CADBURY DAIRY MILK SILK – A FULL FLEDGED PROMOTIONAL AID

PROJECT REPORT

Submitted To

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF COMMERCE

Submitted by
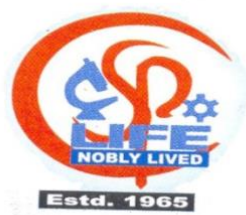
MARY JINU

(Reg. No. 180011024112)

St. Paul's College, Kalamassery

Under the guidance of

Mr. SHIJU C R

Assistant Professor

Department of Commerce

DEPARTMENT OF COMMERCE

ST. PAUL'S COLLEGE, KALAMASSERY

2018-2020

DECLARATION

I, **Mary Jinu (Reg. No. 180011024112)** hereby declare that the project report entitled **"CADBURY DAIRY MILK SILK – A FULL FLEDGED PROMOTIONAL AID"** is a bonafide work done by me under the guidance and supervision of Prof. Shiju. C.R, Department of Commerce, St. Paul's College, Kalamassery.

I also declare that this work has not been submitted by me fully or partially for the award of any other degree, fellowship, associateship or other similar title of any other university or board.

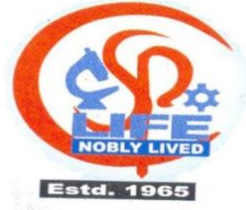Place : Kalamassery   Mary Jinu

Date :   (Reg. No. 180011024112)

ST. PAUL'S COLLEGE

(Affiliated to Mahatma Gandhi University)

Kalamassery-683503, Kerala, India

CERTIFICATE

This is to certify that the project work entitled **"CADBURY DAIRY MILK SILK – A FULL FLEDGED PROMOTIONAL AID"** is a bonafide piece of work done by **MISS. MARY JINU (Reg. No.180011024112),** in partial fulfillment of the requirements for the award of degree of Master of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance and that no part thereof has been presented earlier for the award of any other fellowship, associateship etc.

Counter signed by

Mr. Shiju .C.R   **Ms. Teresa Stephen**

Assistant Professor   Head of the Department

Department of Commerce.   Department of Commerce

St.Paul's College, Kalamassery   St.Paul's College, Kalamassery

ACKNOWLEDGEMENT

I am extremely grateful to God almighty for being with me to execute this dissertation work.

I take this opportunity to express my sincere gratitude to my Principal Prof. Valentine Dcruz for her encouragement and support during the course of my study.

I further express my sincere thanks to Prof. Teresa Stephen, Head of the Department, Department of Commerce, St. Paul's College, Kalamassery for her direct and indirect assistant for the successful conduction of this work.

I would like to place on record my sincere and whole hearted thanks to my guide Prof. Shiju .C.R, Department of Commerce, St. Paul's College, Kalamassery for his valuable guidance, and keen interest taken for the successful completion of this project report.

I also express my heartful thanks to respected teachers of my department for the great assistance and co-operation given to me in completing this task.

I also express my sincere thanks to all the respondents who have helped me to complete my project work.

I am also thankful to my parents and friends for their constant support and encouragement for completing this project work.

Mary Jinu

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER - 1
INTRODUCTION

1.1 INTRODUCTION

Cadbury Dairy Milk is a brand of milk chocolate manufactured by Cadbury. Every product in the Dairy Milk line is made with exclusively milk chocolate. Cadbury India began its operations in India by importing chocolates. On 19 July 1948, Cadbury was incorporated in India. It now has manufacturing facilities in Thane, Induri (Pune), Malanpur (Gwalior), Baddi (Himachal Pradesh), Sri City and sales offices in New Delhi, Mumbai, Kolkata and Chennai. The corporate head office is in Mumbai. The head office is presently situated at Pedder Road, Mumbai, under the name of "Cadbury House". This monumental structure at Pedder Road has been a landmark for the citizens of Mumbai since its creation. Since 1965, Cadbury has also pioneered the development of cocoa cultivation in India. For over two decades, Cadbury has worked with the Kerala Agricultural University to undertake cocoa research and improve cocoa yields. Their cocoa team works with farmers to improve incomes through best practices in all aspects of cocoa cultivation – from planting to harvesting. Currently, Cadbury India operates in five categories – Chocolate confectionery, Beverages, Biscuits, Gum and Candy. Its products include Cadbury Dairy Milk, Dairy Milk Silk, Bournville, 5-Star, Temptations, Perk, Eclairs, Bournvita, Celebrations, Gems, Bubbaloo, Cadbury Dairy Milk Shots, Toblerone, Halls, Bilkul1, Tang, and Oreo.

On 21st April 2014, Cadbury India changed its name to Mondelez India Foods Private Limited. Mondelez India Foods Private Limited is a part of Mondelez International group of companies and it is in the business of creating delicious moments of joy – by producing delectable chocolate confectionaries, gum and candy products, and popular beverages and foods that include many of India's most popular and trusted food brands. They strive to delight the customers by offering the best quality products possible. Over the years, they have won the Indian customers hearts, making them the market leaders in the chocolates category in India. Their flagship brand Cadbury Dairy Milk (CDM) is considered as the "Gold Standard" for chocolates – the pure taste of CDM defines the chocolate taste for the Indian consumers.

The unique moves of Mondelez India in the product line ' Cadbury Dairy Milk ', is enormous. The premium avatar of dairy milk silk which took birth in India through

Mondelez India Foods Private Limited, was such a move from their part. This 'more' curvier, smoother and silkier Cadbury Dairy Milk Silk was an endeavor to deliver abundant and immersive eat experience for consumers. The premium offering by the brand has experienced strategic successful innovations over the years with India's first 'centre-filled' Chocolate–Cadbury Dairy Milk Silk Caramello, India's first 'aerated' Chocolate – Cadbury Dairy Milk Silk Bubbly, and the variant flavors like Cadbury Dairy Milk Silk Oreo, Cadbury Dairy Milk Silk Chocolate, Cadbury Dairy Milk Silk Fruit and Nut, Cadbury Dairy Milk Silk Roast Almond and the most recent success-Cadbury Dairy Milk Silk special edition Heart Pop. All these were directed at augmenting the consumer's indulgence experience. It was through the renovation of new Cadbury Dairy Milk Silk, that Mondelez have grown to be such an undisputed market leader in the chocolate category in India. Cadbury Dairy Milk Silk has witnessed a great success and has grown to be the biggest brand in the 'premium' chocolate segment ever since its launch in 2010. The brand was launched as a superior offering under the legacy brand Cadbury Dairy Milk, to cater to Indian consumers craving for smoother, creamier and finer chocolates available internationally.

Over the years, Cadbury Dairy Milk Silk has seen innovations in line to enhance the chocolate eating experience. This product has been enriched in shape and experience to make it more appealing and to deliver smoothness and creaminess, while retaining the signature Cadbury Dairy Milk Silk taste. There is no doubt that the major factor contributing to the success of dairy milk silk are its aggressive ad campaigns. But when we analyze deeply, the product characteristics like innovation in its product line, taste, packaging style, availability of different flavors, shapes, affordability, varieties, quality etc adds not only more value to the product but also act as aggressive and hidden marketing strategy. Thus the product is transforming to be a promotional aid in itself. This study is basically conducted to measure the impact of product characteristics of Cadbury Dairy Milk Silk on its consumption pattern, as a marketing strategy.

1.2 SIGNIFICANCE OF THE STUDY

This project attempts to understand the attitude and perception of the respondents towards the product, Dairy Milk Silk, with special reference to its product

characteristics. The respective study will be helpful to all managers to have an insight and understanding regarding the current consumer behavior. As this research deals with analyzing the insights and opinions of consumers regarding the product and its innovative characteristics, it will be helpful for the company to consider the suggestions and findings of the study, which will in turn assists them in giving what the consumers actually expects out of the product. This will also help the consumers to have an opportunity of getting a product at their expectation level in the later periods.

1.3 STATEMENT OF THE PROBLEM

This study deals with analyzing the insights and opinions of the respondents regarding their preference towards the product, 'Cadbury Dairy Milk Silk',on adding more and more innovative characteristics to the product like taste, packaging style, availability of different flavors, shapes, affordability, varieties, quality etc. This in effect helps to understand the impact or the influence of the innovative additions happening to the product on its consumption.

1.4 OBJECTIVES

This project aims to achieve the following objectives ;

- To analyze the preference of consumers towards Cadbury Dairy Milk Silk.
- To determine the role of product characteristics in emphasizing buying decision of the consumers.

1.5 HYPOTHESIS

- H0 : There is no significant impact of product characteristics on its consumption.
- H1 : There is significant impact of product characteristics on its consumption.

1.6 METHODOLOGY

For understanding the variables under the study, descriptive sources of information have been used. And for arriving at conclusions, analytical tools have been used. So, the study is both descriptive and analytical.

1.6.1 Sample design

The target market of Cadbury Dairy Milk Silk chocolate includes all age category of consumers like children, youth, men and women. Hence, the consumer base of this product is very vast. So the population of the study is limited to Cochin City alone. Convenient sampling method is adopted in this study, so that a selected portion of the population can be studied because of their ease in availability.

1.6.2 Sources of data

Both the primary and secondary data were used for the study.

Primary data were collected through self constructed questionnaire, prepared under the administration of a research guide. The questionnaire was administered to various age grouped respondents. The sample size for the study was 60. The questionnaire included questions related to the general preference, specific preference based on the identified product characteristics, comparative preference towards the product on the basis its advertisements, price and product characteristics and the actual perception of the respondents regarding the impact of innovative product characteristics on its consumption, as compared to its advertisements. The data obtained were measured using 5- point Likert scale.

Secondary data for the study were collected from various news papers, journals, books, articles, websites etc.

1.6.3 Tools of analysis

The data is analyzed by statistical tools like Percentages, Scales, Descriptive Statistics, Chi-square test using SPSS etc. for the clear understanding of the obtained data. For the presentation of the data, tables and figures were also used under the study.

