

CHAPTER 1

PROMOTIONAL STRATEGY OF CADBURY

Promotional elements are those trademark able devices that identify and differentiate the brand. Most strong promotional employs multiple promotional elements. Like Cadbury Dairy Milk has the distinctive "any time crunchy, all time fresh".

There is certain type of promotional element listed below:

- ❖ Promotional name
- ❖ Slogan
- ❖ Characters
- ❖ Logo
- ❖ Symbol

Dairy Milk has been meticulously built around the world by Cadbury. It has been able to sustain a strong position in the market. There are many promotional elements which have resulted into consistent result of its success. In India and across the world, the only chocolate wrapped in Purple with the logo of Cadbury written on it. Colour of all other products of Cadbury like Gems which is so colourful. Packaging which introduced slight of milk splash shows the relation of milk with Cadbury. Insignia Logo which comes on the packaging in bold vintage Dairy font in white which also shows the relation of milk with the product. Logo not only the above three, but there are many more promotional elements due to which the consistent Promotional of Dairy Milk is so popular. It's different Advertisements, it's punch lines etc.... It has always kept a strong association with Milk, with slogan such as "a glass and half of full cream milk in every half pound". And also, advertisement which featured a glass of milk pouring out and forming the Dairy Milk bar. Also, the ad campaigns are also the important element of Dairy Milk. It made chocolate an eating habit among the consumers, especially the adults. But Dairy Milk change this belief. Also, they changed the trend of Sweets (Mithai) during the occasion like Diwali, New Year etc.... Dairy Milk

brought a new trend whether any occasion, Dairy Milk is best for all. It also gave some famous dialogues from the ads which people remember always. They were also the core promotional elements. Let us see them below: The Real Taste of Life- A girl dancing on Cricket Field.

- Khane Walo ko Khane ka Bahana Chahiye
- Kuch Meetha Ho Jaye
- Pappu Paas Ho Gaya
- Aaj Pehli Tareekh Hai
- Shubh Aarambh



All these above dialogues were forming the very famous and popular ads of Dairy Milk. By this ad they wanted to convey to the people that for eating Dairy Milk, they do not have to

wait for any occasion. They can just have it. Whether they are happy or sad, But Dairy Milk can be taken in any of the mood.

PROMOTIONAL PROGRAMS OF CADBURY



MARKETING STATERGY OF CADBURY:

Dairy Milk also enjoys a great- Promotional Recall value when comes to chocolate with Milk. Dairy Milk has huge command over- its distributing network spanning across India. Certain segment feels that price of innovation with crafted Dairy Milk is high and compared to communication campaign that Amul Milk chocolate is preferred. It offers quality product with Dairy Milk is somewhat lacking in established a clear and consistent other emerging markets. It has Promotional Image over the years. Strong command over its promotional image in India and Europe but other places it is lacking. Dairy has been able to the recent acquisition of the Cadbury which is globally established by the Kraft Foods may result in

promotional name for its somewhat negative effect on the manufacturing competency and brand.

| Campaign | Target | Shift over the years | Promo Mechanism |
|---------------------------------------|--|---|-------------------------------------|
| Real Taste of Life | Child in adult | From just for kids to the kid in every adult | TVC, Print, Hoardings |
| Khane walo ko khane ka bahana chahiye | Wider masses | Appeal to a wider mass based on age, gender, etc. | TVC, Print, Hoardings |
| Pappu Paas Ho Gaya | Youngster | | TVC, Hoardings |
| Miss Palampur | Rural masses | Shift to smaller packs | TVC, Hoardings |
| Khane ke baad kuch Meetha Ho Jaye | Conversion of sweet consumers to chocolate for special occasions Targeting the habit | This was an innovative idea and Cadbury went ahead with the 'Celebrations' packs with these ads from converting | TVC, Print, Hoardings, Social media |
| Meethe mein Kuch Meetha Ho Jaaye | of Indians to have desserts after meals | Sweet consumers on special occasions Cadbury now tried to sweet consumption for dessert to chocolate as well | Hoardings, Social Media |
| Shubh Aarambh | Targeting the belief of Indians that anything | Converting yet another segment of consumers | TVC, Print, Hoardings, Social media |

| | | | |
|--|--|--------------------------------------|--|
| | begun by having something sweet provides good luck | i.e. before the start of any work | |
|--|--|--------------------------------------|--|

CHAPTER 2

COMPANY PROFILE

Cadbury is a well-known British multinational confectionery company with a rich history dating back to the early 19th century. Here is a brief overview of the history of the Cadbury company:

1. Founding and Early Years:

- The Cadbury company was founded by John Cadbury in 1824 in Birmingham, England. Initially, the company was a small grocery shop that sold cocoa and drinking chocolate, both of which were considered luxury items at the time.

2. Move into Manufacturing:

- In 1831, John Cadbury decided to focus on the production of cocoa and chocolate, and the company moved into manufacturing. The first Cadbury factory was established in 1831.

3. Dairy Milk Introduction:

- In 1905, Cadbury introduced its iconic Dairy Milk chocolate, which quickly became popular due to its creamy texture and smooth taste. Dairy Milk is still one of Cadbury's most famous and successful products.

4. Expansion and Merger:

- Cadbury continued to expand its product line and market presence. In 1969, the company merged with beverage giant Schweppes to create Cadbury Schweppes. This merger diversified Cadbury's portfolio beyond confectionery.

5. Demerger and Focus on Confectionery:

- In 2008, Cadbury Schweppes demerged, and Cadbury became a standalone confectionery company. This move allowed Cadbury to concentrate solely on its core business of chocolates and sweets.

6. Kraft Foods Acquisition:

- In 2010, Cadbury was acquired by Kraft Foods (later known as Mondelez International) in a high-profile and controversial takeover bid. This acquisition led to changes in management and raised concerns about the future of Cadbury's heritage.

