

Impact of Packaging on impulse buying behaviour for Cadbury Dairy Milk in Pune

Amulya Sangamnerkar, Dr. Sanjit Kumar Dash

BITM

Sri Balaji Society

Abstract

- 90% people buy chocolates impulsively, impulsive buying depends on the mood, brand ,packaging in this research we are focusing on various packaging aspects which influence consumers buying behaviour. Which Cadbury can focus on to grab the attention of its audience and increase its sale and hence revenue.
- The objective of this study is to determine role of packaging on consumer's impulsive buying behaviour. The purpose of this research is to examine the essential factors, which are driving the success of Cadbury Dairy Milk. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used. In this study samples of 149 respondents has been collected and tested the reliability of the model.
- According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements like its Colour, Packaging material, Design of Wrapper ,Packaging Quality, Printed Info are more important factors when consumers making any buying decision. Finally it has also been concluded that the Packaging is one of the most important and powerful factor, which influences consumer's purchase decision

Introduction

Cadbury, established in 1842 is one of the most well-known chocolate brands in the world and the second-largest confectionery brand in the world after the U.S.-based Mars. It started as a single grocer's store owned by John Cadbury in Birmingham where they sold tea, coffee, and drinking chocolate, introducing its signature dairy milk chocolate bar in 1905 — the company (wholly owned by Mondelez International) is now headquartered in Uxbridge, west London, and operates in more than 50 countries globally.

•May 2020, a new identity and packaging, designed by London-based Bulletproof is launching in Australia, followed by South Africa and Malaysia later in the year, with further markets, including the UK and Ireland, launching at the commencement of 2021

•The new logo is a lovely evolution that presents a thinner, more elegant version that most people will likely not notice — a good thing in this case. The new logo is also truer to John Cadbury's signature as it

first appeared for the brand, which features an appetizing loop in the “b” and a slightly swishier “y”. The new logo feels more open and airier and its normal baseline alignment better showcases the newly reworked curves

- The vector milk glasses are much more palpable than the realistic approach of the old logo. The old Dairy Milk packaging, designed by Pearl fisher, was pretty nice and had those fun flavor illustrations that were maybe a little too playful but definitely enjoyable. The new packaging is a little busier as it introduces the pattern in the background which will be some kind of varnish in real life, which will make the effect a little more refined.

It has richer, evolved new packaging. Cadbury began creating milk chocolate bars in the late 1890s packing them in decorated boxes for sale after some experiments they developed a chocolate bar with a higher proportion of milk and hence name Dairy Milk was born, it was sold as unwrapped slabs later due to demand for easier to handle candy grew packaging started, as popularity grew purple and golden stuck to brand permanently. fruit and Nut joined the family soon. Due to enormous success Cadbury quickly became a brand and started improving packaging to stand the test of time and outshine its competitors.

Moving from the paper wrapper in the 20s they introduced a layer of silver foil in the 30s, eventually graduating through the 60s and 70s to a layer of attention-grabbing gold foil.

2003- changed the packaging to the plastic wrapper to ensure freshness

2012-Chocolate chunks were reshaped into circular shapes

2013-personalized Cadbury Dairy Milk bars where available.

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Literature Review

Packaging design is the top driver of impulse purchases which, in turn, are among the important drivers of revenue for manufacturers. Up to 90% of consumer spending at the supermarket is made up of impulse buys. The role of packaging is almost a transformation phenomenon because of the competition, change in consumer’s régimes, and an increase in the rate of self-service. On the other hand’s producers are also taking curiosity in packaging not only a tool for a sales promotion but also because of its impact on impulsive buying and an increase in the market share of the company. (Mutil, 2012)

Many factors back to an impulse purchase: some of which you can control, and some of which you cannot. For example, a shopper’s mood, bank account balance, or even the weather can influence impulse purchasing behavior. Since we cannot regulate those things, packaging should be designed to appeal to other impulse purchase drivers like uniqueness, convenience, and shelf appeal

There’s no scarcity of information about color psychology and the ways you can use it to design your packages to be more alluring to your target consumer. However, even an appealing (and psychology-backed) color palette can fail to create the envisioned effect with lower quality printing practices

Potential consumers need to be able to visualize themselves using your product, particularly if they are first-time buyers. Including photographic elements in your packaging design that demonstrate the value or optimal use of the product it contains can help the impulse buyer quickly associate your product with their precise needs (or wants).

new convenience features with lifelike elements demonstrating their use as outlined above will help the consumer to closely visualize themselves using your product. The objective of this study is to determine the role of packaging on consumer's impulse buying behavior.

The purpose of this research scrutinizes the essential factors, which are driving the success of a Cadbury brand for Dairy Milk Chocolate. This research also recognized the relationship between the dependent and independent variables

Cadbury Dairy Milk enjoys a distinct place in the hearts of consumers and has a strong association with happiness. This move to the new packaging will further cement this positive association and build on the joy factor. As a part of the new design, product shots will be replaced by 'imaginative, joyful expressions of each flavor'. Each of these designs has been selected in order to connect more about the product and stay true to the 'say what you see' approach. The 'Cadbury Glass and a Half' logo is retained and brighter colors have been introduced to improve on-shelf presence. The new look is more modern and joyful, while proudly keeping the identity of Cadbury Dairy Milk that has been a part of the brand's legacy

If your packaging is due for a restructure and you want to command more attention on the shelf to encourage impulse shopping, coordinating with your Graphics, R&D, and Product Planning, you can create a holistic picture of model package design.

