionally resonant and seasonal advertising.
 2. Launch healthier versions (low-sugar, fortified) to tap the wellness segment.
 3. Expand rural outreach via small, affordable pack sizes.
 4. Introduce subscription-based online delivery options.
 5. Collaborate with influencers and digital platforms to target Gen Z and millennials.
-

VIII. Limitations

1. Limited sample size (106) may not be fully representative.
2. Convenience sampling may introduce bias.

IV. Research Methodology

The study employed a descriptive research design based on both primary and secondary sources.

- Primary Data: Collected via structured Google Forms questionnaires from 106 respondents using convenience sampling. The survey included closed-ended and Likert scale questions on preferences, frequency, satisfaction, and influence factors.
- Secondary Data: Gathered from scholarly journals, industry reports, and Cadbury's marketing literature.

Data was analyzed using percentage analysis and basic statistical tools to derive trends and correlations.

V. Data Analysis and Interpretation

Data collected from 106 respondents revealed key trends:

- 72% cited taste as the primary reason for choosing Dairy Milk.
- 61% identified emotional advertising and celebrity endorsements (e.g., Amitabh Bachchan) as major influencers.
- 53% of purchases were impulse-driven, especially at retail counters.
- 42% preferred Dairy Milk variants such as Fruit & Nut and Silk.
- 59% associated Dairy Milk with celebrations and gifting.

These findings support the hypothesis that sensory attributes and emotional branding are central to repeat

3. Self-reported responses may be influenced by social desirability.
 4. Study limited to a specific geographic region.
 5. Cross-sectional design doesn't capture changes over time.
-

IX. Conclusion

The study concludes that Cadbury Dairy Milk has sustained and evolved as one of India's most beloved chocolate brands. Its enduring popularity stems from the perfect blend of emotional appeal, consistent quality, and innovation.

Taste remains the top driver, while branding campaigns like “*Kuch Meetha Ho Jaaye*” and “*Pappu Pass Ho Gaya*” have created strong emotional recall. Product diversity, packaging innovation, and a robust distribution network have expanded Dairy Milk's reach across urban and rural markets.

As health awareness grows, Dairy Milk has an opportunity to cater to wellness-conscious consumers through product innovation. Meanwhile, rising digital consumption encourages Cadbury to enhance online presence and offer personalized experiences.

In essence, Dairy Milk has transcended the definition of a chocolate—it has become a symbol of celebration, emotion, and joy. To sustain leadership, Cadbury must continue innovating, digitalizing, and emotionally engaging with the evolving Indian consumer.

X. References

1. Anupama Singh (2017) – *Cadbury brand loyalty analysis*.
2. Dr. Renugadevi et al. (2020) – *Brand awareness in Madurai*.
3. R. Jayasathya & S. Hemasri (2019) – *Coimbatore chocolate market analysis*.
4. Tanya Gupta (2018) – *Brand ranking and preferences*.
5. Ekta Mahajan (2018) – *Sustainability in chocolate preferences*.
6. Damasio (2001) – *Role of emotions in decision making*.
7. Pappas et al. (2014) – *Smart emotions and online shopping*.
8. Laros & Steenkamp (2003) – *Emotional consumer behavior*.
9. Hwang & Seo (2016) – *Experience-driven brand strategies*.
10. *Cadbury India Reports and Campaign Analyses* (2020–2024).