7. Recent Developments:

- Since the acquisition, Cadbury has continued to innovate and introduce new products. The company has also adapted its marketing strategies to align with changing consumer preferences and trends.

8. Global Presence:

- Cadbury has a global presence, with its products sold in numerous countries around the world. Its chocolates, including Dairy Milk, Creme Egg, and Roses, are widely recognized and enjoyed by consumers.

Throughout its history, Cadbury has been known for its commitment to quality and innovation in the confectionery industry. While the company has undergone changes in ownership and structure, it remains one of the most iconic and beloved chocolate brands globally.



CHAPTER 3

RESEARCH METHODOLOGY

Meaning and Definition of Research

Research is a systematic and methodical investigation conducted to discover, interpret, or revise facts, theories, applications, or laws in any field of study. It involves the collection, analysis, and interpretation of data to answer questions or solve problems. Research aims to advance knowledge, address gaps in understanding, or improve practices in various domains, including science, social sciences, humanities, technology, and business. It can take various forms, such as experimental research, observational studies, qualitative research, quantitative research, and mixed-method approaches. The ultimate goal of research is to contribute to the body of knowledge and to facilitate informed decision-making and problem-solving.

Characteristics of Research

1. **Systematic:** Research follows a structured and organized process, with clear steps for planning, data collection, analysis, and interpretation.
2. **Objective:** Research aims to be unbiased and impartial, relying on evidence rather than personal opinions or beliefs.
3. **Rigorous:** Research adheres to high standards of quality and accuracy, employing robust methodologies and techniques to ensure reliability and validity of findings.
4. **Empirical:** Research is based on observation and experimentation, using empirical evidence derived from observation or experience.
5. **Replicable:** Research findings should be replicable by other researchers, meaning that the methods and procedures used can be repeated to obtain similar results.
6. **Transparent:** Research should be transparent in its methods, data collection processes, and analysis techniques, allowing for scrutiny and verification by others.

7. Ethical: Research should be conducted ethically, with respect for the rights and welfare of participants, adherence to ethical guidelines, and consideration of potential risks and benefits.
8. Cumulative: Research builds upon existing knowledge, contributing to the cumulative growth of understanding within a field or discipline.
9. Focused: Research is typically focused on specific questions, hypotheses, or objectives, with clearly defined goals and boundaries.
10. Communicative: Research results are often communicated through publications, presentations, or other means, facilitating the dissemination of knowledge and fostering dialogue within the research community.

Role and Significance of Research

1. Advancing Knowledge: Research plays a crucial role in expanding our understanding of the world around us. It contributes to the development of theories, concepts, and models, driving progress in diverse fields such as science, technology, social sciences, humanities, and medicine.
2. Solving Problems: Research is instrumental in identifying, analyzing, and solving complex problems and challenges facing society. Whether it's finding solutions to environmental issues, healthcare problems, or socioeconomic disparities, research provides insights and innovations that can lead to positive change.
3. Driving Innovation: Research fuels innovation by generating new ideas, technologies, products, and processes. It fosters creativity and entrepreneurship, driving economic growth and competitiveness by creating new markets, industries, and opportunities.
4. Evidence-Based Decision Making: Research provides the empirical evidence needed to make informed decisions in various contexts, including policymaking, business strategy, healthcare practices, and education. By basing decisions on sound research findings, individuals and organizations can enhance efficiency, effectiveness, and outcomes.
5. Continuous Improvement: Research facilitates continuous improvement by evaluating existing practices, policies, and systems, identifying areas for enhancement or

optimization, and implementing evidence-based interventions to drive positive change and progress.

6. **Personal and Professional Development:** Engaging in research fosters critical thinking, problem-solving skills, analytical abilities, and intellectual curiosity. It provides opportunities for individuals to deepen their expertise, expand their knowledge, and contribute to their personal and professional growth.
7. **Knowledge Transfer and Exchange:** Research promotes the exchange and dissemination of knowledge within and across disciplines, fostering collaboration, interdisciplinary approaches, and the sharing of best practices. It facilitates communication and collaboration among researchers, practitioners, policymakers, and the public.
8. **Addressing Global Challenges:** Research plays a vital role in addressing global challenges such as climate change, public health crises, poverty, inequality, and conflict resolution. By generating evidence-based solutions and fostering international cooperation, research contributes to creating a more sustainable, equitable, and peaceful world.

Objectives of Research

The objectives of research vary depending on the specific context, discipline, and goals of the study. However, some common objectives of research include:

1. **Exploration:** To explore new phenomena, topics, or areas of study where limited information exists, aiming to generate new ideas, hypotheses, or theories.
2. **Description:** To provide a comprehensive and detailed account of a particular phenomenon, situation, or group, aiming to characterize its features, patterns, and relationships.
3. **Explanation:** To understand the underlying causes, mechanisms, or processes influencing a phenomenon, seeking to uncover the factors that contribute to its occurrence or behavior.
4. **Prediction:** To forecast or anticipate future trends, outcomes, or events based on past or current observations, aiming to inform decision-making and planning.

5. Evaluation: To assess the effectiveness, impact, or outcomes of interventions, programs, policies, or practices, aiming to determine their success or failure and identify areas for improvement.
6. Solution-oriented: To identify practical solutions or strategies to address specific problems, challenges, or issues, aiming to contribute to positive change and improvement in real-world contexts.
7. Theory development: To contribute to the development, refinement, or validation of theories, models, frameworks, or concepts within a particular discipline or field of study.
8. Comparison: To compare different groups, conditions, interventions, or approaches, aiming to identify similarities, differences, or patterns that may inform understanding or decision-making.
9. Exploration of relationships: To investigate the relationships, associations, or correlations between variables, aiming to understand how changes in one variable may influence or relate to changes in another.
10. Verification: To verify or test existing theories, hypotheses, or claims through empirical research, aiming to validate or refute their accuracy or validity.