The development of wrappers and covers, for the company's offerings, is known as Packaging. (Keller, 2009) the importance of packaging can be appraised by its use as most marketers believe that it is a part of marketing mix elements and must be considered as an important element in product strategy. (Kotler, 2008) it has substantial importance in the product strategy that most of the time marketers try to take competitive advantage by using these marketing mix elements over the competing brands. (Keller, 2009) Moreover, the packaging is also an important tool for brand recognition and for the development of Brand associations. (Keller, 2009) and at last, it is the ring through which marketers became able to accomplish marketing objectives by fulfilling the desires of consumers through packaging aesthetics in the form of packaging size, packaging shape, packaging color, the text used on the packaging, graphics used on packaging and by other functional elements of packaging. Cadbury has unveiled a fresh new look for the iconic identities of both Cadbury and Cadbury Dairy Milk, created by design agency Bulletproof.

Material As other visual elements, the material also communicates, most importantly material affects the perceived class associated with the product that means consumers thinking regarding material results in a change of the perceived quality. Furthermore, sometimes marketers use those packaging materials which can prevent the freshness of product under extremely high or extremely low temperature

Design Research reveals that consumers feeling regarding product packaging are actually shifted by how they are treating the product.

Consumer perception related with color varies, with respect to the difference in cultures, but as we know that this is an age of globalization and mass competition as a result of a change in demographics and other trends there is a visible change, in the color preferences (Singh, 2006) but the element which can help marketers in selecting the color for their brands is that there are certain colors which are treated as best suited for particular types of products, therefore marketers must use color associations while a selection of color or color combination for their brand instead of general consumer thinking about the color.

Product Information: Upsurge in concerns towards health also increases the importance of labeling and now it is the duty of manufacturing companies and marketers to include product information in order to ease purchase decisions. (Pinya, 2004) It is also indicated by research that if a company wants to increase

the credibility of the product they must put down accurate information about the product as it will help consumers in making a decision, on the other hand, if the information is unclear or does not seem to be appropriate then it can create confusion and produces a negative impact on the brand

Nutritional Information: Diet and Lifestyle of consumers are the vital factors due to which nutritional information is also treated as an important part of verbal elements of packaging, a study conducted in the year 2009 indicated that nutritional information must be properly indicated on packaging especially in the category of food-related product as this type of information affects the food choices of the customers. (Josephine, 2009).

At Cadbury, they are always exploring avenues to create and maintain consumer excitement. The last packaging change on Cadbury Dairy Milk happened almost 5 years ago, making it the right time to introduce the new global and joyful packaging in India. Additionally, consumer research shows that inclusions like nuts and crispies are preference drivers in this category, thus making sense for us to enhance our recipes consistent with consumer needs.

Hypothesis

H1: there is relationship between Buying Behaviour and Packing colour, Quality of Packing, Wrapper Design, Printed Info

H0: there is relationship between Buying Behaviour and Packing colour, Quality of Packing, Wrapper Design, Printed Info

Objectives

- To Find Out the effect of packaging on the impulse buying behaviour for Cadbury Dairy Milk
- To check the effect of packaging elements on the impulse buying behaviour for Cadbury Dairy Milk
- To measure the relative impact of each packaging element on the consumer.
- To identify the elements, which should be highlighted while designing the packaging

Research Methodology

Methods of data collection

Types of data-The research consists of primary as well as secondary data both qualitative and quantitative in nature.

Sources of data-The primary data is collected using questionnaire whereas the secondary data is collected from the internet

Sampling method-Convenient sampling technique was used to collect data through questionnaire.

Sample of Study-

For this study 150 responses were taken in Pune Region

Research Instrument-

Structured questionnaire was used as a research instrument to collect data.

Correlation with other variables identified

Independent variable-Packaging colour, Design of Wrapper, Packaging quality, Printed info.

Data Analysis and Interpretation

How often do you buy a chocolate just because you saw it * which feature's will affect your buying behaviour Crosstabulation							
			which feature's will affect your buying behaviour				Total
			Packagin g colour	Printed info	Packagin g quality	Packagin g design	
How often do you buy a chocolate just because you saw it	always	Count	35	15	8	6	64
		% within How often do you buy a chocolate just because you saw it	54.7%	23.4%	12.5%	9.4%	100.0%
	sometimes	Count	13	15	36	0	64
		% within How often do you buy a chocolate just because you saw it	20.3%	23.4%	56.3%	0.0%	100.0%
	never	Count	9	2	6	4	21
		% within How often do you buy a chocolate just because you saw it	42.9%	9.5%	28.6%	19.0%	100.0%
Total		Count	57	32	50	10	149
		% within How often do you buy a chocolate just because you saw it	38.3%	21.5%	33.6%	6.7%	100.0%

Chi-Square Tests ^a			
	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	39.813 ^a	6	.000
Likelihood Ratio	44.409	6	.000
Linear-by-Linear Association	7.885	1	.005
N of Valid Cases	149		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.41.

