

PROJECT REPORT

**On
CUSTOMER RESPONSE TOWARDS MARKETING STRATEGY IN
CHOCOLATE SEGMENT : A COMPARTIVE STUDY BETWEEN
NESTLE & CADBURY**

*for the partial fulfillment for the award
of
Bachelor of Commerce*

Submitted By:

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DECLARATION

I, **Vaishnavi Varshney**, student of School of finance and commerce, hereby declare that the project report entitled “**CUSTOMER RESPONSE TOWARDDS MARKETING STRATEGY IN CHOCOLATE SEGMENT : A COMPARTIVE STUDY BETWEEN NESTLE & CADBURY**” submitted by me as a requirement of partial fulfillment of the under graduate program (B.Com Honors) to School of finance and commerce, Galgotias University, Greater Noida is an original and genuine work done by me.

I further declare that it has not been submitted earlier either to Galgotias University or any other institute/body for the fulfillment of the requirements of any other course of study. I also declare that no chapter of this project is copied, either in whole or in part from any other document. Some references have been taken from books, internet and other learning sources, which are duly mentioned in the bibliography section.

Name : **Vaishnavi Varshney**

Signature of the Student :

Date:

Place:

CERTIFICATE

This is to certify that the project report entitled “**CUSTOMER RESPONSE TOWARDS MARKETING STRATEGY IN CHOCOLATE SEGMENT : A COMPARTIVE STUDY BETWEEN NESTLE & CADBURY**” has been prepared by **Vaishnavi Varshney** under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time BCM (H) PROGRAM and is an original, to the best of my knowledge, as also, has not been submitted to any other institution / organization.

Mentor: **Dr. Bhawana Rawat**

Designation: **Asst. Professor**

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It is with a sense of gratitude; I acknowledge the efforts of entire hosts a well-wisher who has in some way or other contributed in their own special ways to the success & completion of this project **“CUSTOMER RESPONSE TOWARDS MARKETING STRATEGY IN CHOCOLATE SEGMENT : A COMPARITIVE STUDY BETWEEN NESTLE & CADBURY”**.

It has been an enriching experience for me to undergo on this research project which would not have been possible without the goodwill and support of people around.

First of all, I express my sage sense of gratitude & indebtedness to my immediate supervisor **Dr. Bhawana Rawat, Galgotias University**, from the bottom of my heart, for providing her valuable guidance at all stages of the study, advice, constructive suggestions, positive & supportive attitude & continuous encouragement, without which it would have not been possible to complete the project.

I hope that I can build upon the experience & knowledge that I have gained & make valuable contribution towards this industry in coming future.

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CHAPTER 1

- **INTRODUCTION**
- **SIGNIFICANCE OF THE STUDY**
- **REVIEW OF LITERATURE**
- **OBJECTIVES OF THE STUDY**
- **SCOPE OF THE STUDY**
- **RESEARCH METHODOLOGY**
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INTRODUCTION

Promoting is the moving and energizing action in everyone exercises. The dealers, wholesalers, promoting organizations, advisors, transporters, financiers, store offices and each one as a counter are a piece of the advertising framework. Any trade procedure be it customer, products, go-between merchandise, administrations of thoughts, goes under the see of promoting. It is all the time respected that the improvement of business sectors and showcasing is equal with the monetary advancement of record. Through promoting is an activity discipline. In the ever-developing corporate world, promoting is being viewed as a critical component for the accomplishment of an Enterprise.

The advertising discipline is experiencing new re-examination in the light of the huge worldwide, innovative, monetary and social difficulties confronting the present organizations and nations. Promoting at its best is about worth creation and raising the world's expectations for everyday comforts. The present winning organizations are the individuals who succeed most in fulfilling, for sure enchanting their objective clients.

As cited by P.P.Drucker Marketing is fundamental to such an extent that it can't be viewed as a different capacity. It is entire business seen from the perspective of its conclusive outcome, that is, from the client's perspective. Business achievement isn't controlled by the maker however by the client'.

Philip Kotler has accordingly characterized promoting as it is a social and administrative procedure by which people and gatherings acquire what they need and need through making, offering and trading results of qualities with others'. Numerous Indian organizations uphold a fulfilled client reasoning and portray promoting as consumer loyalty building. Since the economy in this nation has transformed from an essential state of shortage to continuous and consistent phase of abundance, to a great extent allowing purchasers the chance to pick among many shifted options, fulfillment has become a significant worry of business.

CONSUMER BEHAVIOR:

One thing that we share practically speaking is that we as a whole are buyers. Truth be told everyone in this world is a purchaser. Each day of our life we are purchasing and expending an unbelievable assortment of merchandise and enterprises. In any case, we as a whole have various tastes, likes, hates, and receive distinctive personal conduct standards while settling on buy choices.

The term customer conduct alludes to the conduct that shoppers show in looking for buying utilizing assessment and arranging in scanning for buying utilizing assessing and discarding items and administrations that they precise will fulfill o how people settle on choices to send their accessible assets (time, cash and exertion) on utilization related things. It incorporates the investigation of 3What they purchase', 'Why they purchase', When they get it', Where they get it', how frequently they get it' and how regularly they use.

DEFINITIONS:

Shopper Behavior (or Buyer Behavior) is extensively characterized by different researchers and specialists as:

- It's the conduct shown by the shoppers during the procurement, utilization and demeanor of items, administrations, time and thoughts by dynamic units.
- It is the group of information which considers different parts of procurement and utilization of items and administrations by people with different social and mental factors at play.
- The procedure and exercises individuals participate in while looking for, choosing, buying, utilizing, assessing, and discarding items and administrations to fulfill their requirements and wants.
- The exercises legitimately engaged with getting, expending, and discarding items and administrations, including the choice procedures that go before and follow these

activities.

- The American Marketing Association (AMA) characterizes customer conduct as The dynamic communication of cognizance, conduct and natural occasions by which people lead the trade part of their lives.

Purchaser conduct is useful in understanding the buy Behavior and inclinations of various buyers. As buyers, we contrast as far as sex age, instruction, occupation, salary, Family arrangement, religion, nationality and economic wellbeing. On account of this distinctive foundation factors, have various requirements and we have just purchase those items and administrations, which we think, will fulfill our necessities.

SIGNIFICANCE OF THE STUDY

- I. To distinguish shoppers design in regards to utilization of chocolates.
- II. To distinguish shoppers inclination in chocolates between Nestle and Cadbury.
- III. To recognize different showcasing methodologies received by chocolate industry, as a rule, and by Nestle and Cadbury specifically.
- IV. To dissect customer conduct towards chocolate industry, as a rule, and towards Nestle and Cadbury specifically.
- V. To dissect sway different advertising techniques over customer conduct with respect to utilization of Nestle and Cadbury chocolates.

OBJECTIVES OF THE STUDY

The destinations of the examination with respect to this venture is to know the client inclination towards utilization of various chocolate, the issue is to distinguish the effect of current promoting methodology on the purchaser and brand situating of the item. It is an endeavor to recognize what is the normal reaction of client towards utilization of chocolates in India.

- i. To recognize the consumer loyalty level related with the items and the client inclination level.
- ii. To distinguish the variables which impact shopper dynamic procedure.
- iii. To distinguish the conceivable region of upgrades.
- iv. To recognize the serious situation of different brands of chocolates in client mind.

SCOPE OF THE STUDY

This projects depends on the adequacy of advertising methodology in two distinctive chocolate portions," A similar report between "Nestle and Cadbury" and information was gathered from the Greater Noida City.

This project shows the organization execution and the consumer loyalty towards the organization's item. It additionally assists with realizing the client request and the normal help from the organizations. The task additionally assists with knowing the purpose for the decrease of deals of the organization's item.