1.7 LIMITATIONS

The study had the following shortcomings:

- The study was confined to Cochin City which in turn limits the generalization of the study. Hence, regional constraint was there in the study.
- Most of the study had time constraint.
- The respective study used survey based technique for its data collection, which have its own limitations. It can also limit the study.

1.8 SCOPE FOR FURTHER RESEARCH

- For future study, the researchers can consider other regions for understanding the perception of people regarding the impact of product characteristics on preference of Dairy Milk Silk.
- For further research, Other than survey based technique, other research approaches like Qualitative research techniques, interview based techniques can also be used.
- The study deals with only one chocolate. Hence further research can be made for different chocolates and also for different brands in the chocolate industry.

1.9 KEYWORDS

In order to get into the true essence of the study, some terms needs to be made clear from the purview of the study.

1. Product characteristics : It refers to the features attached to the product. The identified product characteristics considered under the study comprises of taste, appealing shape, attractive packing, availability of different varieties of flavors, good quality chocolate, usable gift, interesting advertisements, affordable price, easy availability through shops and markets.
2. Preference : a greater liking for one alternative over others.
3. Advertisement : a notice or announcement in the public medium promoting goods and services.

1.10 CHAPTERISATION

Chapter 1 : 'Introduction'
Chapter 2 : 'Literature Review'
Chapter 3 : 'Theoretical Framework'
Chapter 4 : 'Data Analysis and Interpretation'
Chapter 5 : 'Findings, Recommendations and Conclusions'

CHAPTER 2
REVIEW OF LITERATURE

Jasdeep Singh Kandhari (2008)[1] on his study "A study of consumer preference towards Cadbury and Nestle chocolates" analyzed the major dimension which affects the preference of the consumers towards a particular brand like advertising strategies, packaging strategies, different forms of the chocolate, etc. A survey of the people has been conducted to know the liking pattern of the two products Cadbury and Nestle. It is observed that overall people like to eat Cadbury brand rather than Nestle. It is concluded that mostly people preferred Dairy Milk of Cadbury due to its flavour/taste, quality and image and due to its hard form. Some people often like to have a chocolate with good flavour, quality and crunchiness so they are going towards Kit Kat and Munch of Nestle due to its taste and crunchiness.

Tanu Payal (2010)[2] on her study "A study on consumer preference towards Cadbury and Nestle chocolates in Dwarka of West Delhi" viewed that consumer is the real king of the market and large market share can be captured by satisfying and fulfilling the customerneeds.It is observed that overall people like to eat Cadbury brand rather than Nestle. It is concluded that mostly people preferred Dairy Milk of Cadbury due to its flavour or taste, quality and image and due to its hard form.

Dr. Shendge (2012)[3] on his study "A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to Navi Peth Area in Solapur City" viewed that Chocolate is liked and eaten by all age group of people. In the study the researcher found that 76% of the respondents prefer Cadbury chocolates and only 24% respondents prefer Nestle chocolate. The researcher found that more than half of the respondents were highly satisfied with the taste, quality, and brand image of Cadbury chocolate as compared to Nestle chocolate.

Ankita Singh (2012)[4] made a study on "Brand Image Measurement towards Cadbury Dairy Milk". The main objective of the study is to increase the consumption and encourage the usage of Cadbury Dairy Milk as an integral part of sweets. Primary data are collected through interview method with the sample size of 140 respondents. Tools like BAV analysis were used for this study. The outcome of the study reveals that

Cadbury Dairy Milk is a universally accepted brand that instigates a child like behaviour and happiness among all the age groups.

Patnaik, Pradeep Kumar Sahoo (2012)[5] conducted a empirical study on consumer behavior towards Cadbury's India LTD and Nestle India LTD. The objective of the study was to analyze the consumption pattern, examine the purchase behavior and also the consumer behavior towards these companies. The sample size was 120 respondents in Bhubaneswar of Odisha. The average scores of all the respondents indicates that the behavior is satisfactory.

S. Gopalakrishnan and A. karthikeyan (2013)[6] conducted a study to find out the consumer satisfaction towards dairy milk chocolate with special reference to Uthamapalayam city. The sample size is 100. The researcher used tools like descriptive statistics, chi-square, percentage analysis for this study. The study mainly concentrated on general price level, quality and consumer expectation overall satisfaction about Cadbury dairy milk chocolate, general awareness and consumer preference of Cadbury dairy milk. The researcher found the reasons why people are choosing diary milk. Some of the reasons they identified were accessibility, assurance, service, user friendliness, and quality of the product.

Poateek Pawar (2016)[7] conducted a study entitled "Consumer Behaviour towards Dairy Milk Chocolates". The main objective of the study is to study the consumer behaviour towards chocolates with reference to dairy milk and to understand the buying pattern of the consumers of dairy milk. The study involves both primary and secondary data. The primary data were collected through questionnaire with the sample size of 100 respondents by using simple random convenience sampling method. The outcome of the study reveals that the consumers are satisfied with the product. Consumers are also pleased for the sugar free chocolates because they want a product to be more benefit to them as well as concerned about the health.

B. Sugandhi Shanmugapriya (2016)[8] examined the 'Customer preference towards Cadbury Dairy Milk chocolate in Theni district'. A sample survey of 240 respondents was undertaken to find the awareness of Cadbury Dairy Milk in Theni city. The study mainly concentrated on general price level, introduction about chocolate quality and consumer expectation, overall satisfaction about Cadbury Dairy Milk, general awareness and consumer preferences of Cadbury Dairy Milk. The researcher use likert scale technique to measure the attributes. The researcher concluded that the customer preference towards Dairy Milk was good. The researcher found that, respondents were highly satisfied with the Cadbury Dairy Milk chocolate amongst other chocolates of Cadbury.

Priyanka Chokshi, Heli Shah, Rajat Arora, Nikunj Agrawal (2016)[9] studied on the topic, 'Perception of Consumers towards Cadbury and Nestle'. They identifies the major factors that can influence the selection of a particular brand can include price of the product, taste of chocolate, availability of the product, different variations in the product, the way the product is promoted and the influence of promoting a product by a famous celebrity. So they conducted a survey to know about how selection of a particular brand of chocolate: Cadbury or Nestle can differ based on the above and many other factors. The conclusion of the study was Cadbury has a great impact on the mindset of people as it has a good brand name and brand ambassador promoting the product has a great influence. Nestle is preferred by people but its preference is low in comparison to Cadbury but still it is one of the top most company in chocolate industry.

Lavanya. M (2017)[10] explored on 'A study on consumer's preference towards Cadbury products in Coimbatore city'. The sample size is 150. The study mainly concentrated on general price level, quality and consumer expectation overall satisfaction about Cadbury Dairy Milk, general awareness and consumer preferences of Cadbury Dairy Milk. For this study the researcher used simple average method. The researcher reported that the large consumers were attracted towards Dairy Milk Silk chocolate and market share of Cadbury can be increased by adding more and more variety flavours in chocolates rather than in biscuits, health drinks, juice mix flavours etc.

Karthikeyan (2017)[11] conducted a research, consumer satisfaction towards dairy milk chocolate. Need for the study is to find satisfaction level of customer towards dairy milk. By adopting random sampling method primary data were collected through questionnaire with 100 respondents. The finding of the study include that overall satisfaction level among the customers is more than 40%.

N. Ramya, Akshaya C et.al (2017)[12] studied on the consumer perception towards Cadbury in Coimbatore city. Sample size is 50. The study concentrate on taste, price, quality and overall satisfaction about Cadbury products. The research use percentage analysis. The researcher conclude from the study that Cadbury products need to improve promotional activities to increase their demand.

Dr. Anand Kumar Shrivastava (2018)[13] conducted a study on 'An empirical analysis of fast moving consumer goods of Cadbury and Nestle'. The purpose of the study was to explore various factors which affect the preference of the consumers for any particular brand as to Cadbury India Ltd and Nestle India Ltd. It examines the market share of each company and the ultimate objective is to determine which brand of products should be procured in order to increase sales. The study involved the analysis with the help of the information obtained from Anand Metro Mart Pvt. Ltd. and the response of the respondent. This is a limited study which takes into consideration the data related to the sales collected from Anand Metro Mart Pvt. Ltd. and responses from 100 people via questionnaires and personal interview. In order to know about the sales scenario, it also involves the calculation of average sales. Hence, result is obtained from this detailed study regarding the preference of the customers towards Cadbury and Nestle chocolates. It is suggested to Anand Metro Mart Pvt. Ltd should procure more Cadbury goods in comparison to Nestle chocolates. And in order to gain more profit they should also concentrate on increasing the sales of Nestle chocolates along with Cadbury chocolates. It is observed that taste and also the promotional techniques of Cadbury are stronger and liked by the customers.

R.Venkatesh (2018)[14] researched on Customer satisfaction towards Dairy Milk chocolate with special reference to Sundara Perumal Kovil village. The study was mainly conducted on general price level, quality & consumer expectation overall satisfaction about Cadbury Dairy Milk. A sample survey of 100 respondents was undertaken to find out the awareness of Cadbury Dairy Milk in Sundara Perumal Kovil village, Thanjavur district, Tamil Nadu. The study adopted ANOVA Technique. The outcome was found that there is no relationship between Price and Taste.

R. Jayasathya, S. Hemasri (2019)[15] explored on 'A study on customer preference towards Cadbury chocolate with special reference to Coimbatore city'. The study is based on the preference of Cadbury chocolate among the consumer. A sample survey of 200 respondents was undertaken to find out the preference of Cadbury chocolate in Coimbatore city. The study mainly concentrated on customer preference towards Cadbury chocolates. Convenience sampling technique has been used in the study, Percentage analysis, Multiple responses, Descriptive statistics, ANOVA and t-test. It was found from the study that the customers prefer Dairy Milk chocolate when compared to other chocolates because the cost of the chocolate is very reasonable and the taste will attract the respondents.

Above stated are the literatures available for the study. There was no exact literatures available as to the topic of the project, which is made on Cadbury Dairy Milk Silk product specifically. But the above stated literatures did helps to arrive at conclusion about the topic.