P value is 0.00 therefore when p value is less than 0.05 we infer there is a significant relationship, We accept our alternate hypothesis - There is a significant relationship between impulse buying behaviour and packaging

Does packaging of the wrapper inspire your purchasing * How often do you buy a chocolate just because you saw it Crosstabulation						
			How often do you buy a chocolate just because you saw it			Total
			always	sometim es	never	
Does packaging of the wrapper inspire your purchasing	Yes	Count	41	41	17	99
		% within Does packaging of the wrapper inspire your purchasing	41.4%	41.4%	17.2%	100.0%
	Maybe	Count	23	23	1	47
		% within Does packaging of the wrapper inspire your purchasing	48.9%	48.9%	2.1%	100.0%
	No	Count	0	0	3	3
		% within Does packaging of the wrapper inspire your purchasing	0.0%	0.0%	100.0%	100.0%
Total		Count	64	64	21	149
		% within Does packaging of the wrapper inspire your purchasing	43.0%	43.0%	14.1%	100.0%

Chi-Square tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.619 ^a	4	.000
Likelihood Ratio	20.705	4	.000
Linear-by-Linear Association	.025	1	.874
N of Valid Cases	149		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .42.

P value is 0.00 therefore when p value is less than 0.05 we infer there is a significant relationship, We accept our alternate hypothesis - There is a significant relationship between impulse buying behaviour and wrapper of packaging

Packaging colour of Cadbury chocolates * How often do you buy a chocolate just because you saw it						
Crosstabulation						
			How often do you buy a chocolate just because you saw it			Total
			always	sometimes	never	
Packaging colour of Cadbury chocolates	Strongly agree	Count	45	34	10	89
		% within Packaging colour of Cadbury chocolates	50.6%	38.2%	11.2%	100.0%
	Agree	Count	17	26	11	54
		% within Packaging colour of Cadbury chocolates	31.5%	48.1%	20.4%	100.0%
	Netural	Count	0	4	0	4
		% within Packaging colour of Cadbury chocolates	0.0%	100.0%	0.0%	100.0%
	Disagree	Count	2	0	0	2
		% within Packaging colour of Cadbury chocolates	100.0%	0.0%	0.0%	100.0%
	Total		64	64	21	149
			43.0%	43.0%	14.1%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.655 ^a	6	.034
Likelihood Ratio	15.792	6	.015
Linear-by-Linear Association	2.080	1	.149
N of Valid Cases	149		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .28.			

P value is 0.34 therefore when p value is less than 0.05 we infer there is a significant relationship, We accept our alternate hypothesis - There is a significant relationship between impulse buying behaviour and colour of packaging

would the caligraphy affect your decision towards certain type of chocolate * How often do you buy a chocolate just because you saw it Crosstabulation

			How often do you buy a chocolate just because you saw it			Total
			always	sometime s	never	
would the <u>caligraphy</u> affect your decision towards certain type of chocolate	Yes	Count	49	28	15	92
		% within would the caligraphy affect your decision towards certain type of chocolate	53.3%	30.4%	16.3%	100.0%
	No	Count	15	36	6	57
		% within would the caligraphy affect your decision towards certain type of chocolate	26.3%	63.2%	10.5%	100.0%
Total		Count	64	64	21	149
		% within would the <u>caligraphy</u> affect your decision towards certain type of chocolate	43.0%	43.0%	14.1%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.557 ^a	2	.000
Likelihood Ratio	15.714	2	.000
Linear-by-Linear Association	3.215	1	.073
N of Valid Cases	149		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.03.			

P value is 0.00 therefore when p value is less than 0.05 we infer there is a significant relationship, We accept our alternate hypothesis - There is a significant relationship between impulse buying behaviour and Calligraphy of packaging

How often do you buy a chocolate just because you saw it * Which <u>Packsize</u> of Cadbury Chocolates suits your needs Crosstabulation							
			Which Packsize of Cadbury Chocolates suits your needs				Total
			23g	54	130g	150g	
How often do you buy a chocolate just because you saw it	always	Count	26	21	15	2	64
		% within How often do you buy a chocolate just because you saw it	40.6%	32.8%	23.4%	3.1%	100.0%
	sometimes	Count	20	34	10	0	64
		% within How often do you buy a chocolate just because you saw it	31.3%	53.1%	15.6%	0.0%	100.0%
	never	Count	0	10	5	6	21
		% within How often do you buy a chocolate just because you saw it	0.0%	47.6%	23.8%	28.6%	100.0%
Total		Count	46	65	30	8	149
		% within How often do you buy a chocolate just because you saw it	30.9%	43.6%	20.1%	5.4%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.801 ^a	6	.000
Likelihood Ratio	37.009	6	.000
Linear-by-Linear Association	10.874	1	.001
N of Valid Cases	149		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.13.			