RESEARCH METHODOLOGY

The overview strategy is planned to make sure about at least one things of data from an example of respondents who are agents of a bigger gathering. The data is recorded on a structure known as survey. As information are accumulated by posing inquiries from people who are accepted to have wanted data, the strategy is known as survey procedure.

Reasons for wide use of this methods :

- It can make sure about both quantitative and subjective data straightforwardly from the respondents.
- It is the main technique for legitimately estimating mentalities and inspirations.

- It is very adaptable as far as the sorts of information to be gathered, the technique for assortment or the planning of research. Research

Research Meaning

According to D. Slessinger and M. Stephenson in the Encyclopedia of social sciences define research as the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.

Types of Research

1. Exploratory Research,
2. Descriptive Research.

Exploratory Research:

Exploratory research contemplates are likewise named as figure examine considers. The primary reason for such examinations in that of defining an issue for progressively exact examination or of building up the working speculation shapes an operational perspective.

Descriptive Research:

Analytic Research considers decide the recurrence with something happens or its relationship with something different. In this undertaking, data relating to client needs fulfillment and their segment profile was gathered; subsequently it is a clear research.

- 1) Primary information:** Primary wellsprings of information are the information which needs the individual endeavors of gather it and which are not promptly accessible. Essential wellspring of information are the other sort of source through which the information was gathered.

Following are not many courses in the information was gathered:

Questionnaires: It is the arrangement of inquiries on a piece of paper was being given to the of fill it, bases on which the information was deciphered.

Direct meeting: Direct talking included the procedure where I posed the inquiries legitimately to the clients and I got the input.

2) Secondary information: Secondary sources are the other significant sources through which the information was gathered. These are the promptly accessible wellsprings of the information where one had need not put a lot of exertion to gathered, in light of the fact that it is as of now been gathered and part in an older way by some analyst, specialists and uncommon.

The optional sources accommodating for the examination were :

- Text books like advertising the executives look into system
- Advertisement and deals advancement
- Internet was made use for the assortment of the information.
- News papers were likewise alluded.
- Business magazines were alluded.

3) Sample size:

By utilizing judgment irregular testing method 30 respondents are chosen with the end goal of the investigation.

4) Period of study:

The investigation is embraced in the term of 30 days.

5) Research approach:

The review strategy was received for gathered the essential information. Study inquire about is efficient get-together of information from respondent through survey.

6) Research instrument:

The information for this examination study was gathered by overview procedure utilizing meeting technique guided by survey.

7) Collection of Data:

Survey and individual meetings are the techniques that I have utilized for gathering the information.

LIMITATIONS OF THE STUDY

- Research work will be done in Greater Noida City as it were.
- The example will be gathered utilizing conspiracy examining strategy. As such outcome may not give a precise portrayal of the populace.
- Shortage of time is likewise purpose behind incomprehensiveness.
- The perspectives on the individuals are one-sided hence it doesn't reflect genuine picture.

CHAPTER 2

- **INDUSTRY PROFILE**
- **COMPANY PROFILE**

INDUSTRY PROFILE

The chocolate business offers a wide assortment of chances for the entrepreneur, climates financial downturn well and is developing notwithstanding expanded wellbeing cognizance and calorie checking. One of the essential interest drivers for chocolate and different desserts is purchaser taste, and shoppers keep on cherishing chocolate. Long a cherished treat in the western world, an ongoing report in Great Britain indicated that 91% of females and 87% of guys devour chocolate items. Be that as it may, the desire for chocolate is currently venturing into exceptionally populated countries with a developing working class, for example, China and India. Rising dispensable salaries and changing tastes will keep on driving development in the business abroad, similarly as improving local financial conditions increment deals at home.

The chocolates showcase is evaluated at around 33,000 tons esteemed at roughly Rs. 8.0 billion. The counter market is assessed at about Rs. 2.5 to 3.5 bn and the rest is comprised of chocolate bars. Chocolates make up not exactly a fourth of the sweet-tooth items including sugar-bubbled ice cream parlor, mints and biting gums. Sugar ice cream parlor is by a long shot the biggest fragment. To push deals, chocolate majors have been focusing on grown-up crowds. Chocolates are being introduced as nibble nourishment for the new objective crowds. Another technique looked for was the presentation of littler versions.

In spite of the fact that the players turned to forceful limited time drives, the general entrance levels in 1999 and 2000 didn't enroll any huge increment. Maybe, the increments by 5% to 15% in selling costs because of increment in cocoa costs caused the stagnation.

Demand of Chocolate in Past and in Upcoming Future

YEAR	THOUSANDS MT
2017-18	45.3
2018-19	48.7
2019-20	51.2
2020-21	55.5
2021-22	60.1

MARKET OVERVIEW

India Chocolate Market is developing, seeing a CAGR 12.8% over the estimate time frame.

- The India Chocolate Market is developing craving for premium chocolate and the accessibility of dull chocolate brands, for example, Lindt, Hershey, Toblerone among others has prompted the expanded market entrance for dim chocolates. Likewise, the low sugar content in obscurity chocolates is another explanation behind pushing the interest of dull chocolates, as purchasers have gotten mindful of high sugar admission and its connection with interminable maladies like diabetes.
- The purchasers in India have been moving their inclination towards chocolate items over customary desserts. The rising discretionary cashflow of the white collar class populace in the nation has influenced the market space for the general chocolate utilization.

SCOPE OF THE REPORT

India Chocolate Market is sectioned by type into Dark Chocolate, Milk and White Chocolate. The market is divided side-effect into Softlines/Selflines, Boxed Assortments, Countlines, Seasonal Chocolates, Molded Chocolates and Other Product Types. The market is divided by circulation channel, for example, Supermarkets/Hypermarkets, Specialist Retailers, Convenience Stores, Online Channel and Other Distribution Channels.

DARK CHOCOLATE MAJOR SHARE

The inescapable wellbeing and health pattern keeps on impacting the dull chocolate showcase, with makers consolidating natural fixings and common sugars. In the ongoing past, the interest for dried organic products, just as blueberries and cranberries has seen consistent development in the assembling of dull chocolate. The customers are worried about the effect of their food admission on their wellbeing and health. The medical advantages related with dim chocolate are high, inferable from the high level of cocoa present in it. In this way, the excellent premium dull chocolates are devoured relatively more. Besides, purchasers are prepared to pay for premium and great items, along these lines the entrance is developing, as the buyers are increasingly disposed toward the brand and nature of the chocolate

COMPANY PROFILE OF NESTLE

NESTLÉ India is an auxiliary of NESTLÉ S.A. of Switzerland. With eight manufacturing plants and countless co-packers, Nestlé India is an energetic Company that furnishes buyers in India with results of worldwide measures and is resolved to long haul practical development and investor fulfillment.

The Company demands trustworthiness, uprightness and decency in all parts of its business and anticipates the equivalent in its connections. This has earned it the trust and regard of each layer of society that it interacts with and is recognized among India's 'Most Respected Companies' and among the 'Top Wealth Creators of India'.

The NESTLÉ Corporate Business Principles are at the premise of our Company's way of life, created more than 150 years, which mirrors the thoughts of decency, trustworthiness and long haul thinking.

Nestlé is the world's biggest food and refreshment organization. We have in excess of 2000 brands going from worldwide symbols to nearby top choices, and we are available in 191 nations around the globe.

For more than 100 years, Nestlé South Africa has conveyed on its 'Great Food, Good Life' guarantee to its customers, guaranteeing that they are constantly ready to get to our set up, very much cherished brands just as new and imaginative items that react to their developing needs.

We exist to DELIGHT our CONSUMERS who have empowered the development of our business and friends by staying LOYAL TO OUR BRANDS in the course of the only remaining century. By building a strong notoriety for quality, nutritious food and refreshments, Nestlé caused trust in their brands and friends as a main Nutrition, Health and Wellness organization in South Africa.