CHAPTER – 3
THEORETICAL FRAMEWORK

3.1 Introduction

In this chapter the marketing concepts and models are explained, that will conceptualise the problem statement and objectives of the study. In addition this chapter gives an indepth understanding of the marketing concepts and models that relate to the study, as well as define important elements that will give the reader a better understanding of the background of the study.

3.2 Marketing

Kotler and Armstrong (2008), interpret marketing as "a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." Although there are several definitions of the main function of marketing, the core message is that of attracting consumers.

Attracting consumers can be achieved through satisfying consumer's needs and wants. Although the message is simple, this process can be complex as consumer-buying patterns are changing, while consumers are also becoming more knowledgeable about product offerings, resulting in them becoming more analytical. Consequently, consumers are willing to pay more for a product, which they perceive to be of good quality. Organisations are presently faced with a challenge of gathering knowledge and understanding their consumers and offering them products that exceed their expectations (Kotler & Armstrong, 2008:5).

Marketing aims to create and satisfy consumers' needs and wants. This can be achieved through developing an efficient marketing strategy that attracts new consumers and creates an advantage over competitors. The diagram below illustrates the main idea of marketing.
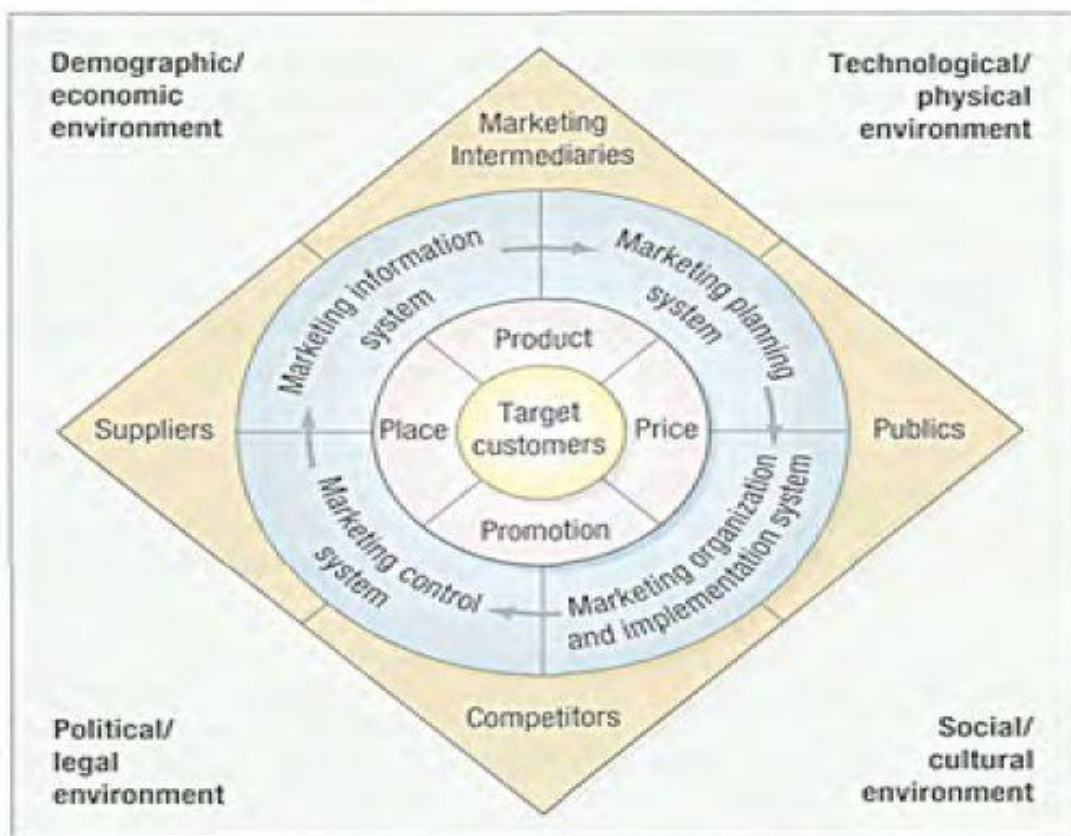
Figure 3.1 is a Model Of Marketing

Figure 3.1 is a Model of marketing, which shows the different stages used when creating a marketing strategy. The first stage is to know how each organisation perceives marketing, and what they would like to achieve with the marketing strategy. A marketing audit can be used to analyse the position and opportunity that an organisation has in the market place, through market analysis, marketing seg pimentations and marketing strategy.

Marketing research is used to gain information on the market as shown in Figure 3.1 and this can be done using quantitative analysis, qualitative analysis or consumer tests. The last stage is to make use of the marketing mix tools, which will be used to persuade consumers to purchase certain products and services. The marketing mix is made up of four elements namely, product, price, place and promotion (Kotler & Armstrong, 2008:27).

3.3 Marketing Mix

According to Kotler (2003:127), in order to create a successful marketing strategy, the marketing mix must reflect desires of the consumers in the target market. The marketing mix comprises of product, price, promotion and place. These controllable variables can be altered and adjusted to suit the organisation's objectives. It is, therefore, vital for organisations to make use of this strategic planning process, and to match the needs of the consumer with the organisation's marketing strategy (Kotler, 2003:128).

Figure 3.2: Marketing Mix Tools (Kotler, 2003:26)
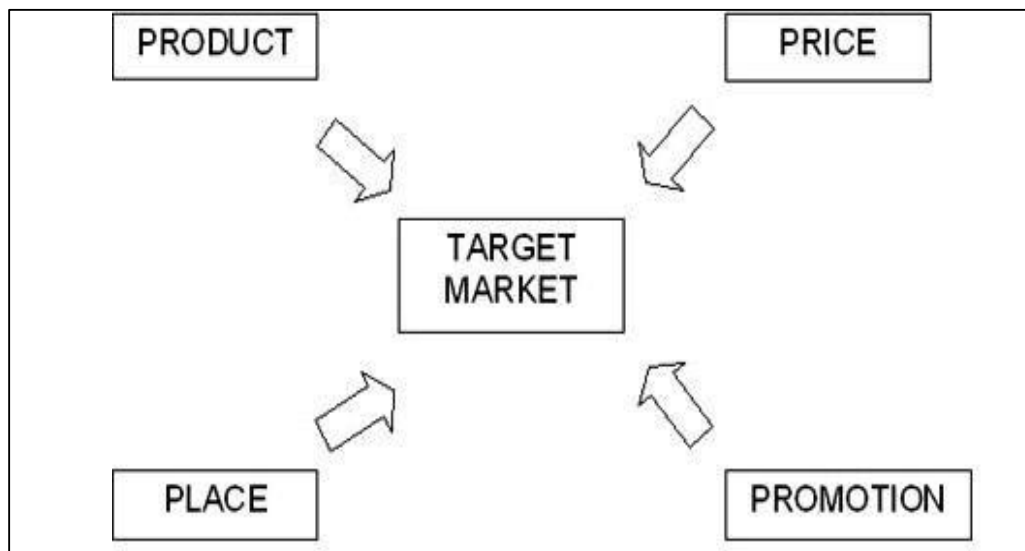
Figure 3.2 is a model of the marketing mix tools. The marketing mix tools are a set of tools, which organisations use to realise their marketing strategies. The marketing mix, which is also called the 4P's, and how it has adapted during the economic downturn highlights the basis of this study. The elements of the marketing mix are controllable variables, which should be managed in the correct way in order to meet the needs of the defined target group (Kotler, 2003:25).

Table 3.1: Characteristics of the Marketing Mix(Kotler, 2003:23)

Product	Price	Promotion	Place
Functionality	List price	Advertising	Where you sell your product
Appearance	Discounts	Personal selling	Physical boundaries
			defining the business
Quality	Financing	Public relations	Retail space
Packaging	What you have in stock versus sold	Message	The service
Brand	Reflect brand image	Media	Product (shipped, purchased from the company etc.)
Warranty	Period in months or years	Budget	Store

Marketing mix is one of the most popular theoretical frameworks in marketing that has been used by companies in order to make marketing and other decisions in a more efficient manner. Companies have concentrated on various elements of marketing mix as a source of competitive edge according to the strategy adopted by senior level management in order to achieve long-term aims and objectives.

The potential contribution of marketing in terms of obtaining competitive edge has been realised by management of many successful businesses therefore, the attention to this specific area of business practice has become greater than ever before (Egan, 2007). Accordingly, today most of the concepts associated with marketing such as marketing mix, product life-cycle, PEST and SWOT analysis, Porter's Five forces, Value-Chain analysis and others attract more interest than ever before and these marketing concepts are finding their practical applications among increasing number of businesses.

Marketing mix, otherwise known as 4Ps can be highlighted as one of the fundamental concepts in marketing and focuses on four aspects of the business practice: product, price, promotion and place (Klein, 2007). The practical application of marketing mix by companies varies according to their size, chosen business strategies, geographical location, competitive edge and a range of other factors.

According to Kumar (2010), marketing mix is the terms used to describe the combination of methods employed by a business in order o achieve its objectives by marketing its products and services effectively to a specific target group.

Bootwala et al (2009) mention the definition of marketing mix as offered by Philip Kotler according to which "marketing mix is a set of controllable variables and their levels that the firm uses to influence the target market" (Bootwala et al, 2009, p.3.1).

Evolution of Marketing Mix

Kitchen (2010) informs that the theory of marketing mix has evolved from a notion of 'mixer of ingredients' a term introduced by James Culliton (1948) during the study of marketing costs conducted in 1947 and 1948. The principle of 'mixer of ingredients' consisted of analysing various business processes and marketing efforts looked at as 'ingredients' individually in order to find the best combination for the improvement of the business. The concept of 'marketing mix' itself was introduced by Neil Borden during 1950s an initially implied different means of cooperation (Borden, 1964).

Initially there were 12 elements within the marketing mix concept introduced by Borden: product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis (Goi, 2009).

Suggestion was made by Frey (1961) to divide these elements into two groups: offering and methods and tools. Accordingly, offering group contained product,

packaging, brand, price and service, whereas the elements of methods and tools group were distribution channels, personal selling, advertising, sales promotion and publicity.