P value is 0.00 therefore when p value is less than 0.05 we infer there is a significant relationship, We accept our alternate hypothesis - There is a significant relationship between impulse buying behaviour and colour of packaging

Crosstab			Does packaging of the wrapper inspire your purchasing			Total
			Yes	Maybe	No	
Please select your gender	Female	Count	62	24	0	86
		% within Please select your gender	72.1%	27.9%	0.0%	100.0%
	Male	Count	37	23	3	63
		% within Please select your gender	58.7%	36.5%	4.8%	100.0%
Total		Count	99	47	3	149
		% within Please select your gender	66.4%	31.5%	2.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.925 ^a	2	.052
Likelihood Ratio	6.998	2	.030
Linear-by-Linear Association	4.404	1	.036
N of Valid Cases	149		

P value is 0.05s therefore when p value is less than 0.05 we infer there is a significant relationship, we fail to reject alternate hypothesis - There is a no significant relationship between impulse buying behaviour and Gender

			Crosstab						
			Select your Occupation						Total
			Self - employed	Profession al	Service	Housewi fe	Student	Others	
How often do you buy a chocolate just because you saw it	always	Count	4	3	10	7	39	1	64
		% within How often do you buy a chocolate just because you saw it	6.3%	4.7%	15.6%	10.9%	60.9%	1.6%	100.0%
	sometimes	Count	12	10	10	4	24	4	64
		% within How often do you buy a chocolate just because you saw it	18.8%	15.6%	15.6%	6.3%	37.5%	6.3%	100.0%
	never	Count	0	0	0	5	16	0	21
		% within How often do you buy a chocolate just because you saw it	0.0%	0.0%	0.0%	23.8%	76.2%	0.0%	100.0%
Total		Count	16	13	20	16	79	5	149
		% within How often do you buy a chocolate just because you saw it	10.7%	8.7%	13.4%	10.7%	53.0%	3.4%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.333 ^a	10	.001
Likelihood Ratio	36.221	10	.000
Linear-by-Linear Association	.016	1	.900
N of Valid Cases	149		

a. 7 cells (38.9%) have expected count less than 5. The minimum expected count is .70.

P value is 0.01 therefore when p value is less than 0.05 we infer there is a significant relationship, We accept our alternate hypothesis - There is a significant relationship between impulse buying behaviour and wrapper of packaging

Crosstab								
			family income				Total	
			50,000 and above	21,000-30,000	31000-40,000	41,000-50,000		
How often do you buy a chocolate just because you saw it	always	Count	5	21	28	10	64	
		% within How often do you buy a chocolate just because you saw it	7.8%	32.8%	43.8%	15.6%	100.0%	
	sometimes	Count	7	21	22	14	64	
		% within How often do you buy a chocolate just because you saw it	10.9%	32.8%	34.4%	21.9%	100.0%	
	never	Count	0	7	11	3	21	
		% within How often do you buy a chocolate just because you saw it	0.0%	33.3%	52.4%	14.3%	100.0%	
	Total		Count	12	49	61	27	149
			% within How often do you buy a chocolate just because you saw it	8.1%	32.9%	40.9%	18.1%	100.0%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.715 ^a	6	.581
Likelihood Ratio	6.314	6	.389
Linear-by-Linear Association	.258	1	.612
N of Valid Cases	149		
a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.69.			

P value is 0.581s therefore when p value is less than 0.05 we infer there is a significant relationship, we fail to reject alternate hypothesis - There is a no significant relationship between impulse buying behaviour and income

Findings

- The research included 149 respondents with 58%Female and 42% Male respondents
- They varied from Selfemployed-11%, Professional-23%, service-53%,Hoswife-11%,Others-3%
- Chocolates are generally bought impulsively at the checkout points of the malls,86%-(43% Always,43% Sometimes) People buy chocolates just because they saw it,
- Cadbury Dairy Milk is available in different pack sizes , research shows60%people buy 23g , 23%buy 45g, 4%buy130g, 13%buy150g pack size of Cadbury
- Different flavours of chocolates are available in market in Pune 60%-milk chocolate, 17%Dark chocolate, 9%Gems, 8%Gums Cadbury Dairy Milk can have maximum customers here.

- Impulse buying is a unplanned activity people generally see a product and buy it Factors which contribute to impulse buying behaviour-27%-mood,28%-Taste,13%-Price,13%-Availability,Packaging-19%
- Wrapper is a important part of chocolate it affects impulse buying 60%-Yes, 32%-Maybe, 2%-No
- Calligraphy affects buying-45%agree,font style is successful in attractive customers towards it
- Colour psychology affects the buying behaviour purple colour is suppose to be attractive and stand for luxury and class, purity of the product , respondents agree that colour affects their impulse buying-60%-Strongly agree,36%-Agree,3%-Neutral,1%-Disagree
- Preference for variant-Fruit n Nut-17%, Bubbly-18%, Silk-27%, Oreo-38%
- Income decides the spending capacity of the person ,hence income factor was also considered in the research21,000-30,000-29%, 31,000-40,000-39%, 41,000-50,000-17%,50,000 and above-3%
- Packaging not only assures the safety of product but also advertises it till the movement the consumer purchases it -54%-Strongly Agree,36%-Agree,6%-Neutral,4%-Disagree
- Packaging colour-38%,Printed info-21%,Packaging Quality-34%,Packaging Design-7%
- People have “buy know think later attitude when it comes to purchasing chocolates” -Strongly agree-60%,Agree-31%,neutral-5%,Disagree-2%,Strongly disagree-1%