For an organization to be manageable in the long haul and make an incentive for investors, it must make an incentive for society where it works. Our dedication is cherished in our motivation of "improving personal satisfaction and adding to a more advantageous life," of people and families, networks where we work and natural supportability. One of our key

formative projects is the Adopt A School Initiative, which looks to utilize training as the key driver for youth advancement in rustic and peri-urban networks. The program likewise centers around growing rare specialized abilities for truly burdened youth over our nation.

We likewise have the Nestlé Graduate Program, which is a two year advancement program that gives remarkable prologue to youthful alumni to the FMCG Industry. The program presents open doors for graduates to learn new abilities utilizing the most recent innovations in any of our manufacturing plants and activities inside South Africa. It additionally presents a chance to work with individuals with colossal experience. All through the two years of the program, graduates are likewise bolstered through a Mentor, Graduate Program Coordinator and a Human Resources Business Partner, all through their Nestlé venture.

We are focused on showing dependable conduct by having the most elevated respect for individuals, sexual orientation, racial and social assorted variety, maintaining and conforming to administrative gauges, Nestlé Business Principles, national laws and International standards, and guaranteeing that our activities are naturally stable, socially just and monetarily practical.

Our organization utilizes a sum of 335 000 workers all around and we advertise our item in more than 150 nations over the world. Nestlé South Africa has 5 production lines and 2 Distribution habitats over the South Africa and has around 3400 representatives.

We are a maker and exporter of RICOFFY (moment espresso), MILO and CHEERIOS (breakfast oats), CREMORA (non-dairy espresso half and half) and MAGGIE noodles. In the previous five years, Nestlé has put resources into four processing plant plants. The venture remembered the structure of two new plants for the Babelegi region in Hammanskraal Gauteng, and the development of a current Nestlé moment espresso plant in Estcourt, KwaZulu-Natal. These speculations have altogether, made more than 300 immediate and backhanded work.

As an Employer

We are an organization with an elite culture, which grasps and maintains the standard of making shared worth, which esteems the quality of decent variety. The organization accentuates advancement and development in its day by day activities and endeavors to consistently make an empowering domain for its representatives to self-complete, create and understand their vocation and individual goals. It is an organization that has at its center establishment, upgrading personal satisfaction of the considerable number of individuals it contacts.

COMPANY OVERVIEW

All the data which are mentioned below are for the financial year 2019-2020.

Company Name	Nestle
Head Office	Vevey, Vaud, Switzerland
Established	1866
Founder	Henri Nestle
Capital	91.43 Billion Yen
Consolidated Operating Profit	13.75 Billion Yen
Status Of Shares	190.83 Billion Shares
World Wide Unit Sale	20.04 Billion Unit

Vision & Values

To be a main, serious, Nutrition, Health and Wellness Company conveying improved investor esteem by being a favored corporate resident, favored business, favored provider selling favored items.

ACHIEVEMENTS

- Environmental Responsibility Award in 3rd Global Good Governance Award 2018
- Halal Industry Development Corporation (HDC) Awards 2018
- Randstad Employer Brand Awards 2018
- Putra Brand Award 2018
- Malaysia's 100 Leading Graduate Employers Award 2018

COMPANY PROFILE OF CADBURY

Cadbury, once in the past Cadbury's and Cadbury Schweppes, is a British worldwide candy store organization completely claimed by Mondelez International (initially Kraft Foods) since 2010. It is the second biggest ice cream parlor brand on the planet after Mars. Cadbury is globally headquartered in Uxbridge, west London, and works in excess of 50 nations around the world. It is known for its Dairy Milk chocolate, the Creme Egg and Roses choice box, and numerous other sweet shop items. A standout amongst other known British brands, in 2013 The Daily Telegraph named Cadbury among Britain's best fares.

Cadbury was built up in Birmingham, England in 1824, by John Cadbury who sold tea, espresso and drinking chocolate. Cadbury built up the business with his sibling Benjamin, trailed by his children Richard and George. George built up the Bourneville domain, a model town intended to give the organization's laborers improved day to day environments. Dairy Milk chocolate, presented in 1905, utilized a higher extent of milk inside the formula contrasted and rival items. By 1914, the chocolate was the organization's smash hit item. Cadbury, nearby Rowntree's and Fry's, were the huge three British sweet shop makers all through a great part of the nineteenth and twentieth hundreds of years.

Cadbury was conceded its first Royal Warrant from Queen Victoria in 1854. It has been a holder of a Royal Warrant from Elizabeth II since 1955. Cadbury converged with J. S. Fry and Sons in 1919 and Schweppes in 1969, known as Cadbury Schweppes until 2008, when the American refreshment business was part as Dr Pepper Snapple Group; the rights responsibility for Schweppes brand had just contrasted between different nations since 2006. Cadbury was a consistent constituent of the FTSE 100 on the London Stock Exchange from the file's 1984 beginning until the organization was purchased by Kraft Foods in 2010

The activities of Cadbury India started in 1948. It has five assembling units all over India at Thane (Maharashtra), Induri (Maharashtra), Malanpur (Madhya Pradesh), Bangalore (Karnataka) and Baddi (Himachal Pradesh). It has one cocoa activities office Dharapuram(TamilNadu)

Cadbury India has a portion of over 70% in the market, which is the most elevated Cadbury brand share all inclusive.

Cadbury India's one of the most well known brands, Cadbury Dairy Milk is a benchmark for different chocolates in India and is viewed as the "best quality level".

A portion of the other well known brands are 5 Star, Perk, Bournville, Celebrations, Halls, Éclairs, Tang and Oreo. The principle brand in the Milk Food drinks section is Bournvita, which is known as the main Malted Food Drink (MFD) in the nation. In the sedated classification, Halls is a most loved treats while Cadbury India has additionally entered the bread rolls class by propelling Worlds no.1 scone brand Oreo.

Cadbury has likewise been the pioneers in the advancement of cocoa development in India since 1965. The examination work has been completed as a team with the Kerala Agricultural University. The group from Cadbury likewise leads instructional meetings for the cocoa ranchers on development viewpoints to have an expanded cocoa efficiency.

COMPANY OVERVIEW

All the data which are mentioned below are for the financial year 2019-2020.

Company Name	Cadbury
Head Office	Birmingham, Warwickshire, England
Established	1824
Founder	John Cadbury
Capital	91.43 Billion Yen
Consolidated Operating Profit	13.75 Billion Yen
Status Of Shares	190.83 Billion Shares
World Wide Unit Sale	20.04 Billion Unit

Vision & Mission

VISION:

The Barrow Cadbury is a trust vision of a quiet and impartial society and it is liberated from segregation and dependent on the standard of social equity for all.

MISSION :

Cadbury's statements of purpose says essentially "Cadbury implies quality"; this is our guarantee . Our notoriety is based upon quality; our duty to persistent improvement will guarantee that our guarantee is conveyed

CHAPTER 3

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Review from customers Satisfaction and Expectation Perspective

Dr. Akash (2017) suggested that “A comparative study of consumer perception towards Cadbury and nestle chocolates with special reference to Navi Peth Area in Solapur city” viewed that chocolate is liked by everyone and eaten by all the age groups of people.

Anil Mathur (2018) on his investigation "An investigation of changes in brand inclination" expressed the brand inclination are typically concentrated by endeavoring to profile and comprehend illustrious buyers. This paper presents an investigation of changes in brand inclination. Hypothesis and research is utilized to legitimate and test a model dependent on recommendation the adjustments in brand inclination and their improvement on the consequence of life occasion that administration as marker of life advances. Changes are seen to be consequence of acclimations to new life conditions and changes in life time to adapt to unpleasant life changes. The information bolster these ideas and propose suggestions for buyer inquire about.