Types of Research

1. Basic Research: Also known as fundamental or pure research, this type of research aims to expand knowledge and understanding of fundamental principles and concepts without immediate practical applications. Basic research often forms the foundation for applied research.
2. Applied Research: Applied research is conducted to solve specific practical problems or address practical questions. It seeks to apply existing knowledge and theories to real-world situations, with the goal of developing practical solutions, products, or interventions.
3. Quantitative Research: Quantitative research involves the collection and analysis of numerical data to quantify relationships, patterns, or phenomena. It relies on statistical methods to analyse data and draw conclusions, often using structured instruments such as surveys, experiments, or statistical databases.

4. **Qualitative Research:** Qualitative research focuses on understanding human behavior, experiences, and perspectives through in-depth exploration and interpretation of non-numerical data. It often involves methods such as interviews, focus groups, observations, or content analysis to generate rich, descriptive insights.
5. **Mixed-Methods Research:** Mixed-methods research combines elements of both quantitative and qualitative approaches in a single study. It allows researchers to gain a more comprehensive understanding of a research problem by triangulating different types of data and perspectives.
6. **Action Research:** Action research is a participatory approach in which researchers and practitioners collaborate to identify and address specific problems or challenges within a particular context. It aims to generate actionable knowledge and promote positive change through iterative cycles of planning, action, observation, and reflection.
7. **Exploratory Research:** Exploratory research is conducted when little is known about a particular topic or phenomenon, and the goal is to explore and generate initial insights, hypotheses, or research questions. It often involves qualitative methods and is used to inform the design of future studies.
8. **Descriptive Research:** Descriptive research aims to describe the characteristics, behaviours, or conditions of a particular population, group, or phenomenon. It provides a snapshot or summary of existing conditions without seeking to explain causal relationships.
9. **Explanatory Research:** Explanatory research seeks to identify and explain the underlying causes, mechanisms, or processes that contribute to a particular phenomenon or behaviour. It aims to go beyond description to uncover the reasons behind observed patterns or relationships.
10. **Longitudinal Research:** Longitudinal research involves the study of individuals, groups, or phenomena over an extended period to track changes, trends, or developments over time. It provides insights into processes of development, growth, or change and allows researchers to examine causal relationships and temporal patterns.
11. **Descriptive research:** is a type of research that aims to describe the characteristics, behaviours, or conditions of a particular population, group, or

phenomenon. Unlike explanatory research, which seeks to uncover causal relationships or underlying mechanisms, descriptive research focuses on providing a snapshot or summary of existing conditions without attempting to explain why they occur.

Descriptive research type process is use in project of “Promotional and Marketing strategy use by Cadbury.”

Research Process

The research process typically involves several key stages, which are often iterative and may overlap. Here's an overview of the general research process:

1. **Identifying the Research Problem:** The first step is to identify a research topic or problem that is relevant, interesting, and feasible to investigate. This may involve reviewing existing literature, discussing ideas with colleagues or mentors, and considering personal interests and expertise.
2. **Reviewing the Literature:** Once the research problem is identified, researchers conduct a thorough review of existing literature to understand what is already known about the topic, identify gaps or controversies in the literature, and refine the research questions or hypotheses.
3. **Formulating Research Questions or Hypotheses:** Based on the literature review, researchers formulate specific research questions or hypotheses that they aim to address through their study. These questions or hypotheses guide the design and conduct of the research.
4. **Designing the Study:** Researchers design the study by selecting appropriate research methods, sampling techniques, data collection instruments, and analytical approaches. The study design should be aligned with the research questions or hypotheses and consider practical constraints such as time, resources, and ethical considerations.
5. **Collecting Data:** Data collection involves gathering relevant information or observations to address the research questions or test the hypotheses. This may involve conducting surveys, interviews, experiments, observations, or archival research, depending on the nature of the study.

6. **Analysing Data:** Once the data is collected, researchers analyse it using appropriate statistical or qualitative techniques. The goal is to extract meaningful patterns, relationships, or insights that can address the research questions or hypotheses.
7. **Interpreting Findings:** Researchers interpret the results of the data analysis in the context of the research questions or hypotheses, considering their implications, limitations, and contributions to existing knowledge. This may involve comparing findings to previous research, discussing potential explanations for the results, and identifying areas for further investigation.
8. **Drawing Conclusions:** Based on the interpretation of findings, researchers draw conclusions about the research questions or hypotheses. Conclusions should be supported by evidence from the data and presented clearly and logically.
9. **Communicating Results:** Finally, researchers communicate their findings through various means such as academic papers, conference presentations, reports, or other forms of dissemination. Clear and effective communication is essential for sharing knowledge with the research community and broader audiences.

Throughout the research process, researchers also engage in critical reflection, seeking feedback from peers, mentors, or research participants, and making adjustments as needed to enhance the quality and rigor of the study.

Problem Definition

The following research aims to understand the promotional and marketing strategy of Cadbury company in India. Further it aims to study in depth analysis of Cadbury advertisement aspects in order to promote its product.

Need of study

- To understand product range of Cadbury chocolates variety like celebration packs.
- To study marketing strategy of company.
- To study packaging aspects of different variety of chocolates of Cadbury
- To understand costing of prominent types of chocolate of Cadbury

Objectives of study

- To study the marketing strategies of Cadbury.
- To know Customer preferences for chocolates under Cadbury.
- To study the pricing strategy of Cadbury in various price ranges.
- To study the packing strategy in Cadbury in different product range.