Recommendations

- Product packaging is very valuable for brand equity, pricing, market segmentation, new product introduction, product differentiation, and promotional activities. Marketing strategy of company should pay attention to good packaging of product. Accepting poor packaging is one of the causes of product failure in the market, management of the company should view this as an important aspect of the product success in the market.
- Cadbury should focus on the colour, branding, quality of the its packaging to Increase their market share and colour, quality, brand will call the attention of people in market. further mood of the customer decides his buying pattern so Cadbury can decide to influence mood of its customers through various campaigns to increase its sales.
- Cadbury Dairy Milk should be placed at strategic location to ensure that consumers notice it, because 90% consumers buy chocolates just because the brand caught their eye, as Cadbury is well established brand people are well aware about it hence its availability and presence will play a big role

Limitations

- Owing to the time constraints and nature of this study, it was impossible to additionally investigate the importance of packaging design which affects impulse buying behaviour of similar products in the market however, further research could be undertaken to investigate this aspect.

- Firstly, the research concerned in Cadbury Dairy Milk therefore its results cannot be broadened into other brands of Chocolates.
- Secondly, the research did not focus on the detailed identification of the influence of other features demographic, behavioural, social on buying decisions.
- Thirdly, the research was conducted among the residents of, Pune.

Conclusion

- Cadbury Dairy Milk enjoys a special place in the hearts of consumers and has a strong association with happiness. Packaging further ensures consumer is attracted towards the product and is convinced to purchase it.
- 71% participants love Cadbury dairy milk; Hence the brand is successful in creating its brand preference. 54% believe that the packaging is essential. Impulse buying is affected by behaviour- 27%-mood, 28%-Taste, 13%-Price, 13%-Availability, Packaging-19%, 60% buy people by chocolates impulsively. Consumers rate packaging on following factors of packaging colour- 38%, Printed info-21%, Packaging Quality-34%, Packaging Design-7%
- Hence, I conclude that purchasing a chocolate is not a planned activity, people buy it just because they went to buy their daily essential's and were attracted due to its packaging. To ensure that impulse buying behaviour of Cadbury Dairy Milk Increases Packaging plays an important role. Participants seem to appreciate it's colour, price range, taste, brand, Labelling.

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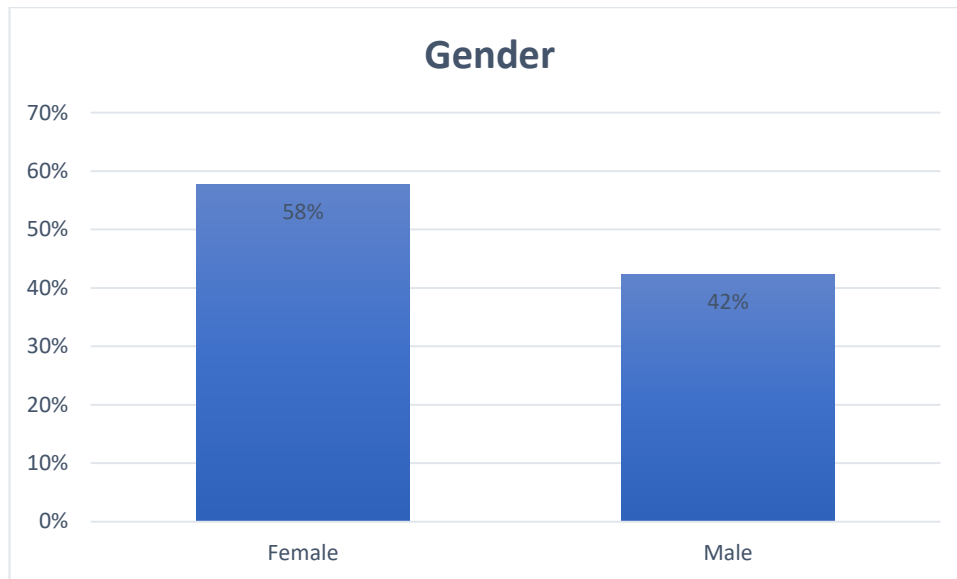
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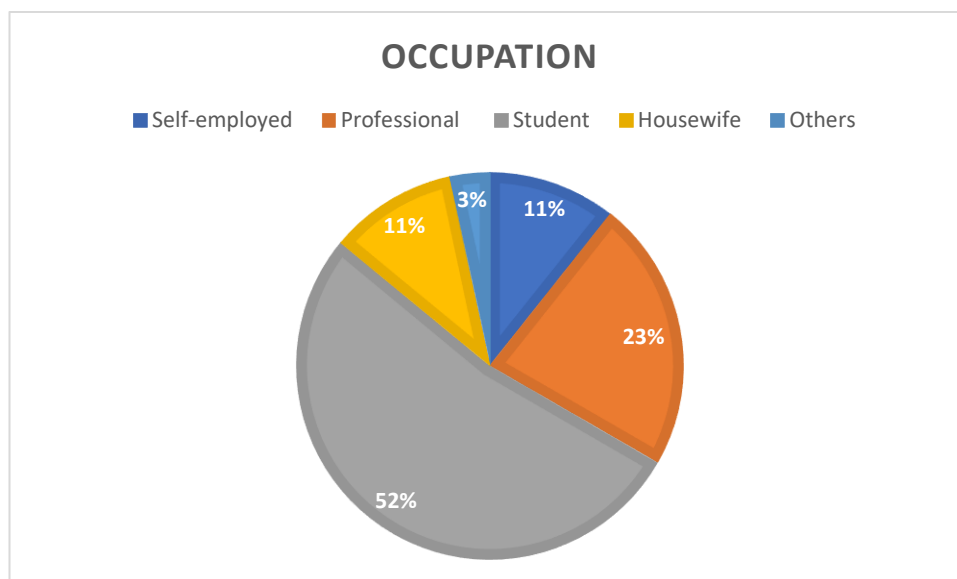
Questionnaire and Interpretation