R.C.S. Rajpurohit (2019) in his view expresses that his work audits the writing on the compositional information of vegetable fats utilized or proposed as options in contrast to cocoa spread in chocolate and ice cream parlor items. Cocoa spread is the main ceaseless stage in chocolate, hence liable for the scattering of every single other constituent and for the physical conduct of chocolate. One of a kind to cocoa margarine is its weakness at room temperature and its brisk and complete dissolving at internal heat level. There were, and are, solid endeavors to substitute cocoa spread to a limited extent for chocolate creation for innovative and financial reasons.

Review from Chocolate Industry Perspective

The Indian chocolate industry is going consistently following a lean month of deals. In 2017 the chocolate business became over 14% with showcase pioneer Cadbury and runner up Nestle.

Indian market felt down again in December finishing 2018 with more than 3 million unit underneath the record built up in the earlier year, down 14.4%.

In 2019 it was very negative losing close to 3 million units from the earlier year with definite deals at 19.1 million units (- 14.4%).

Review from Cadbury Perspective

The general survey of Cadbury Chocolate from the client perspective is that it is smooth while eating it. Generally taste is marvelous and there is no words for this.

According to Essays, UK (2016) The Cadbury's core purpose is to "make today delicious" to captures what they want to per sue. This company produce delicious foods that people want to taste it and the Cadbury has a 70% value market furthermore it is the highest brand share in the world. Most of the people preferred Cadbury dairy milk than the other flavors and the price and packaging is important for the people where chocolates are concerned. Most of the consumer of Cadbury dairy milk are loyal to the chocolate if the chocolates they want is not available they don't buy other brand of chocolate they postpone their purchase in addition to that the brand of the chocolates is what matters to a lot people. The Cadbury Dairy Milk Company is considered as the "gold standard" chocolates in India.

Goya Stated by Valisno (2016) the innovation of Goya is the key to increase the product that they will sell and introduce new and more innovative products that will attract the preference of Filipinos in terms of chocolates said the Goya General Manager Josenilo Chincuanco. He also added that the company will continue the innovation in taste and packaging to cope up with the changing preferences of the consumers. The Goya chocolates have been a favorite sweet perfect treat among Filipinos for the last five decades. As Filipino classic brands Goya chocolates are cheap and can be found in everywhere .The company official said the Goya chocolate bar is the most preferred chocolate bar in the market and it is also the chocolate that people can afford.

Hershey According to KPMG (2017) if the consumers change their preference in chocolates the Hershey Company is prepared and know what will do. Based on the consumer's opinion Hershey will know what the consumer likes in chocolate and they will produce that chocolate. The Hershey Company shares their knowledge about the changing consumer preference in their partners and the communication to consumers is important with that they will know what the consumer likes in terms of the chocolates and what the ingredients that doesn't like of the consumers so that they can avoid using it. They used geo-targeted to send message to the consumers about their products they sell.

Mars According to Ppneswire (2017) the focus of the mars chocolate is the consumers preference. They change the design of their product to satisfy the consumers and to attract many people to buy their product.

Toblerone According to Sarah Scchmalbruch (2018) the toblerone bars has been changed the shape in UK but the price are still the same. Toblerone is unique from the other chocolate bars because it is known for triangle shape chocolate.

Accoriding to Gemma Acton (2018) they changed the size of toblerone due to cost of ingredients and try their best not to increase the price. The cosumers are not satisfied with the new shape of toblerone because they get few chocolate compare to the old toblerone.

SALES PROMOTION

According to Michael Bow (2018) The Cadbury biggest market sales clumps for about 24.3%. The Asia Pacific division includes China and India, was the best performing region, with revenues down 5.3 % but the company in Europe has biggest market, and has a 24.3 percent slump in sales. However the business refuses to announce their break down sales details in specific brands. The company calculates the overall tax rate in that range in 20% next year encouraging news for critics of its tax regime. Mondelez came to trade unions and descendants of the Cadbury dynasty in December then showed that the company did not paid corporation tax in Cadbury UK division regardless of making £96.5m profit.

Review from Nestle Perspective

The general survey of Nestle Chocolate from the client perspective is that it is smooth while eating however there is loads of dim chocolate which are hurtful for the wellbeing.

Stated by Karma Allen (2017) The Nestle Company will remove all artificial flavors and colors because they knew that consumers change their preference in terms of chocolate. In this change some products will be affected such as Butterfinger, Nestle Crunch and Baby Ruth. According to Doreen Ida when they knew the changes in consumer preference in chocolates the first thing that they did is to remove all the ingredients that consumers doesn't like.

Nestle Crunch Stated by GLENDALE, Calif, (2018) many consumers preferred crunch chocolate with mint called girl scouts. According to their survey it is perfect flavor of chocolate based on their consumers and it is match for summer vibes. The limited edition nestle crunch girl scouts won 2012 in Best New Product Award.

Chocolate Has Some Scientifically Proven Health Benefits

Eating chocolate all the time can prompt better psychological capacity — including mind exercises that prompt picking up learning, for example, thinking, memory, consideration and dialect. A report in the Appetite diary noticed that chocolate utilization was related with intellectual execution paying little heed to other dietary propensities also Dim chocolate reestablishes the adaptability of corridors and in addition keeping white platelets from adhering to the dividers of veins. In a review distributed in the Faseb diary, researchers perceived that eating dull chocolate is useful for the heart and it can have a decent impact in doing combating atherosclerosis, an infection related with plaque developments inside the corridors.

Eating a little measure of chocolate every day could counteract diabetes and insulin resistance. Day by day chocolate utilization was likewise connected to a lower danger of stroke, revealed in the British Journal of Nutrition a year ago. Chocolate contains

phenylethylamine (PEA), which is a similar concoction that your cerebrum makes when you have an inclination that you're experiencing passionate feelings for. PEA urges your mind to discharge feel-great endorphins.

Coincidentally, make a point to stick to natural brands and keep away from chocolate from organizations like Hershey's and Nestle, as their chocolate is not as immaculate as different sources. Likewise, keep in mind that chocolate has an unhealthy tally and can contain a lot of sugar. Control is vital, notwithstanding with regards to chocolate

Sales Performance

According to Julia Bradshaw (2017) The Nestle Company reported that their business experienced growth sales decrease. Mark Schneider said they will need to focus on how to increase the sales and profit growth but it would take many years to return the loss in growth sales. He added that they have no plan to sell the stake in L'Oreal and he also said it was their strategic assets. Nestle owns other brands namely, Nespresso, Kitkat and Haagen Dazs and they will planning to target the sales growth of 2pcs or 4pcs this year and that is lower than company target for more than a decade and Mr. Mark Schneider hoping in 2020 to achieve mid-single digit growth.

Hershey's Stated by Zack (2016) The Hershey's Net sales growth decreased in 2014 and 2015. The Net sales growth of 3.9 percent in 2014 was lower than the company's expectations about 4.75 percent increase and the Sales in 2015 have 0.5 percent. The changing consumer preference lowering the demand of chocolates and competition to other brands of chocolates leads the company to dismal results. To improve their sales performance they plan to invest in other brand in United States and also in international markets. The company plan to more focus in snacks and items like Reese's Snack

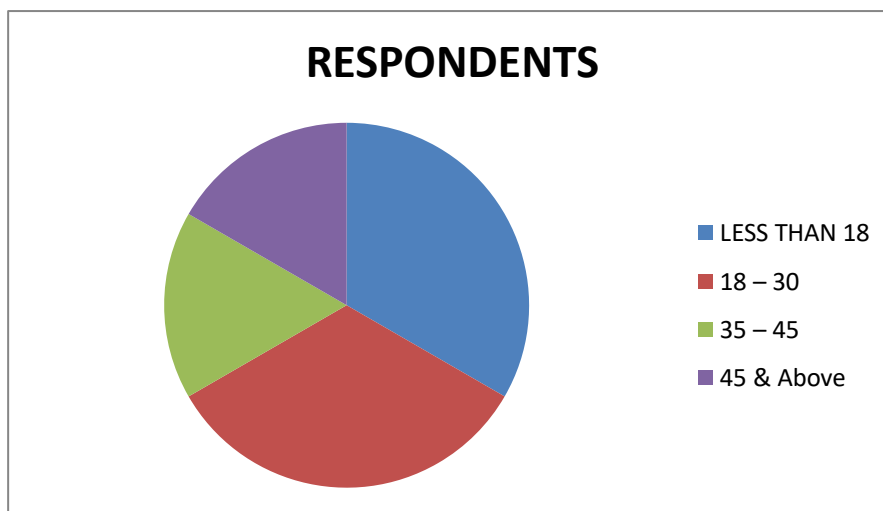
CHAPTER 4

➤ **DATA ANALYSIS & INTERPRETATION**

DATA ANALYSIS & INTERPRETATION

Q.1) Age group of respondents?