Limitation of study

- As time duration of project is so limited it not cover other aspects of company.
- It is only specific to promotion and marketing of chocolates not other products of company.
- Not helpful if the company changes its product design in near future.

HYPOTHESIS

Hypothesis 1

- H 0
- Cadbury has prominent market share but do not follow strong promotional strategy in market.
- H 1
- Cadbury has prominent market share and follows strong promotional strategies in market.

Hypothesis 2

- H 0
- Cadbury do not plan and implement a good marketing strategy to attract customer
- H 1
- Cadbury plan and implement a good marketing strategy to attract customers

Research Type: -

- Descriptive research: - In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data

- **Non-Probability:** - In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process.
- **Convenience sampling:** - This method is dependent on the ease of access to subjects such as surveying customers at a mall or passers-by on a busy street.

Data Collection

Primary Data: - Primary data refers to original data collected directly from the source through methods such as surveys, interviews, observations, experiments, or measurements. It is data that is gathered firsthand for a specific research purpose or investigation. Primary data is considered more reliable and relevant to a particular study because it is collected specifically to address the research questions at hand. Define the variables needed for analysis. Decide on data collection methods, e.g., surveys, interviews, or observations.

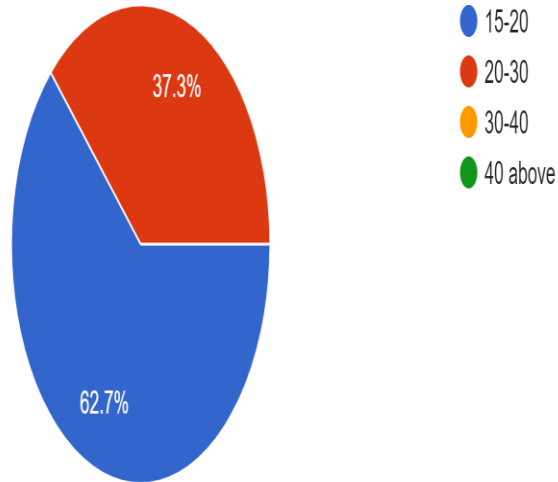
Questionnaire: - A questionnaire is a research tool featuring a series of questions used to collect useful information from respondents. I can use Google forms for questionnaire.

Secondary Data: - Secondary data refers to data that has been collected by someone else or for a purpose other than the one at hand. It includes information that has already been gathered and recorded by other researchers, organizations, or institutions for their own purposes. Secondary data can be sourced from various sources such as books, articles, reports, databases, and other existing datasets. Researchers often use secondary data to supplement primary data or to conduct analyses that were not originally intended by the data collectors.

CHAPTER 4

Age

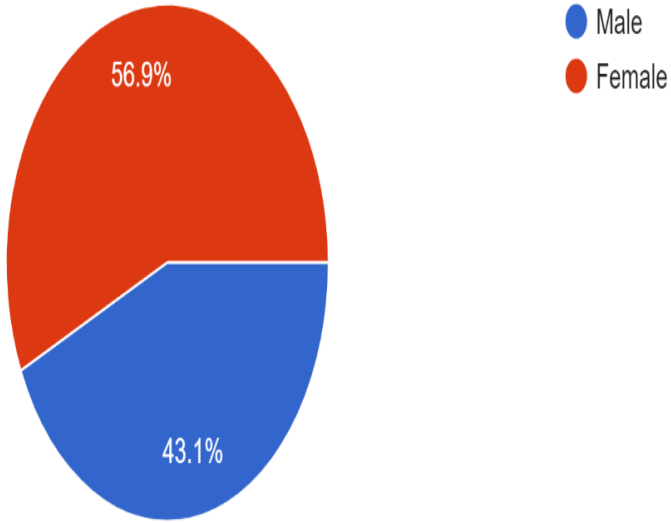
51 responses



| AGES | PERCENTAGE |
|----------|------------|
| 15-20 | 62.7% |
| 20-30 | 37.3% |
| 30-40 | nil |
| 40 Above | nil |