Q1.Please select your gender

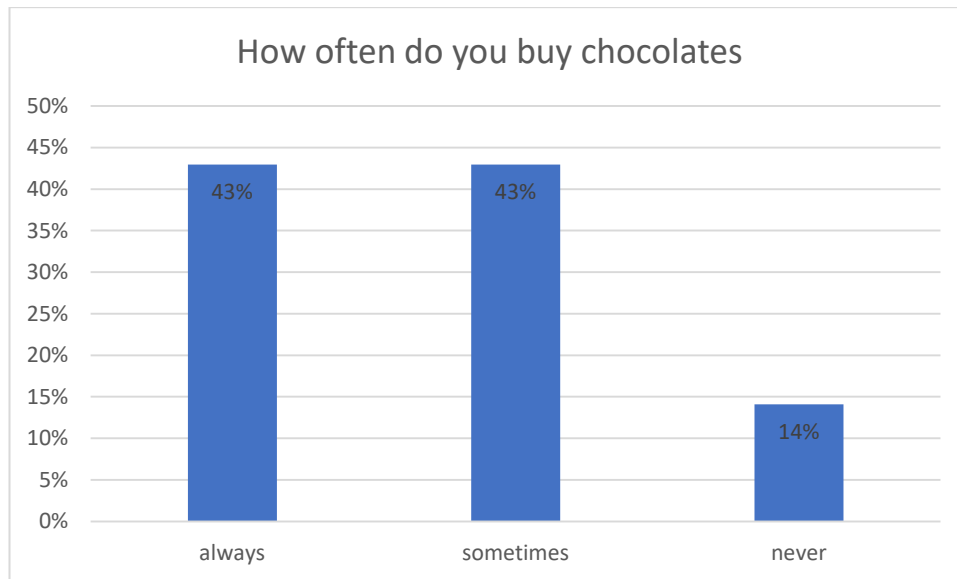


58%are female ,42%are male.