AGE GROUP	RESPONDENTS	PERCENTAGE
LESS THAN 18	10	33
18 – 30	10	33
35 – 45	5	17
45 & Above	5	17
TOTAL	30	100

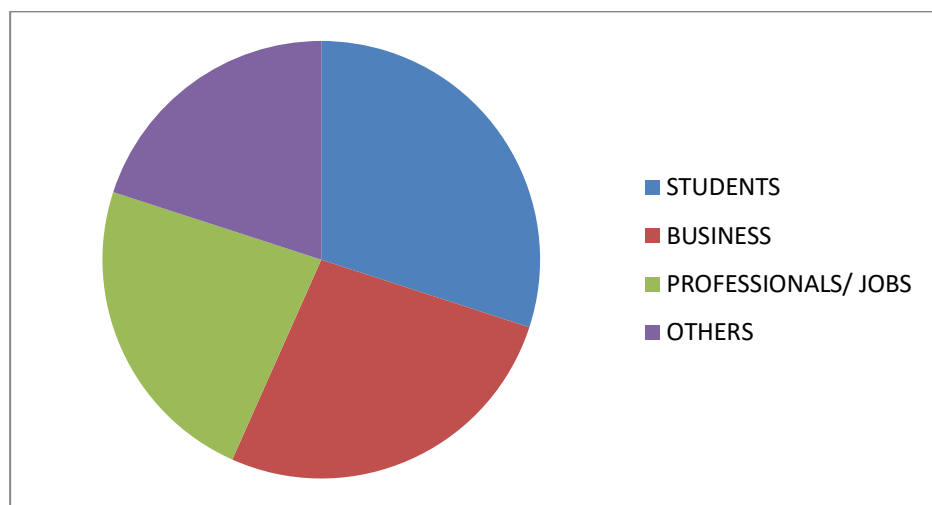


INTERPRETATION

For conducting this study the distribution of the respondents within different age group has been shown in the above shown chart. As such, age group of less than 18 years holds composition of 33% of our total respondents. The percentage composition of 33% for 18-30 years and 35-45 years arrives at 17% each of our total respondents. In case of age group of 45 years and above the percentage composition is of 17% of our total respondents.

Q.2) Occupation of respondents?

OCCUPATION	RESPONDENTS	PERCENTAGE
STUDENTS	9	30
BUSINESS	8	27
PROFESSIONALS/ JOBS	7	23
OTHERS	6	20
TOTAL	30	100

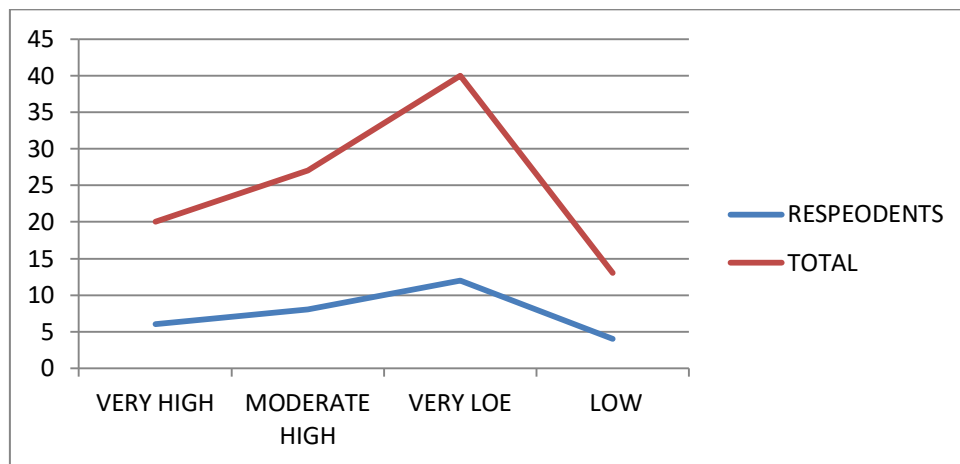


INTERPRETATION

For conducting this study the distribution of the respondents within different occupation has been shown in the above shown chart. As such, students hold composition of 30 % of our total respondents. The percentage composition of 27 % for business and professionals / jobs arrives at 23 % each of our total respondents. In case of others the percentage composition is of 20 % of our total respondents.

Q.3) What is the degree of fondness the respondent have towards chocolates?

FONDNESS	RESPEODENTS	TOTAL
VERY HIGH	6	20
MODERATE HIGH	8	27
VERY LOW	12	40
LOW	4	13
TOTAL	30	100

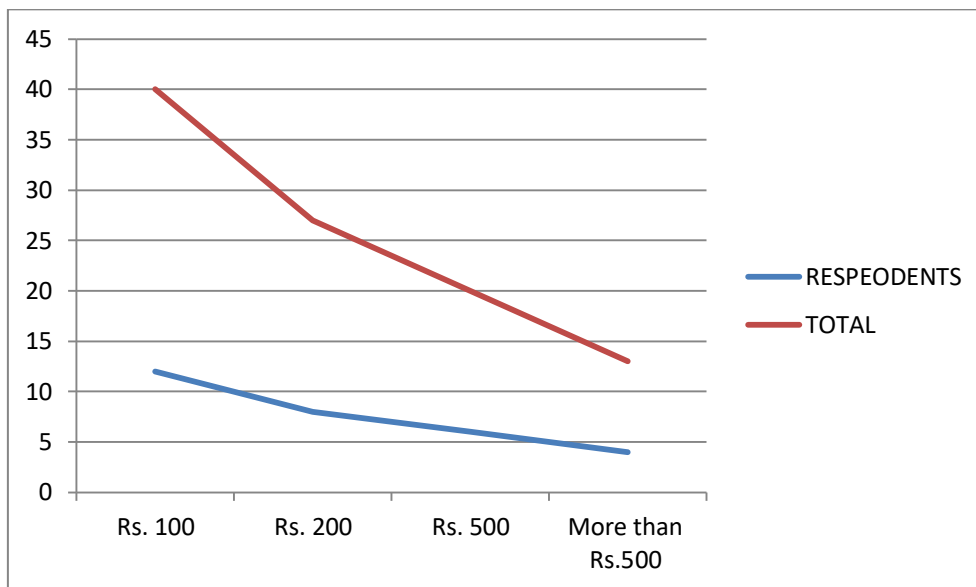


INTERPRETATION

For conducting this study the distribution of the respondents within different fondness of chocolate has been shown in the above shown chart. As such, very high hold composition of 20 % of our total respondents. The percentage composition of 27 % holds for moderate high and very low arrives at 40 % each of our total respondents. In case of low the percentage composition is of 13 % of our total respondents.

Q.4) On an average, how much the respondent spends on buying chocolates per month?