Gender

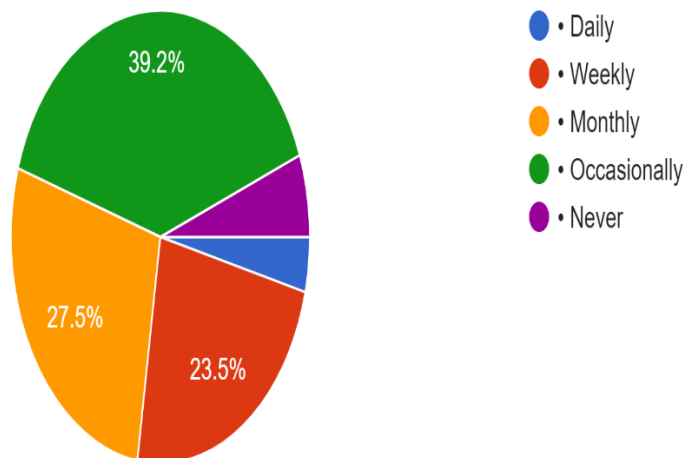
51 responses



| | |
|--------|-------|
| Male | 43.1% |
| Female | 56.9% |

1. How often do you purchase Cadbury products?

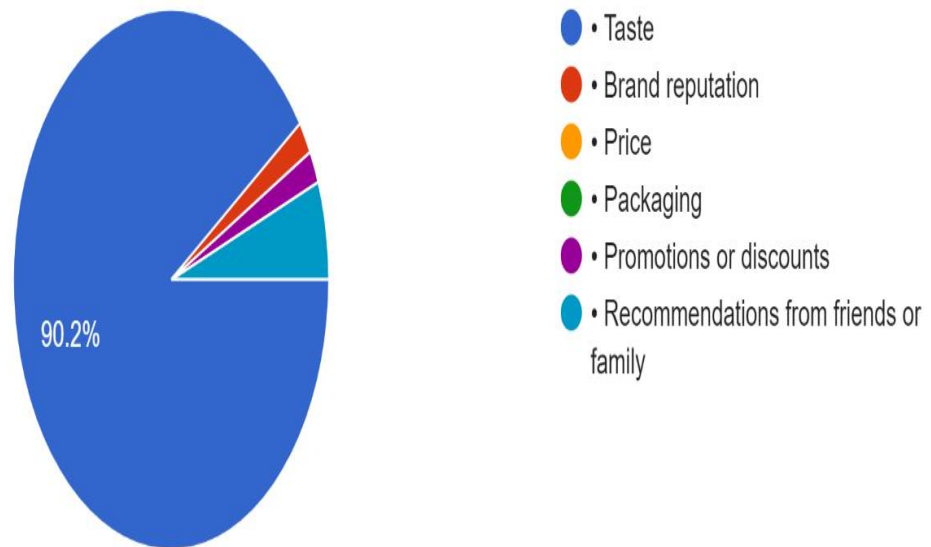
51 responses



| | |
|--------------|-------|
| Daily | 3.9% |
| Weekly | 23.5% |
| Monthly | 27.5% |
| Occasionally | 39.2% |
| Never | 5.9% |

2. What factors influence your decision to purchase Cadbury products?

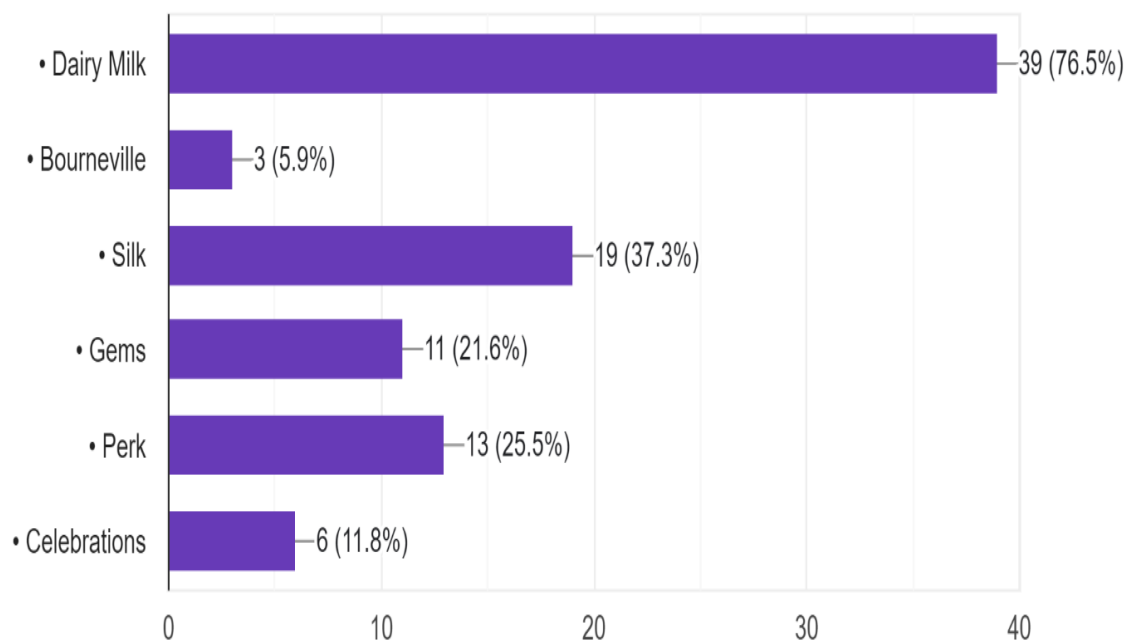
51 responses



| | |
|---------------------------------------|-------|
| Taste | 90.2% |
| Brand reputation | 2% |
| Price | Nil |
| Packaging | Nil |
| Promotions & discounts | 2% |
| Recommendations from friends & family | 5.9% |

3. Which Cadbury products do you usually purchase?

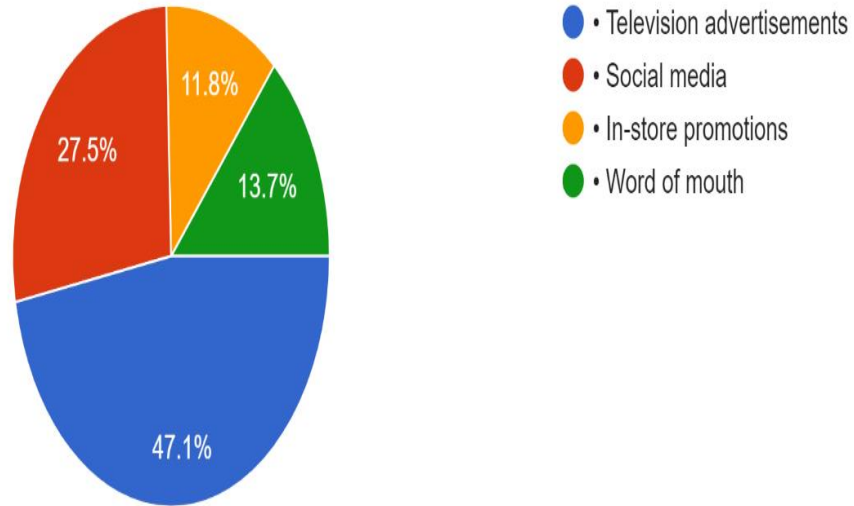
51 responses



| | |
|--------------|-------|
| Dairy milk | 76.5% |
| Bourneville | 5.9% |
| Silk | 37.3% |
| Gems | 21.6% |
| Perk | 25.5% |
| Celebrations | 11.8% |