Around this time new theories of such a nature started to be introduced by other researchers as well with Lazer and Kelly (1962) introducing three components of marketing mix, namely the goods and services mix, the distribution mix and the communication mix.

However, the most popular form of marketing mix belongs to McCarthy (1964) which is a re-groped version of Borden's marketing mix and consists of four elements: product, price, promotion, and place. Most of the theoretical and practical researches that have focused on various aspects of marketing mix have been based on this specific classification of marketing mix.

From then on the number of 'P's have been increasing with Judd (1987) introducing fifth 'P' (people), and three more 'P's (participants, physical evidence and process) being introduced by Booms and Bitner (1980). Moreover, one of the most respected marketing theorists Kotler (1986) introduced two more 'P's that are political power and public opinion. Another substantial contribution to the theory was initiated by Goldsmith (1999), who added the element of personalisation.

However, it worth to be noted that no 'P' adding has been observed by any respected scholar in the last several years possibly due to the fact that the concept of marketing mix has faced a wide range of criticism recently due to its inability to establish customer relationships, and assuming the customers to be passive, as well as ignoring increasing customer expectations.

The Role of Marketing Mix in Customer Attraction and Retention

A range of researchers have explored the role of marketing mix in attracting new customers and increasing the level of loyalty of existing customers i.e. customer retaining. The studies of such a nature can be divided into two groups.

The first group of researchers like Pickton and Broderick (2005), Lamb et al (2008), Kumar (2001) and others have researched these issues directly, trying to establish the connection between the implementation of marketing mix strategy by a company and the impact of the strategy in terms of customer attraction and retention.

Generally, there are no vast differences in the conclusions of works in this direction and they indicate that the successful implementation of marketing mix strategy in terms of customer attraction and retention does not depend on which element(s) of marketing mix the company concentrates on as a source of competitive edge, but it greatly depends on the level of effectiveness and efficiency by which the company is pursuing its chosen strategy.

In other words, according to authors from this group the viewpoint which states that concentrating on promotion element of marketing mix for customer attraction and retention is more effective than concentrating on place element for instance, is invalid. And regardless of the choice of marketing mix elements as a source of competitive edge, companies should adopt effective measures and efficiently implement them if they aim to improve the level of customer attraction and retention.

The second group of researchers that include Moller (2006), Kurtz et al (2009), Fill (2006), Egan (2007) and others, on the other hand, do not explore the impact of marketing mix in customer attraction and retention directly. Instead, these researchers focus on overall effectiveness of the concept, critically analysing its validity in the current market environment.

Authors (Moller (2006), Kurtz et al (2009), Fill (2006), Egan (2007) etc.) agree that although marketing mix concept has been a leading marketing framework for several decades the level of its effectiveness has been compromised in the current market environment taking into account such factors as increasing level of importance of online marketplace, technological advancement, increasing forces of globalisation etc.

However, at the same time, the above mentioned authors from the second group do not offer to dismiss marketing mix concept as invalid altogether. Instead, the authors maintain taking into account additional factors internal and external factors as well when making decision related to the elements of marketing mix.

The function of the marketing mix variables is to maximise the performance of the organisation by combining different variables to satisfy the needs of consumers. The challenge, however, is that organisations are under pressure to adjust their marketing strategies to suit new market demands, which are caused by changes of consumer buying behaviour. The marketing mix elements comprise of products, price, place and promotions. These are discussed below.

3.3.1 Product mix

Products can be divided into two sections, namely consumer products, which are for personal use or enjoyment, and business products, which are bought for resale or use in a business (Ferrell & Hartline, 2007:60). The use of the word product can also be used to describe a service offered by an organisation. Moreover, business products or, as Kotler and Armstrong (2008:42) define them, industrial products are often characterised by derived demand. Organisations are building better relationships with

their suppliers in order to meet consumer's demands as well as satisfy economies of scale (Kotler & Armstrong, 2008:42). Most organisations do not sell only one product, but one or several product lines. By doing this, they can spread the risks among different product lines (Ferrell & Hartline, 2007:50).According to Kotler (2003:22), "while organisations are selling a product, consumers are buying a solution." The way organisations offer these solutions should be thought of with careful consideration of competitive forces. As more products are placed on the market, and offer solutions to consumers, organisations are finding it more difficult to come up with innovative solutions. This is a result of consumers becoming more knowledgeable about product offerings and benefits. These products can be perceived in various ways, which include physical make-up, as well as the availability and branding of products. The product can be offered in the following ways: (1) core product, which is the core benefit that the consumer can profit from; (2) actual product is what the consumers perceive the brand to be over competitor products, which is done through branding, added benefits, extra features and so on; and (3) augmented products are the added non-tangible offering that an organisation can use, for example, additional services, delivery and so forth. Organisations are now offering more than one product line in order to reduce the risk by spreading it amongst different products (Porter, 1998:364).

3.3.1.1 Branding

Branding is the process through which a product is given a name, logo and design. Organisations use branding to create a perception about the product and to set it apart from their competition. Consumers now have the task of choosing the brand of product that they would like to buy, and there are several factors that affect this decision process. Branding is supposed to add value to the product by creating a relationship with the target market (Randall, 2000:3). Organisations that have mastered the art of branding have reaped the benefits of creating a bond with consumers, as more and more consumers have become loyal to specific brands. The power that organisations now have through branding is that consumers instantaneously buy a brand of a product even if there is a substitute product that offers a cheaper price. Such brands have loyal

consumers that have confidence and believe in what the brand represents. Consequently, these organisations have a solid foundation that makes it difficult for new entrants to compete with this brand (Randall, 2000:4).

3.3.1.2 Packaging

Packaging is how the product is presented on the exterior. The use of packaging has transformed to more than mere product packaging. It ranges from organisation brochures, organisation uniforms, their offices and all the other visuals of the organisation. Packaging is even regarded as the fifth marketing element after product, price, promotion and place. The importance of packaging as a tool in marketing has spread to other functions because of the increased competition from other products. Packaging has the function of attracting consumer attention, informing consumers of the product and, finally, making the sale. Rising consumer wealth has led consumers to spend more on products that offer more than merely the solution; consumers strive for packaging that offers confidence and prestige (Ferrell & Hartline, 2007:201).

3.3.2 Price mix

Price differs from the other three elements, since it is the only marketing element that generates direct turnover. Marketers should seek to find the optimum balance between cutting costs and making maximum profits, without negatively influencing the volume of production (Kotler, 1999:33). The price should reflect the supply and demand relationship (Kotler & Armstrong, 1996:40). Price is the only element in the marketing mix that creates direct revenue. When planning the price of a product there are several pricing strategies, which should be considered. These are: (1) penetration pricing; (2) skimming pricing; (3) competition pricing; (4) product line pricing; (5) bundle pricing; (6) psychological pricing; (7) premium pricing; and (8) optional pricing. These strategies are dependent on objectives that the organisation wants to achieve (Kotler & Armstrong, 2008:279). Furthermore, pricing is the marketing variable that is the easiest to change (Ferrell & Hartline, 2007:55). While the

product or promotion can take months to change, the price can be changed directly. Except from being the easiest and fastest to change, pricing is also the cheapest to change. While changing promotion, products or distribution is usually quite costly; the opposite is true when it involves the price element. The price is an important factor that consumers consider, especially during economical downturns. During these times organisations are forced to make radical changes in their price decisions (Shama, 2006:43). The most common decision is to increase sales volume through price cuts. Conversely, this could lead to problems in the long term by lowered profitability. Organisations should ensure that the price changing is in line with their organisational objectives and that they do not send mixed signals about the product (Kotler & Armstrong, 2007:279).

During an economic downturn consumers change their buying patterns by being more cautious about what they buy. Price becomes an important factor for consumers at this stage. Organisations should ensure that the changes that are made to the marketing mix elements are in line with the needs of the target market, and that the market environment is suitable for all changes that are made. (Business Review Weekly, 2000).

Kotler (2003:28) argues that *"pricing is an important but difficult issue in the marketing mix model; important because it is the only element that generates turnover for the organisation, while all the other elements are connected to costs and pricing, which are difficult because the various products have demand and cost interrelationship and are subject to different degrees of competition."*

3.3.2.1 Pricing strategies

Kotler (2003:59) reduces the various strategies to three primary strategies that are involved when pricing any product:

Skimming   : Make money by charging higher prices.

Penetration   : Price lower and gain market share.

Neutral   : Be competitive with competition.

The three primary strategies are discussed further in this section. When setting prices, an organisation can adopt a number of pricing strategies, which are based on objectives that the organisation wants to achieve, for example, penetration pricing; low prices to increase sales, skimming pricing; high price in the beginning and then slow lowering to reach a wider market, and competition pricing; and price in comparison with competitors (Kotler, & Armstrong, 2002:35). The three primary strategies are discussed below:

1)   Skimming pricing

The objective here is to skim profits off the market. The organisation sets an initial high price and then slowly lowers the price to make the product available to a wider market. It is usually used in high-technological markets. It is a main strategy when a new product is launched. Firstly, the product is dedicated to innovators, while prices are then slowly decreased so that products become available for early adopters.

2)   Penetration pricing

An organisation sets low prices in order to increase sales and market share. It is an effective strategy when an organisation wants to gain a market share, however it can be risky. Competitors can also low their prices instead not to lose market share. Hence, not only can an organisation gain market share, but it can also lose part of the profits.

3)   Neutral pricing

The organisation sets a price, which is similar to a competitor's price. It is an effective strategy when the organisation does not want to undersell. Consumers choose a product by comparing the value and price. If the price is at the same level as the substitute product, then the most important factor is value of product (Kotler & Armstrong, 2008:390).