PURCHASING POWER	RESPEODENTS	TOTAL
Rs. 100	12	40
Rs. 200	8	27
Rs. 500	6	20
More than Rs.500	4	13
TOTAL	30	100

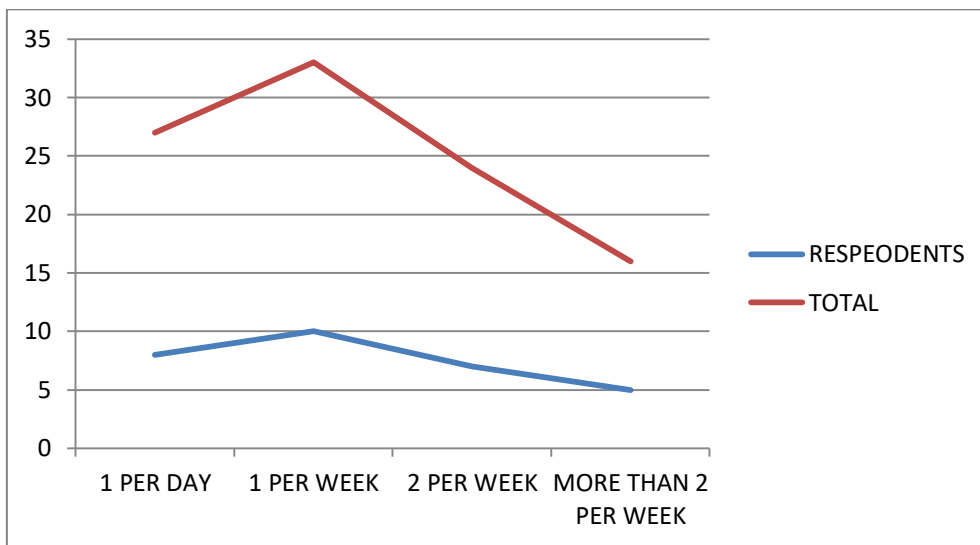


INTERPRETATION

For conducting this study the distribution of the respondents within different purchasing power of chocolate has been shown in the above shown chart. As such, Rs. 100 hold composition of 40 % of our total respondents. The percentage composition of 27 % holds for Rs.200 and Rs.500 arrives at 20 % each of our total respondents. In case of more than Rs.500 the percentage composition is of 13 % of our total respondents.

Q.5) How frequently the respondent consumes chocolates?

CHOCOLATES	RESPEODENTS	TOTAL
1 PER DAY	8	27
1 PER WEEK	10	33
2 PER WEEK	7	24
MORE THAN 2 PER WEEK	5	16
TOTAL	30	100

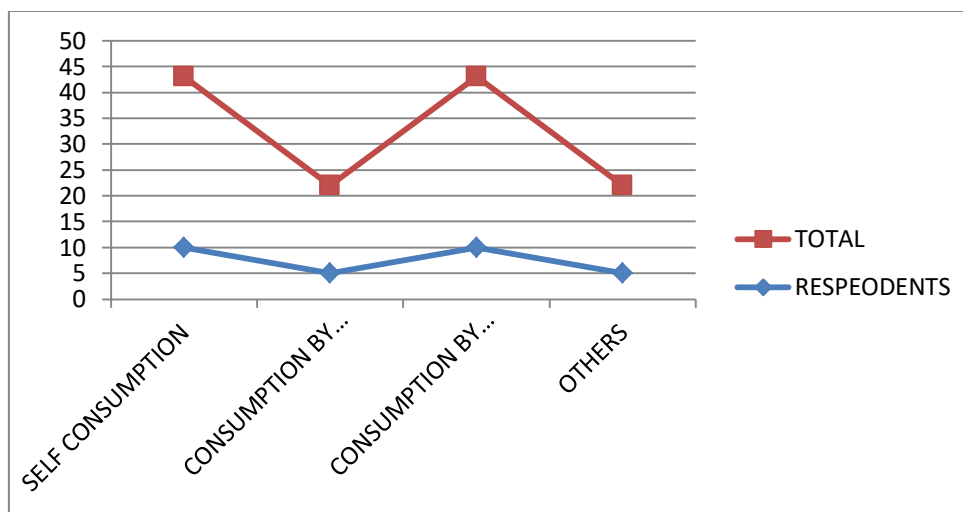


INTERPRETATION

For conducting this study the distribution of the respondents within different consumption of chocolate has been shown in the above shown chart. As such, 1 per day hold composition of 27 % of our total respondents. The percentage composition of 33 % holds for 1 per week and 2 per week arrives at 24 % each of our total respondents. In case of more than 2 per week the percentage composition is of 16 % of our total respondents.

Q.6) For whom the respondent purchases chocolates?

CONSUMPTION	RESPEODENTS	TOTAL
SELF CONSUMPTION	10	33
CONSUMPTION BY FAMILY MEMBERS	5	17
CONSUMPTION BY FRIENDS	10	33
OTHERS	5	17
TOTAL	30	100

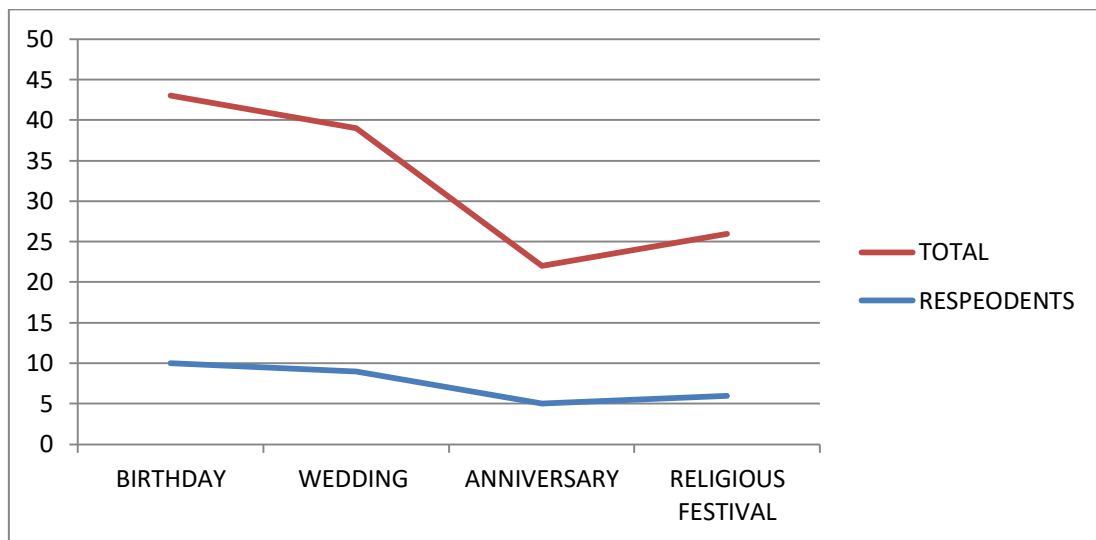


INTERPRETATION

For conducting this study the distribution of the respondents within different consumption of chocolate has been shown in the above shown chart. As such, self consumption holds composition of 33 % of our total respondents. The percentage composition of 17% consumption by family member and consumption by friends arrives at 33 % each of our total respondents. In case of others the percentage composition is of 17 % of our total respondents.

Q.7) On what occasion does the respondent like to eat chocolate more?