4. How do you usually become aware of new Cadbury products or promotions?

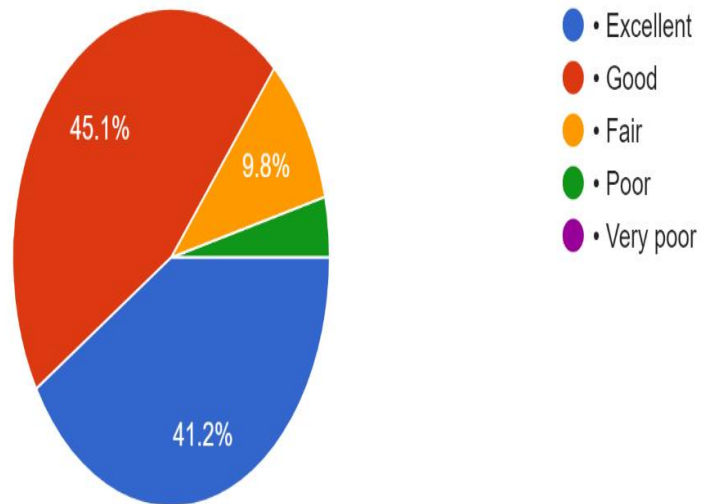
51 responses



| | |
|--------------------------|-------|
| Television advertisement | 47.1% |
| Social media | 27.5% |
| In-store promotions | 11.8% |
| Word of mouth | 13.7% |

5. How would you rate Cadbury's use of social media for marketing purposes?

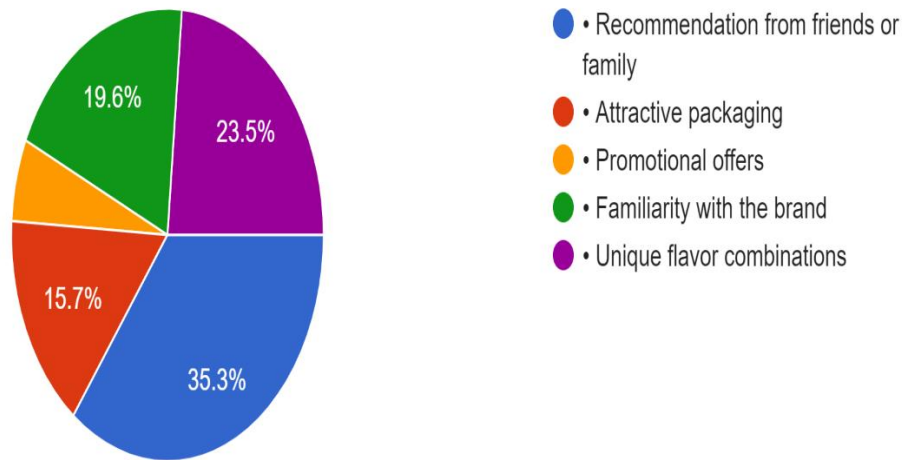
51 responses



| | |
|-----------|-------|
| Excellent | 41.2% |
| Good | 45.1% |
| Fair | 9.8% |
| Poor | 3.9% |
| Very poor | Nil |

6. What influences your decision to try a new Cadbury chocolate product?

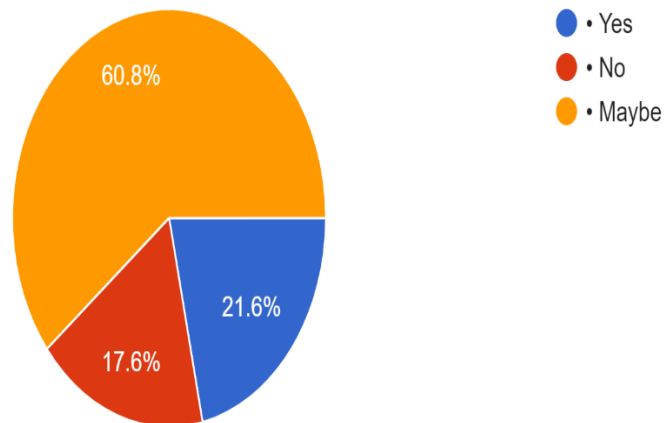
51 responses



| | |
|--------------------------------------|-------|
| Recommendation from friends & family | 35.3% |
| Attractive packaging | 15.7% |
| Promotional offers | 5.9% |
| Familiarity with the brand | 15.7% |
| Unique flavor combination | 23.5% |

7. Would you be willing to pay a higher price for Cadbury chocolates if they offered additional features or benefits? (e.g., organic, fair trade, premium ingredients)

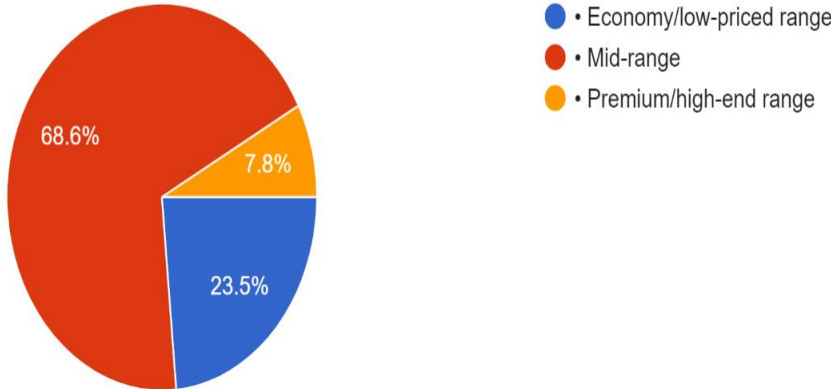
51 responses



| | |
|-------|-------|
| Yes | 21.6% |
| No | 17.6% |
| Maybe | 60.8% |

8.What price range of Cadbury chocolates do you purchase?