3.3.3 Placement mix

Place or distribution is the least likely marketing principle to change and the solution to a business's inability to attract consumers. Choice of the right location can be expensive, but larger organisations prefer to employ specialists to find them the best location (Doyle & Stern, 2006:54). Furthermore, the marketing elements include activities such as distribution, transport and store keeping that organisations use to make their products available to consumers ((Kotler, 1999:33). There are several retailers that can be identified, for example, speciality stores, department stores, supermarkets and hypermarkets, which all have different factors, which define them. Unlike smaller retailers, they usually have a narrow but deep assortment and a large focus on high quality service excellence. During the depression of the 1930's in the United States, selfservice retailers increased drastically. People were willing to do their "locate-compare selection" on their own in order to save money (Kotler, 1999:33). Non-store retailing can often be a cheaper way to attract consumers. Marketing over the Internet, for example, is a simple and cost effective way to reach out to several consumers at the same time. This communication tool is used by organisations globally, particularly in the retail sector (Kotler, 1999:33).

3.3.3.1 Distribution

Distribution refers to how the product reaches the consumer, for example, the point of retailing or sale dispersion. The organisation must distribute the product to consumers at the correct place and time. If the organisation wants to achieve its marketing objectives, efficient distribution becomes essential. Profits will be affected if the organisation underestimates demand and consumers cannot purchase products as result.

3.3.3.2 Types of distribution

Indirect distribution and direct distribution are two different types of distribution. The difference between the two types of distribution is how the product gets from the organisation to the consumer (Pride & Ferrell, 2010:320).

3.3.3.3 Distribution strategies

There are three basic distribution strategies, which are available depending on the type of product that is distributed.

Intensive distribution

This type of distribution refers to distribution of low priced or impulse products such as soft drinks or sweets. Consumers can buy these products with little effort. Factors that should be determined include time and place. If a consumer cannot locate a product, they will purchase a competitive product (Dowling, 2006:33).

Exclusive distribution

This involves narrowing distribution to one organisation. The product is usually in a higher price range and requires more detail in the sale from the mediator, for example, motor vehicles for sale at an exclusive dealer (Dowling, 2006:33).

Selective distribution

A small-scale type of retail store is elected to distribute the product. Selective distribution usually occurs with products such as computers, where consumers are more than willing to shop around and where manufacturers want a big geographical spread (Dowling, 2006:33).

3.3.4 Promotion mix

Products or services that are rendered are successful only if the benefits are clearly communicated to the target market, hence, when organisations decide on their strategy, they should contemplate who their target market is and their behaviour (Kotler & Armstrong, 2008:41). In order to define a target market, an effective message should be created. The message will begin to produce interest from potential consumers, and furthermore make consumers keen to own the product, and in the end make them purchase it. Promotional strategy of an organisation can contain the following: advertising, sales promotion, personal selling and direct mail. Media strategy refers to the way in which an organisation will pitch or deliver their message (Kotler, 1999:32).

Modern marketing is more than merely producing a good product, availability to targeted consumers and attractive pricing. Organisations should also communicate with their consumers. Promotion mix is an organisation's communication programme, which include a combination of advertising, personal selling, sales promotion and

public relations, which the organisation uses to pursue their advertising and marketing objectives (Beamish & Ashford, 2005:103). Marketers have two options when it comes to choosing promotion mix strategies, namely push promotion or pull promotion. The significance of choosing the correct strategy that should be used is critical to the success of the organisation, since the pull and push strategies differ significantly. Hence, marketers should understand both strategies in order to make a correct decision. A push strategy entails 'pushing' the product through distribution channels to the final consumer. Marketers lean towards marketing activities that induce the channel members to promote it to the final consumer (Kotler & Armstrong, 2008:483). By using a pull strategy the marketer guides its marketing activities towards the final buyer, which entices them to buy the product. However, should the pull strategy be effective, consumers will demand the product from channel members who will, therefore, order the demanded product from suppliers. A pull strategy occurs when consumers demand 'pulls' of the product through the channels (Pride & Ferrell, 2010:320). A successful product or service does not mean anything unless the benefits can be clearly communicated to the target market, consequently, when organisations choose their strategy, they should consider their target market and their behaviour (Pride & Ferrell, 2010:320). When the target market is defined, an effective message should be created. This message should attract consumer's attention, arouse their interest, create a desire to own the product and, finally, make them purchase it.

3.4 Marketing strategies

A marketing strategy demonstrates how an organisation satisfies the needs and wants of consumers. It could also involve other functions that are as important to the business such as maintaining relationships with stakeholders and other business partners. To be more precise, marketing strategy is a plan for how an organisation will use its strengths and capabilities to match the needs and wants of the market (Ferrell & Hartline, 2007:60).

According to Webster (1997), as cited in Hooley, Saunders, Piercy and Nicoulaud (2008:7), "As a strategy, marketing seeks to develop effective responses to

changing marketing environments by defining market segments, developing and positioning product offerings for those target markets." Conversely, Johnson and Scholes (2001:105) interpret strategy as "the matching of the activities of an organisation to the environment in which it operates and to its own resources capabilities."

However, even though there are several definitions of a marketing strategy, there is a main understanding that is common amongst all the definitions. A marketing strategy is about doing what is best to meet consumer's expectations, while creating a sense of vision and direction. The development of strategy has two main focus areas, namely general marketing strategies and decision area strategies (Jeannet& Hennessey, 2001:686).

3.4.1 General marketing strategies

There are five general marketing strategies and these are: marketing expansion, market share growth, niche market, status quo and market exit strategy.

1) Market expansion

The purpose of market expansion is to increase the number of transactions between organisation and consumers. There are three possible methods for this. The first method aims to increase the frequency with which consumers make purchases from the organisation (for example, by providing benefits for loyal consumers). The second method aims to convince new consumers to make purchases (possibly by making products more attractive through advertising). The third method aims to increase the effective range of the organisation by entering new segments in the market and making products accessible to consumers within these segments (Jeannet& Hennessey, 2001:686).

2) Market share growth

Where market expansion tries to increase the number of transactions of consumers, the market share growth aims is to increase the proportion of sales that are made by the organisation in a specific market, which is relative to a competitor's market share, usually by convincing consumers to buy from the organisation instead of its competitors. This is perceived as a rather hostile strategy (Jeannet& Hennessey, 2001:688).

3) Niche market

The niche market strategy aims to firmly secure a section of the market, which usually consists of a smaller market share, by projecting a different perception of a product to consumers in comparison to other organisations (Jeannet& Hennessey, 2001:689).

4) Status quo

This strategy aims to maintain the proportion of the market by making sure that the organisation's consumers are satisfied every year (Jeannet& Hennessey, 2001:690).

5) Market exit

The market exit strategy seeks to remove a product that is of no substantial benefit to the organisation, by convincing another organisation to purchase it or simply by eliminating the product from the range of commodities that are offered (Jeannet& Hennessey, 2001:690).

3.4.2 Marketing influences on consumer decision-making

Marketing strategies are often designed to influence consumer decision-making and lead to profitable exchanges. Each element of the marketing mix (product, price, promotion, and place) can affect consumers in different ways (Peter & Donnelly, 2004:45).

3.4.2.1 Product influences

Several attributes of an organisation's products, including brand name, quality, newness and complexity, can affect consumer behaviour. The physical appearance of the product, packaging and labelling information can also influence whether consumers notice a product in-store, examine it and purchase it. One of the key tasks of marketers is to differentiate their products from those of competitors and create consumer perceptions that the product is worth purchasing (Doyle & Stern, 2006:87-98).

3.4.2.2 Price influences

The price of products and services often influences whether consumers will purchase them at all and, if so, which competitive offering is selected. Stores such as Pick 'n Pay are perceived to charge low prices and attract consumers based on this fact alone. For some offerings, higher prices may not deter purchase because consumers believe that the products or services are of a higher quality or are more prestigious. However, many value-conscious consumers may buy products more on the basis of price rather than other attributes (Peter & Donnelly, 2004:55).

3.4.2.3 Promotion influences

Advertising, sales promotions, salespeople and publicity can influence consumer's perceptions of products, what emotions they experience when purchasing and using them, and what behaviours they display, including shopping in particular stores and purchasing specific brands. Since consumers receive so much information from marketers and screen out a good deal of it, it is important for marketers to devise communications that (1) offer consistent messages about their products; and (2) are placed in media that consumers in the target market are likely to use. Marketing communications play a critical role in informing consumers about products and services, including where they can be purchased, and in creating favourable images and perceptions (Doyle & Stern, 2006:89).

3.4.2.4 Place influences

The marketer's strategy for distributing products can influence consumers in several ways. First, products that are convenient to buy in a variety of stores increase the chances of consumers to find and buy them. When consumers seek low-involvement products, they are unlikely to engage in extensive search, hence the need for product availability in stores.

Second, consumers may perceive products that are sold in exclusive outlets as being of a higher quality. In fact, one of the ways in which marketers create brand equity that is favourable in terms of consumer perceptions of brands, is by selling them in prestigious outlets. Third, offering products via non-store methods such as on the Internet or in catalogues can create consumer perceptions that the products are innovative, exclusive, or tailored for specific target markets (Doyle & Stern, 2006:95).

3.4.2.5 Psychological influences on consumer decision-making

Information from several groups, marketing and situational influences affects what consumers think and feel about particular products and brands. However, there are a number of psychological factors that influence how this information is interpreted and used, and how it impacts the consumer decision-making process. Two of the most important psychological factors are product knowledge and product involvement (Peter & Donnelly, 2004:58).

3.4.2.6 Product knowledge

Product knowledge refers to the amount of information that a consumer has stored in her or his memory about particular product classes, product forms, brands, models and ways to purchase them. For example, a consumer may be more informed about wine in respect of type (product class); red or white wine (product form); Tall Horse versus Groot Constantia (brand); and various package sizes (models) and stores that sell it (ways to purchase).

Group marketing and situational influences determine the initial level of product knowledge, as well as changes. For example, a consumer may hear about a new wine shop opening from a friend (group influence), see an advert for it in the newspaper (marketing influence), or see the shop on the way to work (situational influence). Any of these influences would increase the amount of product knowledge; in this case a new source for purchasing the product (Peter & Donnelly, 2004:59).