OCCASIONS	RESPEODENTS	TOTAL
BIRTHDAY	10	33
WEDDING	9	30
ANNIVERSARY	5	17
RELIGIOUS FESTIVAL	6	20
TOTAL	30	100

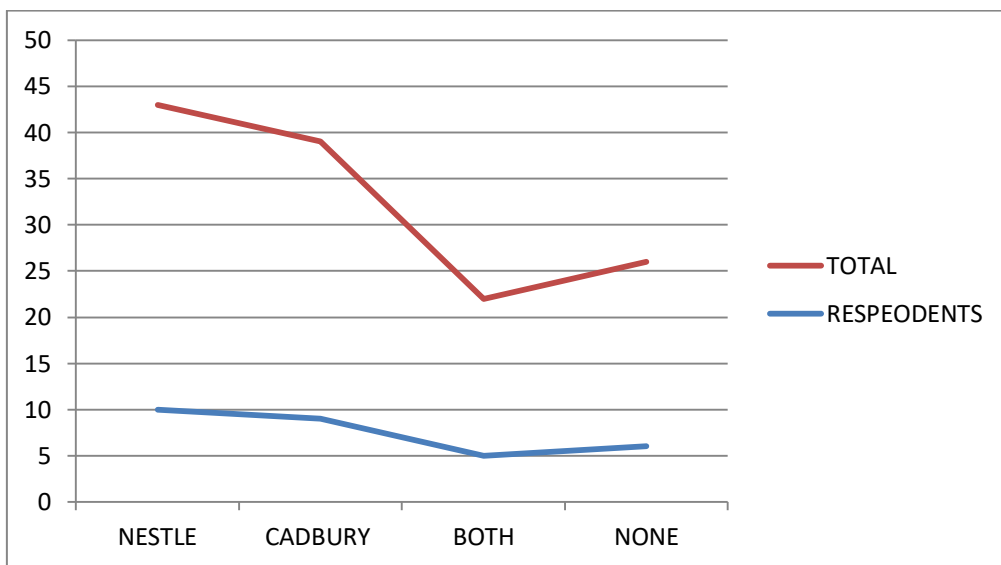


INTERPRETATION

For conducting this study the distribution of the respondents within different occasion of chocolate has been shown in the above shown chart. As such, birthday holds composition of 33 % of our total respondents. The percentage composition of 30% wedding and anniversary arrives at 17 % each of our total respondents. In case of religious festival the percentage composition is of 20 % of our total respondents.

Q.8) According to the respondent, which company has better marketing strategy for selling chocolate?

COMPANY	RESPEODENTS	TOTAL
NESTLE	10	33
CADBURY	9	30
BOTH	5	17
NONE	6	20
TOTAL	30	100

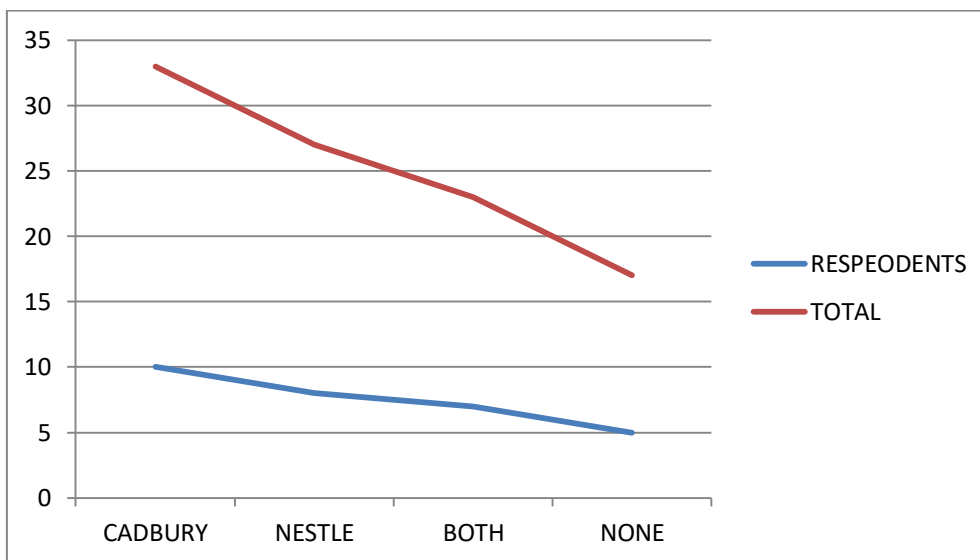


INTERPRETATION

For conducting this study the distribution of the respondents within different market strategy of chocolate has been shown in the above shown chart. As such, nestle company holds composition of 33 % of our total respondents. The percentage composition of 30 % Cadbury Company and both company at 17 % each of our total respondents. In case of none the percentage composition is of 20 % of our total respondents.

Q.9) According to you which company does more advertisements of Chocolates & Milk Products?

ADVERTISEMENTS	RESPEODENTS	TOTAL
CADBURY	10	33
NESTLE	8	27
BOTH	7	23
NONE	5	17
TOTAL	30	100

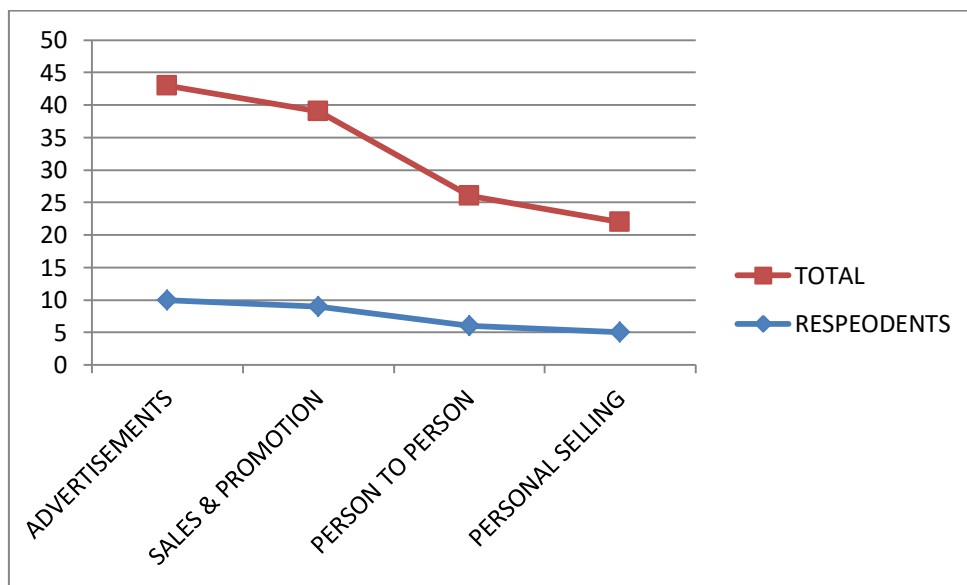


INTERPRETATION

For conducting this study the distribution of the respondents within different advertisements strategy of chocolate has been shown in the above shown chart. As such, Cadbury company holds composition of 33 % of our total respondents. The percentage composition of 27 % nestle Company and both company at 23 % each of our total respondents. In case of none the percentage composition is of 17 % of our total respondents.

Q.10) According to the respondent, which is the best way of sales promotion for selling chocolate?

PROMOTION	RESPEODENTS	TOTAL
ADVERTISEMENTS	10	33
SALES & PROMOTION	9	30
PERSON TO PERSON	6	20
PERSONAL SELLING	5	17
TOTAL	30	100