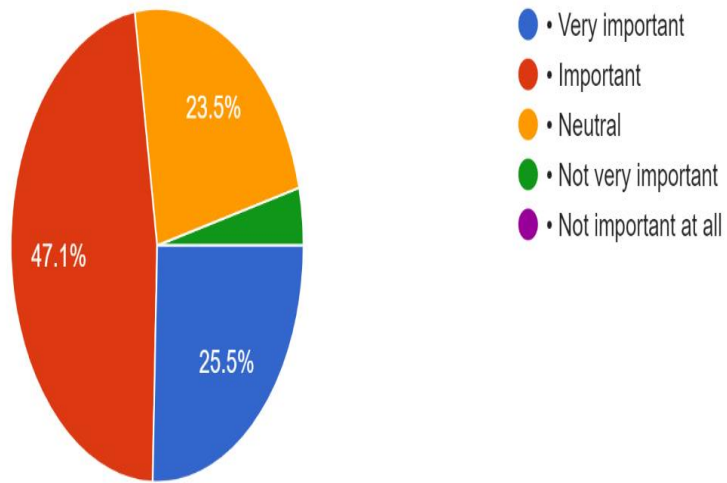
51 responses



| | |
|-------------------------------|-------|
| Economically/low priced range | 23.5% |
| Mid-range | 68.6% |
| Premium/high end range | 7.8% |

9. How important is packaging to you when purchasing Cadbury chocolates?

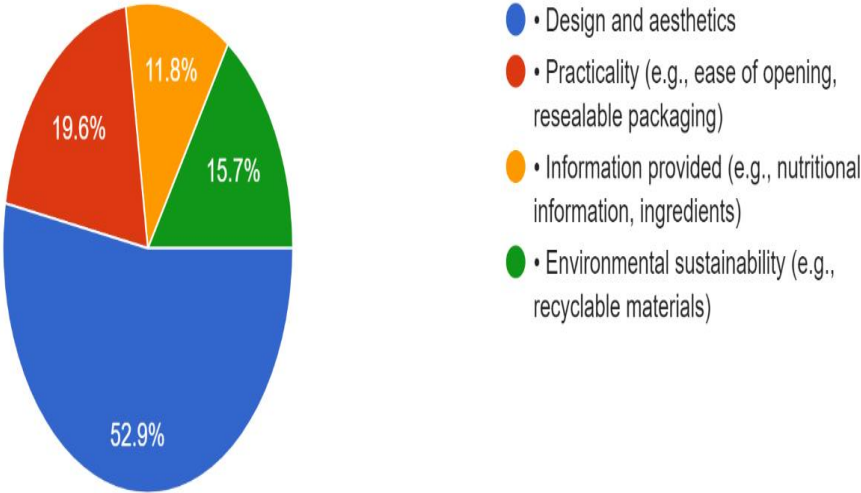
51 responses



| | |
|----------------------|-------|
| Very important | 25.5% |
| Important | 47.1% |
| Neutral | 23.5% |
| Not very important | 3.9% |
| Not important at all | Nil |

10. Which aspect of Cadbury chocolate packaging do you find most appealing?

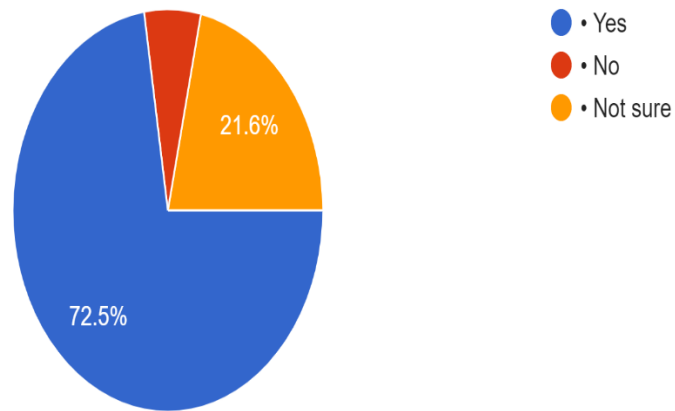
51 responses



| | |
|------------------------------|-------|
| Design & aesthetics | 52.9% |
| Practicality | 19.6% |
| Information provided | 11.8% |
| Environmental sustainability | 15.7% |

11. Do you think the packaging of Cadbury chocolates differs significantly across different product ranges (e.g., Dairy Milk vs. Silk)?

51 responses



| | |
|----------|-------|
| Yes | 72.5% |
| No | 5.9% |
| Not sure | 21.6% |

CHAPTER 5

FINDINGS

- 1) In the above age criteria, it has been shown that the age group of 15-20 has 62.7% of majority share. Further the age group of 20-30 has 37.3% of share. And age group like 30-40 and 40 above have not share in above diagram.
- 2) As per the above observation female population comprises of 43.1% of share and further male population comprises of 56.9% share. Thus, it clearly shows that female population has majority share
- 3) As per majority parameters is concern based on descending order the ratio of occasionally purchase share is 39.2%, weekly 23.5%, monthly 27.5%, never 5.9% and daily 3.9%.
- 4) As per the above factors that influences customer decision to purchase Cadbury is taste 90.2%, recommendation from friend and family 5.9%, brand reputation 2%, promotion and discount 2%. further packaging and price do not play any significant role.
- 5) The purchase percentage of Cadbury product is as above dairy milk 76.5%, silk 37.3%, perk 25.5%, gems 21.6% celebrations 11.8%, Bourneville 5.9%.
- 6) As per awareness of Cadbury product is concern the majority share comes from television 47.1% followed by social media 27.5%, word of mouth 13.7% in store promotions 11.8%.
- 7) The rating of social media for marketing purpose of Cadbury is good 45.1%, excellent 41.2%, fair 9.8%, poor 3.9% very poor 0%
- 8) The decision which influences to try a new product is as per descending order recommendation from friends and family 35.3%, unique flavor combination 23.5%, familiarity with brand 15.7%, attractive packaging 15.7%, promotional offers 5.9%
- 9) As per the paying preferences to Cadbury if it offered additional features or benefits the public saying yes 21.6%, no 17.6%, maybe 60.8%.
- 10) The price range for Cadbury chocolates customer use to purchase is as followed economically/low priced range 23.5%, mid-range 68.6%, premium/high-end range 7.8%.