3.7 Retail Operations

The philosophy of operating retail stores is to serve the customer. This means that a retailer should be the purchasing agent for the customer rather than the

distributing agent for the manufacturer. Therefore, the store merchandise should be purchased that customers want rather than the merchandise that the manufacturer wants the retailer to carry. Retailers that can satisfy their customer needs assure themselves as a greater probability of success. Harris and Walters (1992) have classified the various tasks involved in retail operations. Their work with a former director of Tesco has led to the development of a positioning for profit model specifically for use by retailers (Harris & Walter, 1992). Their work identifies the functional strategies that make up the model:

1. Merchandise;

2. Customer service;

3. Trading format and store environment; and

4. Customer communications.

Many studies of small retailers and, in particular, independently owned companies have become the focus for recent work. For instance, Megick (2001) identified six retail operations clusters in his analysis:

1. Merchandise And Range;

2. Service And Quality Lines;

3. Active Marketing;

4. Low Price And Incentives;

5. Local Involvement; And

6. Unique Products.

Archer and Taylor (1994) provide ten survival strategies for small retailers to consider in competing with mega-discount chains. These precepts are (Archer & Taylor, 1994):

1. Focus Completely On Satisfying the Customers;

2. Study the Success of Others;

3. Gather and Analyze Management Information Regularly;

4. Sharpen Marketing Skills;

The initial level of product knowledge may influence how much information is sought when deciding to make a purchase. For example, if a consumer already believes that Groot Constantia wine is the best-tasting wine, knows where to buy it, and knows how much it costs, the consumer will not feel the need to look elsewhere for further information.

Finally, product knowledge influences how quickly a consumer goes through the decision making process. For example, when purchasing a new product of which the consumer has little product knowledge, extensive information may be sought and more time may be devoted to the decision (Pride & Ferrell, 2010:320).

According to McGee and Finney (1997) distinctive competencies is a particular instrument that can increase an SMR's competitive advantage. More importantly, they suggested that there are five factors in the area of distinctive competence. These are:

1. Quality Image;

2. Effective Differentiation;

3. Effectiveness of Key Merchandising Practices;

4. Civic Involvement; And

5. Control of Retail Program and increase the Customer's Perception of Value;

6. Position the Business Uniquely;

7. Eliminate Waste;

8. Find Something to Improve Every Day;

9. Embrace Change with a Positive Attitude;

10. Pull The Trigger And Start The Battle.

McGee and Finney (1997) also emphasized that certain areas of distinctive competence do in fact serve as viable sources of competitive advantage for small retailers. In other words, there is a positive correlation between better performance and possession of specific distinctive capabilities or competencies, namely effective merchandising practices and a superior ability to control overall retail program activities.

More recent research has focused on strategies for small independent retailers as a whole as opposed to specifically rural retailers (A. Smith & Sparks, 2000). Jussila et al. (1992) in their study of retail strategies in rural Finland, identify three strategic directions available to retailers, namely 'adaptation', (i.e. operating as effectively as possible with in the prevailing, often hostile, market conditions), 'diversification' (i.e. expanding product ranges and/or offering other services in order to maintain or increase market share in what may be declining market), and 'expansion', (i.e. increasing the number of customers apparently through a focus on attracting custom from tourist visitors to the locality). According to Ansoff (1987), cited in Byrom et, al., (2003), the need for a 'common thread' between the present and future direction of the business, through the specification of what he termed the growth vector. This indicates the direction in which the firm is moving with respect to its current product-market positioning (which, of course, will be influenced by such factors as, for example, the firm's objectives, management preferences, its competences and previous strategic

decisions). The frame work developed to illustrate this was the Ansoff matrix, using the dimensions of product and market.

Byrom (2003) claimed that Ansoff's basic four-box matrix has subsequently been developed and refined. In his later work, he added a third, explicitly geographical, dimension to the matrix, and there have been a number of industry specific variations on the basic matrix. The matrixhas been modified for retail con-text by various researchers (Knee & Walters, 1985; Kristenson, 1983; Omura, 1986). The basic purpose of these variations is to describe retail-specific strategy options, ranging in level of risk from low at the top left of matrix to high at the bottom right, coupled with the growth vector (or direction of growth across the matrix) to give strategic direction to the firm, both within, as well as across the quadrants, in the line with its strategic capabilities.

Marketing Mix of Cadbury

Marketing Mix of Cadbury analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Cadbury marketing strategy. As of 2020, there are several marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow.

Marketing strategy helps companies achieve business goals & objectives, and marketing mix (4Ps) is the widely used framework to define the strategies. This article elaborates the product, pricing, advertising & distribution strategies used by Cadbury. Let us start the Cadbury Marketing Mix & Strategy:

Cadbury Product Strategy:

The product range of Cadbury is pretty large and they make it count. The products in the marketing mix of Cadbury are classified according to the seasons and they are also varied according to the sales in each country. There are a lot of standard products which are there. The other Cadbury products are based on festive occasions like Halloween and Christmas. The products are not only related to the chocolates but there are other products like beverages and desserts, which are also in their product line. We find that Cadbury also prefers to segregate the products according to the demographic areas. The Cadbury company has ventured into the ice-cream segment and biscuits. With such a huge product line up we can gauge the targeted customer base and they carter to a lot of people and their needs. There are a lot of Cadbury products namely Bournville, Crunchie, Cadbury Dairy Milk, Dairy Milk Fruit & Nut, Caramel, Cadbury Five Star, Perk, BournVita, Bytes, Pretzel, Crème Egg, Oreo, Blackcurrant Mini Rolls, Caramel Cake Bars, Fruit Sundae, Brunch Hazelnut, etc. among the huge product list. Cadbury has made a huge impact in this industry and is continuing to grow at a rapid rate.

Cadbury Price/Pricing Strategy:

Cadbury products are priced as per the quality of them. The prices are high for a few products like Bournville and there are products which are priced low to carter to the needs of the other segments. These items are like Eclairs, Perk, Five Star. The marketing mix pricing strategy of Cadbury depends on competition, demand and packages. They also have other options for the people which is according to the size of the products. Cadbury has strategically placed the price of the products so that all the targeted segments can be met. We find that the products are compiled into gifts package so that they can be available to the people. They are mainly targeted for the festive seasons and these products are priced strategically so that the customers have an affinity to buy them. Constant marketing of Cadbury products have made sure that they reach to the people with different taste buds and also carter to the friendliness of the purse. Health drinks like Bournvita are also priced keeping in mind the targeted customers.

Cadbury Place & Distribution Strategy:

Cadbury products are available all over the world. The main way Cadbury has made a huge impact in the global market is just because of the distribution channel it has. The company has made sure that their products are available all over the world and the carter to a huge customer base. The products are available both in the urban and rural areas. We find that this has helped in a way for the company. The places of distribution has made the products available to a lot of customers and the in turn has generated a profit for the company both in terms of customer base and the revenue. Cadbury is a worldwide name and has made its name in almost more than 200 countries. This shows the distribution channel and the places where it has made its product reach. This gives an overview on the place and distribution strategy in the marketing mix of Cadbury.

Cadbury Promotion & Advertising Strategy:

Cadbury has a wide range of ways of promoting itself. We find that the promotion strategy in the marketing mix is done through the television, posters, newspaper, online, radio. We have seen that the company has made great efforts to make its product reach the people and make the people aware of it items. There are various kinds of taglines which are attached with various brands of Cadbury. In India, Cadbury has "kuch meeta ho jai" which shows that the brand is trying to promote itself in the market of sweets. Again for a different brand like Bourneville we find that the company wants it to be something like "you earn it." The company also has various brand ambassadors for various types of products so that each of them is used to make an impression in the mind of the people. Cadbury has not left any stones unturned to promote itself. This concludes the Cadbury marketing mix.

CHAPTER – 4
DATA ANALYSIS AND INTERPRETATION

4. DATA ANALYSIS AND INTERPRETATION

The study was undertaken to analyze and understand the impact of the innovative additions happening to the product, 'Cadbury Dairy Milk Silk', on its consumption. For analyzing the same, the study dealt with collecting the insights and opinions of the respondents regarding their preference towards the product, ' Dairy Milk Silk ',on adding more and more innovative characteristics to the product. The target market of Cadbury Dairy Milk Silk chocolate includes all age category of consumers like children, youth, men and women. Hence, the consumer base of this product is very vast. So the population of the study is limited to Cochin City alone. Convenient sampling method is adopted in this study, so that a selected portion of the population can be studied because of their ease in availability.

For understanding the variables under the study, descriptive sources of information have been used. And for arriving at conclusions, analytical tools have been used. The variables identified under the study were taste, packaging style, availability of different flavors, shapes, affordability, varieties, quality etc. The study was based on the data collected through self constructed questionnaire, prepared under the administration of a research guide. The questionnaire was administered to various age grouped, 60 respondents. The questionnaire included questions related to the general preference, specific preference based on the identified product characteristics, comparative preference towards the product on the basis its advertisements, price and product characteristics and the actual perception of the respondents regarding the impact of innovative product characteristics on its consumption, as compared to its advertisements. The data obtained were measured using 5- point Likert scale.

For quick understanding of the collected data, statistical tools like Percentages, Scales, Descriptive Statistics and Chi-square test using SPSS were used. This chapter mainly deals with analyzing the results of the data obtained through the self constructed questionnaire, which was administered to various age grouped, 60 respondents. For the presentation and easy understanding of the data, tables and figures were also used under the study.

4.1 AGE

The customer base of Cadbury Dairy Milk Silk is shattered to different aged group of consumers. Hence, in this study the age of respondents were grouped into the class intervals of below 18, 19 - 39, 40 - 60 and above 60 years.