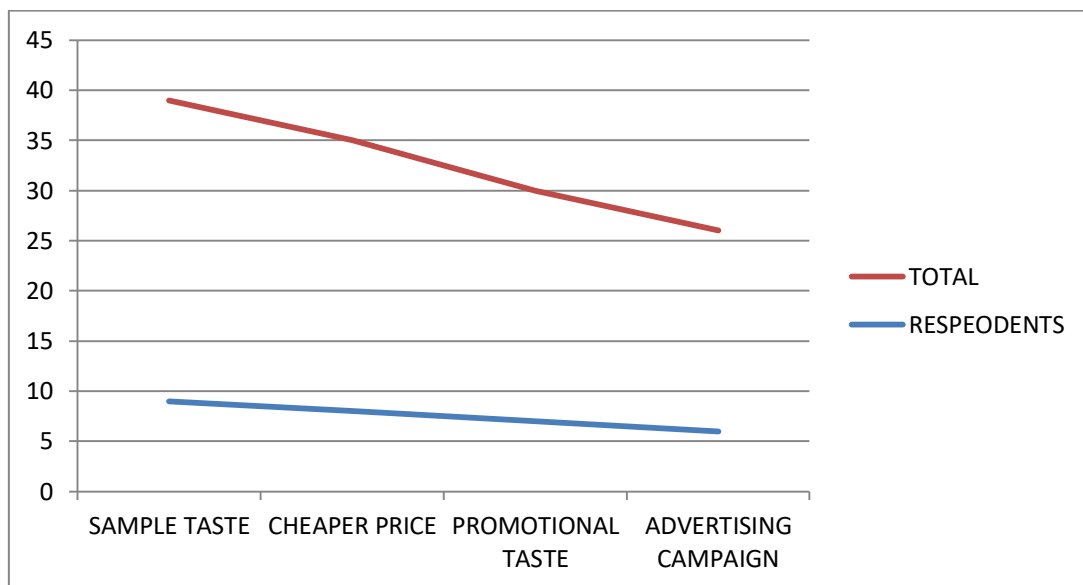


INTERPRETATION

For conducting this study the distribution of the respondents within different promotion of advertisements strategy of chocolate has been shown in the above shown chart. As such, an advertisement holds composition of 33 % of our total respondents. The percentage composition of 30 % sales and promotion and person to person selling at 20 % each of our total respondents. In case of personal selling the percentage composition is of 17 % of our total respondents.

Q.11) What attracts the respondent to try out new chocolates in the market?

ATTRACTS	RESPEODENTS	TOTAL
SAMPLE TASTE	9	30
CHEAPER PRICE	8	27
PROMOTIONAL TASTE	7	23
ADVERTISING CAMPAIGN	6	20
TOTAL	30	100

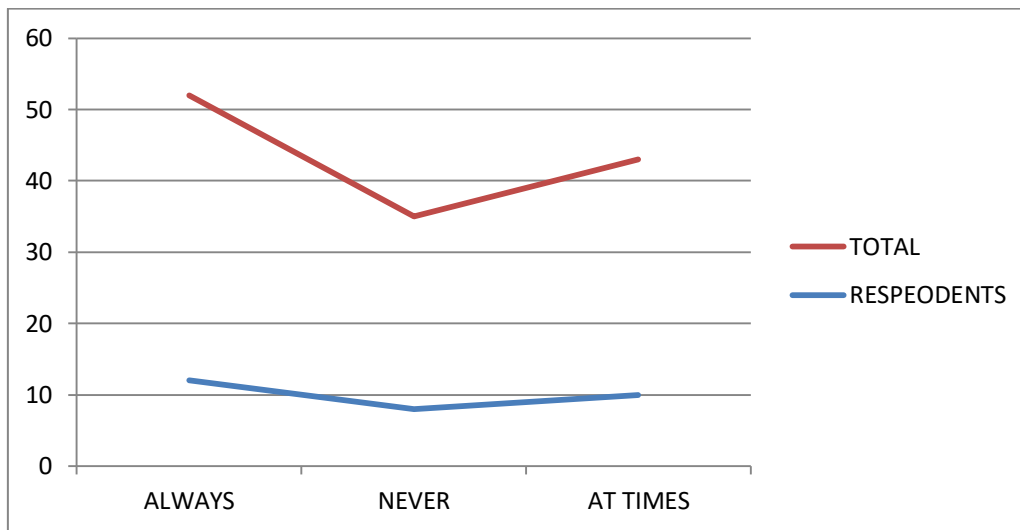


INTERPRETATION

For conducting this study the distribution of the respondents within different attraction of chocolate has been shown in the above shown chart. As such, sample taste holds composition of 30 % of our total respondents. The percentage composition of 27 % cheaper price and promotional taste at 23 % each of our total respondents. In case of advertising campaign the percentage composition is of 20 % of our total respondents.

Q.12) Do promotion schemes like free gift or contests etc change the respondent decision to buy milk products and chocolates?

SCHEMES	RESPEODENTS	TOTAL
ALWAYS	12	40
NEVER	8	27
AT TIMES	10	33
TOTAL	30	100



INTERPRETATION

For conducting this study the distribution of the respondents within different promotional schemes of chocolate has been shown in the above shown chart. As such, always holds composition of 40 % of our total respondents. The percentage composition of 27 % never of our total respondents. In case of at times the percentage composition is of 33% of our total respondents.

CHAPTER 5

➤ FINDINGS

➤ RECOMMENDATIONS

FINDINGS

Some of the response from 30 customers which are listed as:

- With the help of findings, all are having the awareness of Cadbury Chocolates. We can say that Cadbury Chocolates have good reputation in the thought of customers.
- Mainly the customers are of age group of less than 18 years are using more chocolates.
- It has been seen in the market that the majority of the respondents come to know about the Cadbury Chocolates mainly through friends / family members and advertisements only. So we can mainly say that the advertisements play an important role to increase the customer.
- With the help of findings majority of the respondents are purchasing for the self-consumption purpose only.
- With the help of findings majority of the customers come to choose the Cadbury Chocolates for availability of wide ranges and choices as well as the reasonable prices.
- Most of the customer's opinion is to revisit the Cadbury Chocolates stores to purchase a chocolate in a huge range.

RECOMMENDATIONS

Some of the suggestions which the consumer want to give to the Nestle Chocolate Company so the customers of the company can be increased. These suggestions are been within the data available.

- The company must do the some promotion activities rather than TV, advertisements, hoardings and newspaper.
- The company must conduct few meeting in a year with customers and take their valuable suggestions.
- The company must give some discounts and gifts to the consumers while purchasing the products at a large quantity of the same company.
- Company must come with an innovation ideas and efforts in the market so that the position of the market can be improved through better market strategies.
- The stores staff should be trained in such a manner so they can convince the customers because his performance can make a great change and impact on sale of a product.
- Most of the customers belong to age group of less than 18 years. So, company must concentrate more on these people to increase the sales.

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ANNEXURE

This Questionnaire is prepared for undertaking a project pertaining to analysis of *“Effectiveness of Marketing Strategies in chocolate segment: A Case Study of Nestle & Cadbury”*. The responses would be great help for the purpose and would be kept confidential to the maximum possible extent.

VAISHNAVI VARSHNEY
(STUDENTS)
GALGOTIA UNIVERSITY

Name of the Respondent

Phone Number

Email id

Q.1) Age group of respondents

1. Less than 18
2. 18-30
3. 30-45
4. 45 & Above

Q.2) Occupation of respondents?

1. Student
2. Business
3. Professionals / Job
4. Others

Q.3) What is the degree of fondness the respondent have towards chocolates?

1. Very High
2. Moderately High
3. Low
4. Very Low

Q.4) On an average, how much the respondent spends on buying chocolates per month?

1. Rs. 100
2. Rs. 200
3. Rs. 500
4. More than Rs. 500

Q.5) How frequently the respondent consumes chocolates?

1. 1 per day
2. 2 1 per week
3. 3 2 per week
4. 4 More than 2 per week

Q.6) For whom the respondent purchases chocolates?

1. Self-Consumption
2. Consumption by Family Member/s
3. Consumption by Friends
4. Others

Q.7) On what occasion does the respondent like to eat chocolate more?

1. Birthday
2. Wedding
3. Anniversary
4. Religious Festival

Q.8) According to the respondent, which company has better marketing strategy for selling chocolate?

1. Nestle
2. Cadbury
3. Both
4. None

Q.9) According to you which company does more advertisements of Chocolates & Milk Products?

1. Nestle
2. Cadbury
3. Both
4. None

Q.10) According to the respondent, which is the best way of sales promotion for selling chocolate?

1. Advertisement
2. Sales & Promotion
3. Person to person sales
4. Personal selling

Q.11) What attracts the respondent to try out new chocolates in the market?

1. Sample Taste
2. Cheaper Price
3. Promotional Taste
4. Advertising Campaign

Q.12) Do promotion schemes like free gift or contests etc change the respondent decision to buy milk products and chocolates?

1. Always
2. Never
3. At times