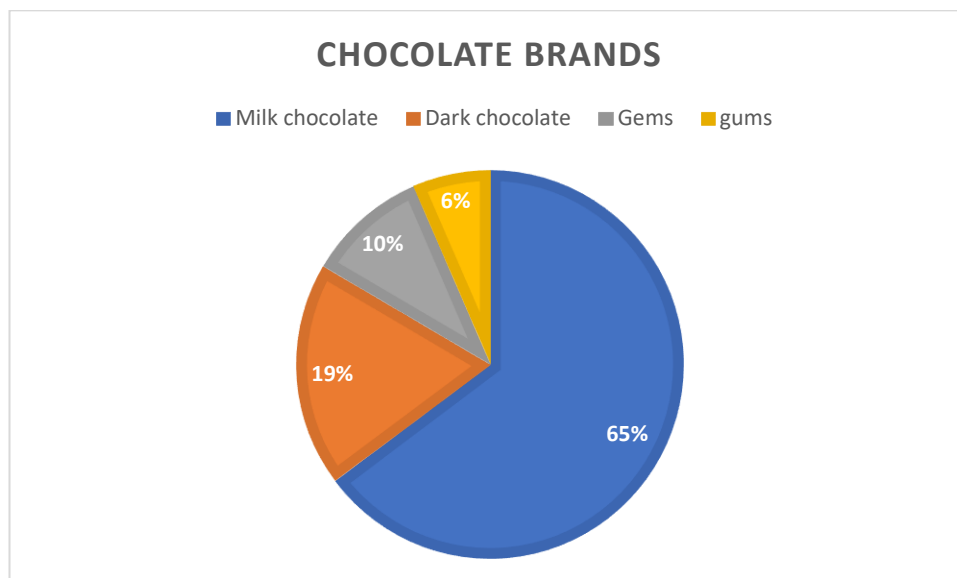
Select your Occupation



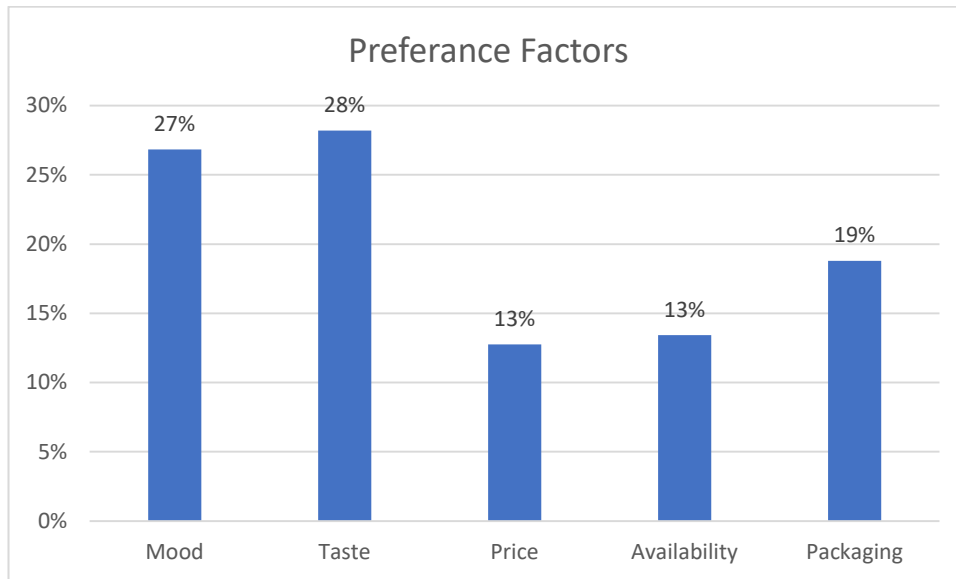
How often do you buy a chocolate just because you saw it



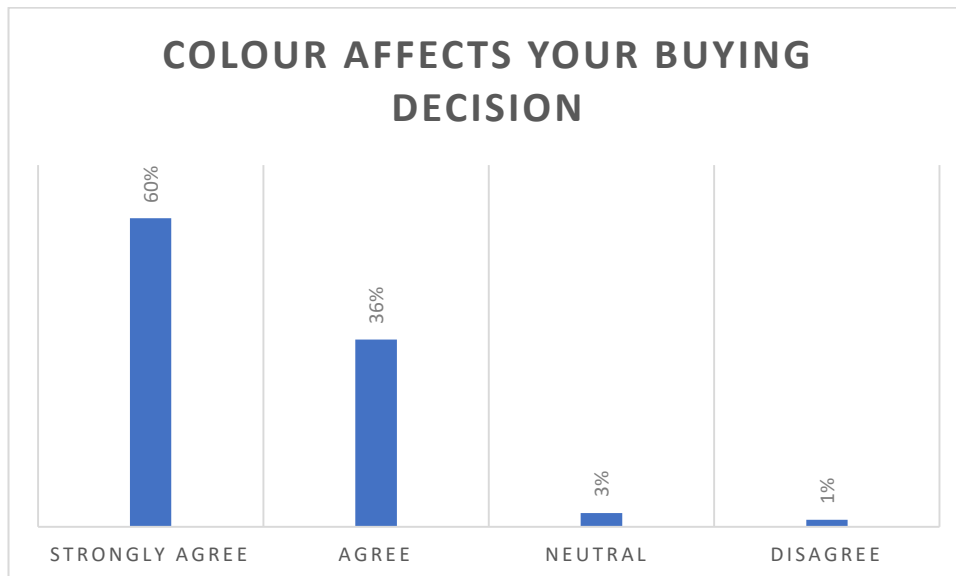
What type of chocolates do you prefer?



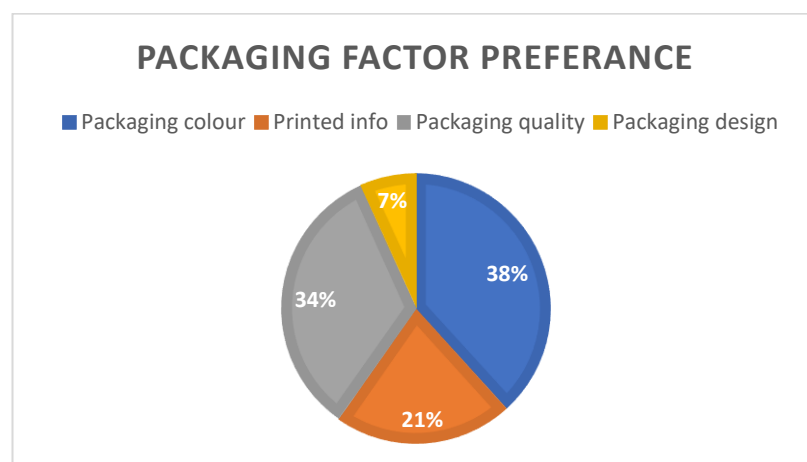
Based on your last chocolate impulse buying what are the factors that influenced your buying