Table 4.1

Age Group

Particulars	Frequency	Percentage (%)
Below 18	19	31.67
18 - 39	24	40
40 - 60	15	25
Above 60	2	3.33
Total	**60**	**100**

Source: Primary Data

Figure 4.1

Age Group
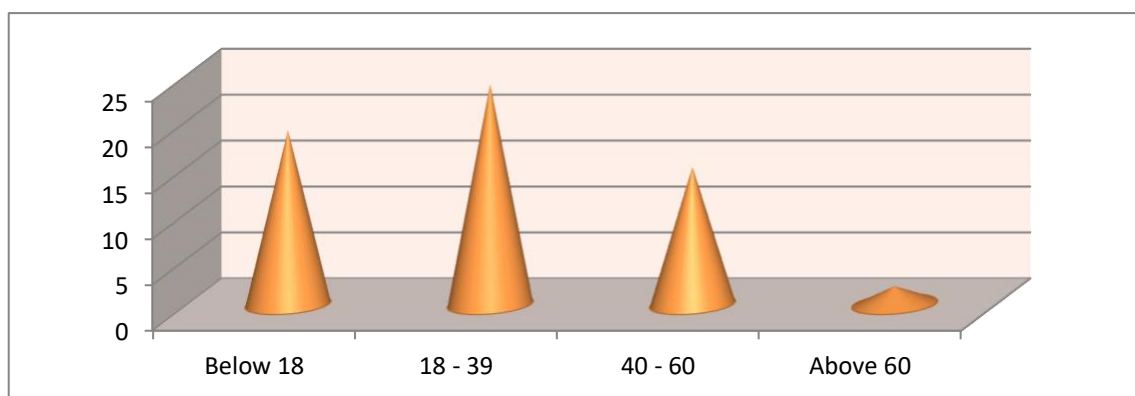
Interpretation : From the figure 4.1, it is very evident that the respondents aging between the class interval 18 to 39 years and below 18 years responded more, with 40% and 31.67% of the total respectively.

4.2 GENDER

The gender classification considered under the study were male, female and others.
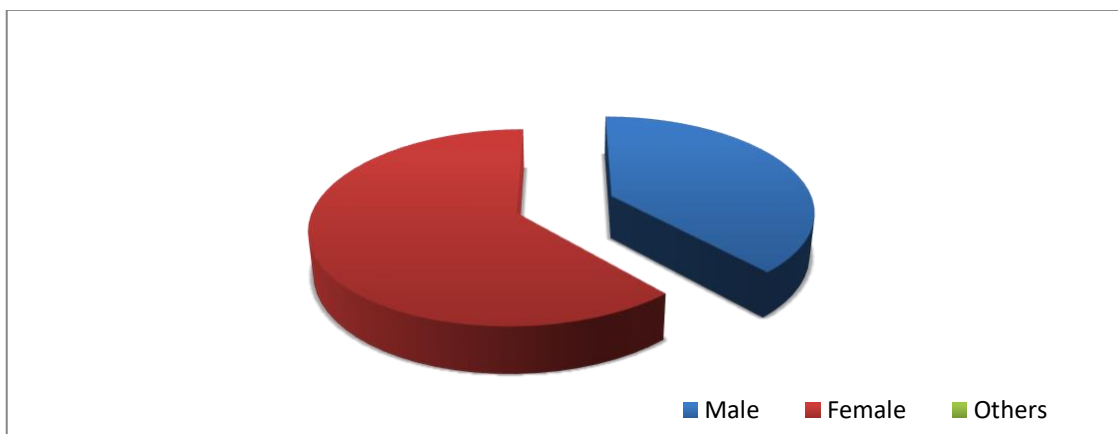
Table 4.2

Gender

Particulars	Frequency	Percentage (%)
Male	23	38.33
Female	37	61.67
Others	0	0
Total	**60**	**100**

Source: Primary Data

Figure 4.2

Gender

■ Male ■ Female ■ Others

Interpretation : Out of 60 respondents, 61.67% were female respondents, 38.33% were male respondents and no other category respondents. Therefore, majority of the respondents in the study were female respondents.

43

4.3 PREFERENCE OF DAIRY MILK SILK AMONG CHOCOLATES

This is to analyze the general preference of the respondents towards the subject matter of the study which is Cadbury Dairy Milk Silk.
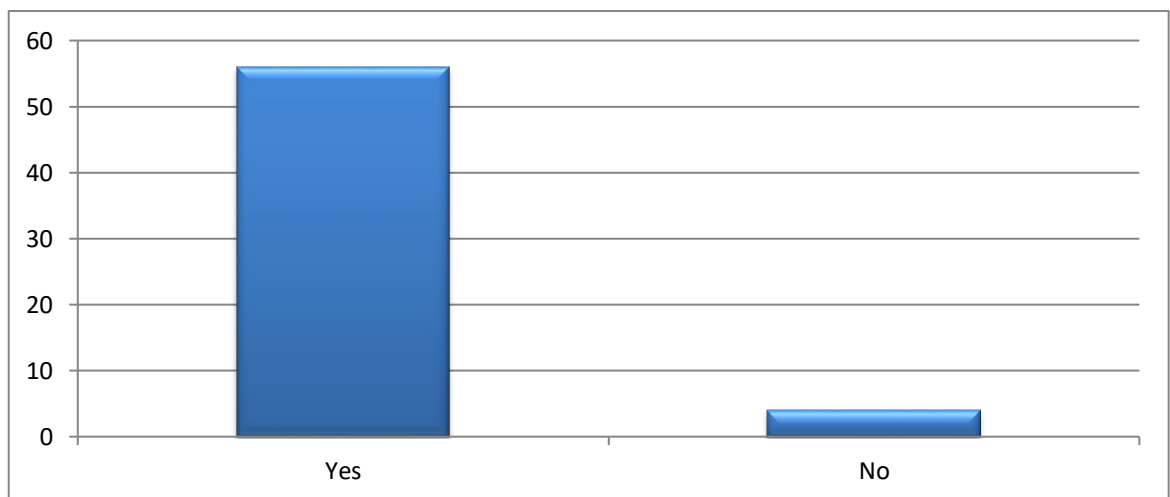
Table 4.3

Preference of Dairy Milk Silk among chocolates

Particulars	Frequency	Percentage (%)
Yes	56	93.33
No	4	6.67
Total	**60**	**100**

Source: Primary Data

Figure 4.3

Preference of Dairy Milk Silk among chocolates

Interpretation : Table 4.3 shows that 93.33% of the respondents, which is the majority of respondents, prefer Cadbury Dairy Milk Silk over other chocolates existing in the market.

4.4 CONSUMPTION PREFERENCE OF DAIRY MILK SILK BASED ON IDENTIFIED STUDY VARIABLES

The identified study variables comprises of product characteristics like taste, appealing shape, attractive packaging style, availability of different flavors, good quality chocolate, usable gift. Other variables include interesting advertisements, affordable price and easy availability through shops and markets. They are analyzed in detail as follows:
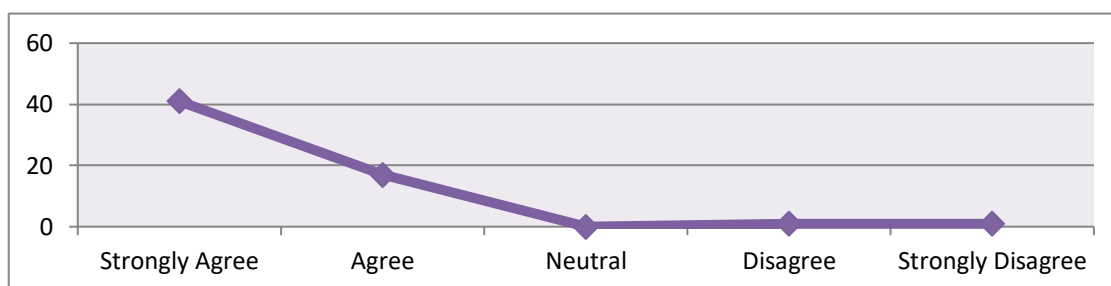
4.4.1 TASTE

Table 4.4.1

Taste

Particulars	Frequency	Percentage (%)
Strongly Agree	41	68.33
Agree	17	28.33
Neutral	0	0
Disagree	1	1.67
Strongly Disagree	1	1.67
Total	**60**	**100**

Source: Primary Data

Figure 4.4.1

Taste

Interpretation : From the table 4.4.1, it is evident that 68.33% (majority) of the respondents consume Cadbury Dairy Milk Silk because of its taste.

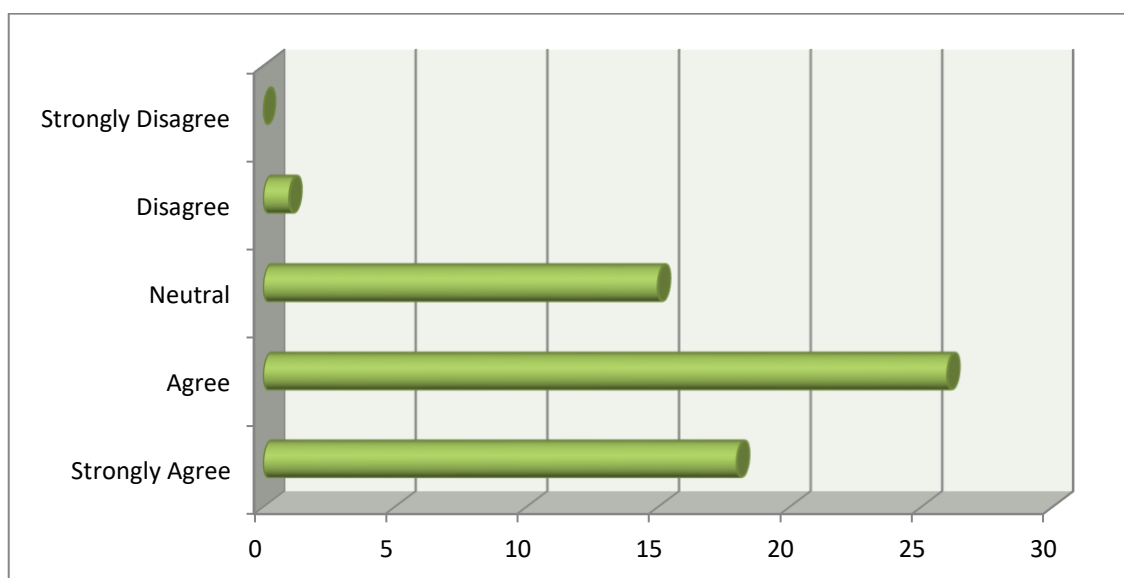## 4.4.2 APPEALING SHAPE

Table 4.4.2

Appealing Shape

Particulars	Frequency	Percentage (%)
Strongly Agree	18	30
Agree	26	43.33
Neutral	15	25
Disagree	1	1.67
Strongly Disagree	0	0
Total	**60**	**100**