- 11) The packaging importance for Cadbury chocolates purchase is as follows very important 25.5%, important 47.1%, neutral 23.5%, not very important 3.9%
- 12) The people find aspects of Cadbury most appealing in following ways like design and aesthetics 52.9%, practicality 19.6%, information provided 11.8%, environment sustainability 15.7%.
- 13) As per packaging of Cadbury differs from different product ranges (e.g., Dairy Milk vs. Silk) the opinion in favor of yes 72.5%, no 5.9%, not sure 21.6%

CHAPTER 6

CONCLUSION

Based on the findings presented in Chapter 5, several key insights emerge regarding the consumer behavior and preferences related to Cadbury products. These findings provide valuable information for understanding market dynamics and formulating effective marketing strategies. Here are the detailed conclusions drawn from each observation

Age Group Preferences: The majority of Cadbury consumers fall within the age group of 15-20, indicating a significant market segment. Other age groups, particularly 20-30, also contribute substantially to the consumer base.

Gender Distribution: Females constitute a larger proportion of Cadbury consumers compared to males, highlighting the brand's appeal to this demographic.

Purchase Frequency: Occasional purchases dominate the consumption pattern, followed by weekly and monthly purchases. This suggests that Cadbury products are not just impulse buys but also regular indulgences for many consumers.

Factors Influencing Purchase Decision: Taste overwhelmingly drives Cadbury purchases, underlining the importance of product quality. Recommendations from friends and family also play a significant role, indicating the influence of social networks on consumer choices.

Product Preferences: Dairy Milk emerges as the most popular Cadbury product, followed by Silk and Perk. Understanding the popularity of each product can inform inventory management and promotional efforts.

Awareness Channels: Television remains the primary channel for Cadbury product awareness, followed by social media and word of mouth. Leveraging these channels effectively can enhance brand visibility and engagement.

Social Media Marketing: The majority of respondent's rate Cadbury's social media marketing positively, indicating its effectiveness in engaging consumers and driving brand perception.

Factors Driving New Product Trials: Recommendations from friends and family significantly influence consumers to try new Cadbury products. Unique flavor combinations and brand familiarity also play important roles in encouraging trial purchases.

Interest in Additional Features: A significant portion of consumers expresses interest in additional features or benefits offered by Cadbury, suggesting opportunities for product innovation and

diversification. Price Range Preferences: Mid-range products are the most preferred, indicating that consumers are willing to pay a reasonable price for Cadbury quality. However, there is also demand for economically priced and premium offerings. Packaging Importance: Packaging is considered important by a majority of consumers, emphasizing the role of aesthetics and practicality in attracting attention and enhancing product appeal. Aspects of Appeal: Design and aesthetics are the most appealing aspects of Cadbury products, followed by practicality and environmental sustainability. Understanding these preferences can guide product development and marketing efforts. Packaging Differentiation: A significant proportion of consumers believe that packaging differs across Cadbury product ranges, highlighting the importance of distinct branding and visual identity for each product line.

SUGGESTIONS

BIBLIOGRAPHY

- C.R Kothari book of research methodology
- Ranjit Kumar books of research methodology
- www.chatgpt.com
- www.wikipedia.com
- www.cadburyin.in

ANNEXURE

1. How often do you purchase Cadbury products?
 - a. Daily
 - b. Weekly
 - c. Monthly

d. Occasionally

e. Never

2. What factors influence your decision to purchase Cadbury products? (Select all that apply)

a. Taste

b. Brand reputation

c. Price

d. Packaging

e. Promotions or discounts

f. Recommendations from friends or family

g. Other (please specify)

3. Which Cadbury products do you usually purchase? (Select all that apply)

a. Dairy Milk

b. Bourneville

c. Silk

d. Gems

e. Perk

f. Celebrations

g. Others (please specify)

4. How do you usually become aware of new Cadbury products or promotions?

- a. Television advertisements
- b. Social media
- c. In-store promotions
- d. Word of mouth

5. How would you rate Cadbury's use of social media for marketing purposes?

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. Very poor

6. What influences your decision to try a new Cadbury chocolate product? (Select all that apply)

- a. Recommendation from friends or family
- b. Attractive packaging
- c. Promotional offers
- d. Familiarity with the brand

e. Unique flavor combination

7. Would you be willing to pay a higher price for Cadbury chocolates if they offered additional features or benefits? (e.g., organic, fair trade, premium ingredients)

a. Yes

b. No

c. Maybe

8. 3. What price range of Cadbury chocolates do you purchase? (Select one)

a. Economy/low-priced range

b. Mid-range

c. Premium/high-end range

9. How important is packaging to you when purchasing Cadbury chocolates?

a. Very important

b. Important

c. 0Neutral

d. Not very important

e. Not important at all

10. Which aspect of Cadbury chocolate packaging do you find most appealing? (Select one)

a. Design and aesthetics

b. Practicality (e.g., ease of opening, resealable packaging)

c. Information provided (e.g., nutritional information, ingredients)

d. Environmental sustainability (e.g., recyclable materials)

11. Do you think the packaging of Cadbury chocolates differs significantly across different product ranges (e.g., Dairy Milk vs. Silk)?

a. Yes

b. No

c. Not sure