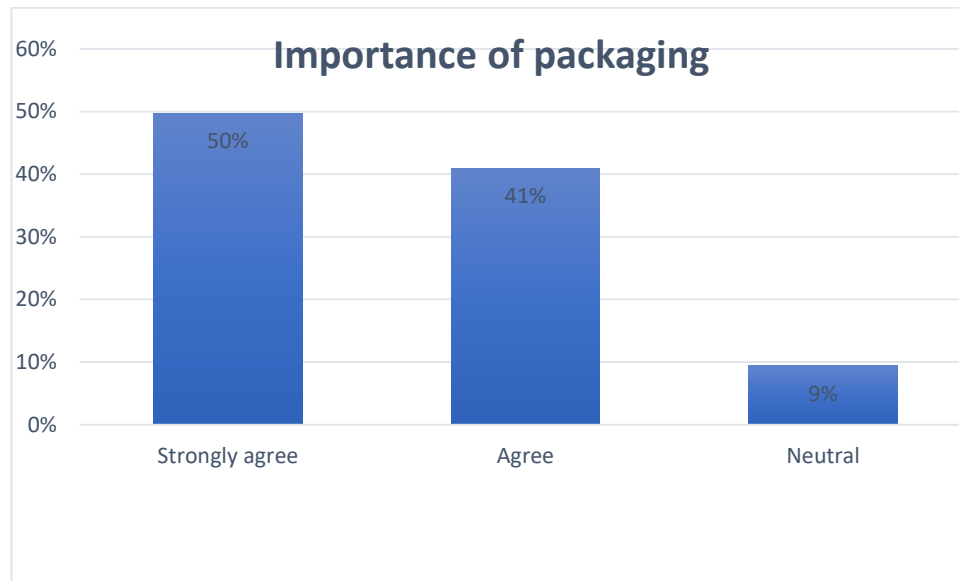
Packaging colour of Cadbury chocolates draw your attention



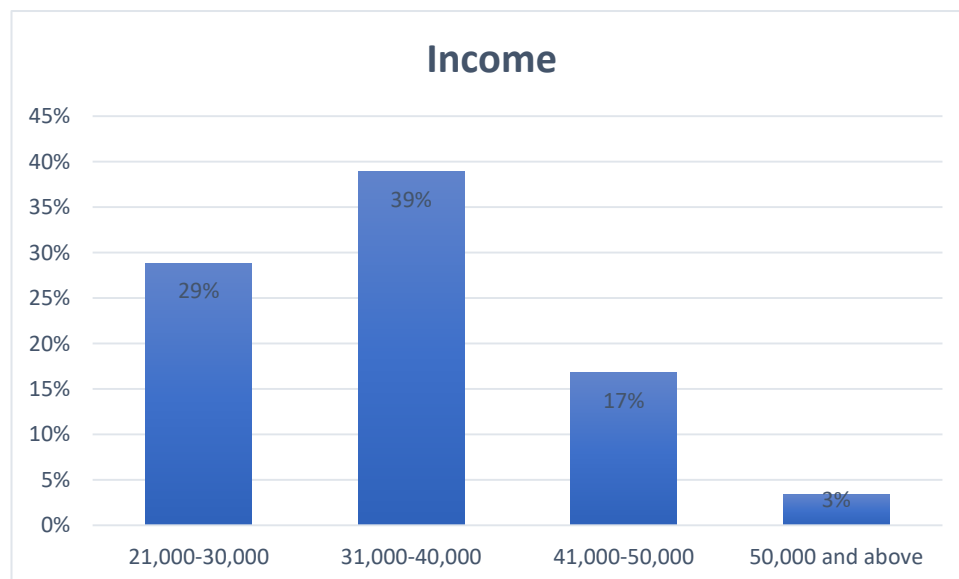
which feature's will affect your buying behaviour



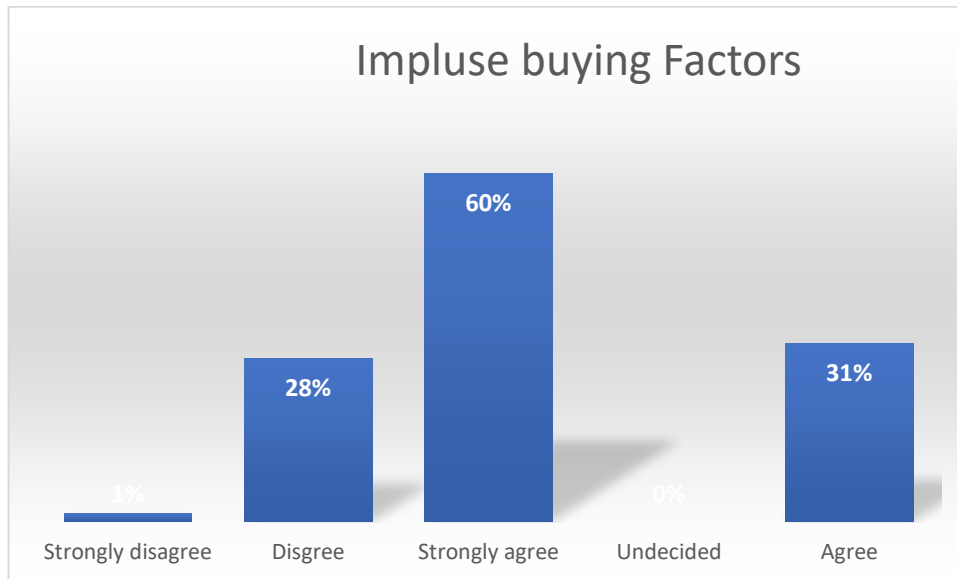
packaging is an important factor of consideration while buying chocolate



family income



To which extent do you agree or disagree with the following statement. I have “Buy now think later” attitude when it comes to purchasing chocolates



Which Pack size of Cadbury Chocolates suits your needs