Source: Primary Data

Figure 4.4.2

Appealing Shape

Interpretation : Figure 4.4.2 shows that 43.33% and 30% of the respondents respectively agree and strongly agree with the fact they consume Cadbury Dairy Milk Silk due to its appealing shape.
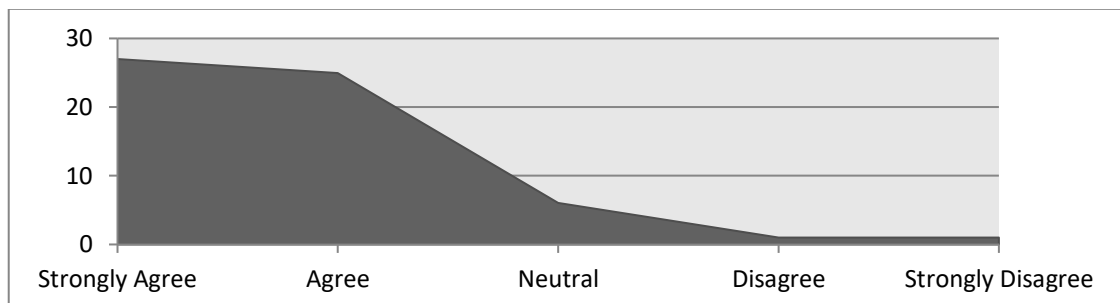
4.4.3 ATTRACTIVE PACKING

Table 4.4.3

Attractive Packing

Particulars	Frequency	Percentage (%)
Strongly Agree	27	45
Agree	25	41.66
Neutral	6	10
Disagree	1	1.67
Strongly Disagree	1	1.67
Total	**60**	**100**

Source: Primary Data

Figure 4.4.3

Attractive Packing

Interpretation : Table 4.4.3 shows that 45% and 41.66% respondents strongly agree and agree respectively that attractive packing to be product characteristic which leads them to consume Cadbury Dairy Milk Silk.

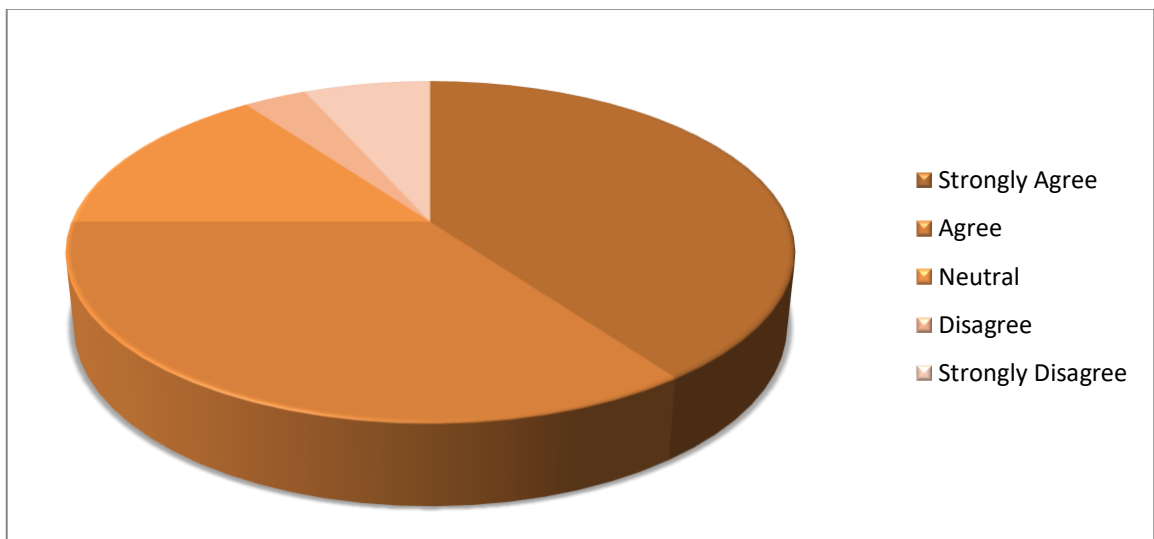## 4.4.4 AVAILABILITY OF DIFFERENT FLAVORS

Table 4.4.4

Availability of Different Flavors

Particulars	Frequency	Percentage (%)
Strongly Agree	24	40
Agree	21	35
Neutral	9	15
Disagree	2	3.33
Strongly Disagree	4	6.67
Total	**60**	**100**

Source: Primary Data

Figure 4.4.4

Availability of Different Flavors

Interpretation : From the table 4.4.4 , we can see that majority of the people (40% strongly agree and 35% agree) agrees to the statement that they consume Cadbury Dairy Milk Silk, because of its availability in varied flavors.
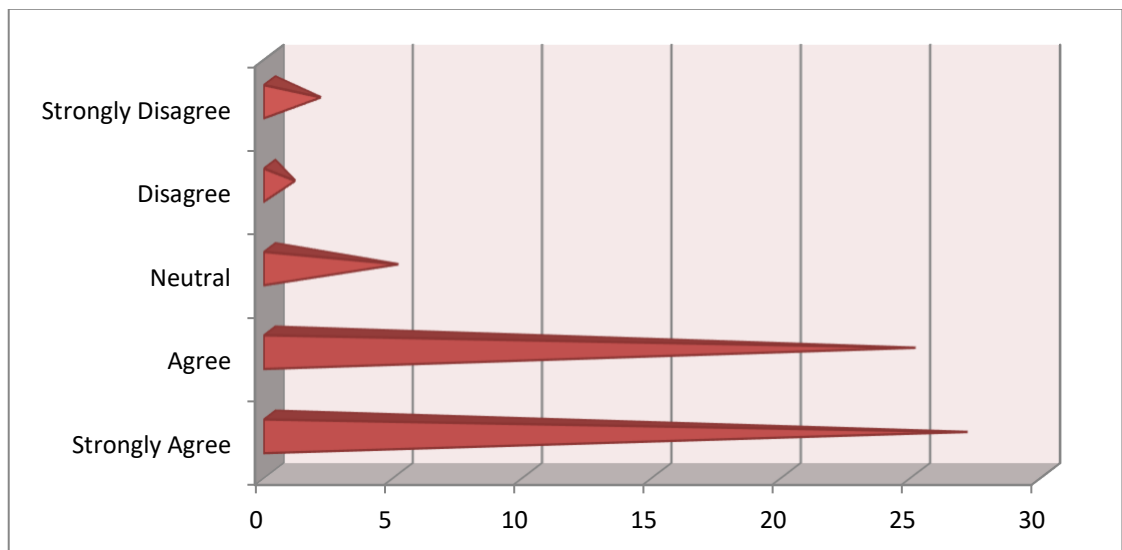
4.4.5 GOOD QUALITY CHOCOLATE

Table 4.4.5

Good Quality Chocolate

Particulars	Frequency	Percentage (%)
Strongly Agree	27	45
Agree	25	41.67
Neutral	5	8.33
Disagree	1	1.67
Strongly Disagree	2	3.33
Total	**60**	**100**

Source: Primary Data

Figure 4.4.5

Good Quality Chocolate

Interpretation : Out of 60 respondents,45% of respondents strongly agree and 41.67% respondents agrees that they consume Cadbury Dairy Milk Silk due to its good quality i.e; majority of the respondents agrees to the same.
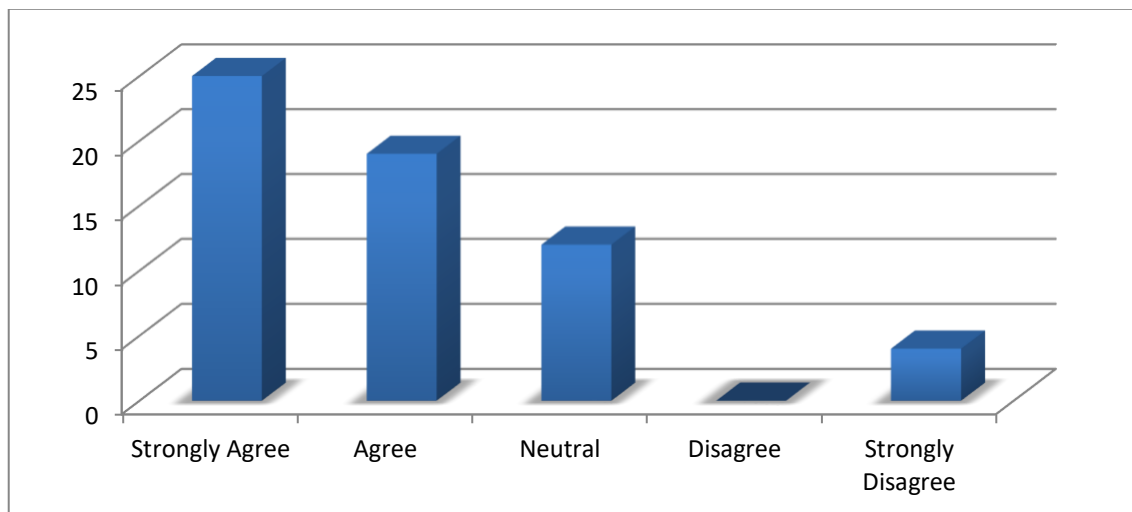
4.4.6 USABLE GIFT

Table 4.4.6

Usable Gift

Particulars	Frequency	Percentage (%)
Strongly Agree	25	41.66
Agree	19	31.67
Neutral	12	20
Disagree	0	0
Strongly Disagree	4	6.67
Total	**60**	**100**

Source: Primary Data

Figure 4.4.6

Usable Gift

Interpretation : the table 4.4.6 shows that 41.66% of the respondents and 31.67% respondents strongly agree and agree respectively on the fact that Cadbury Dairy Milk Silk be considered as a usable gift so that they consume the same.

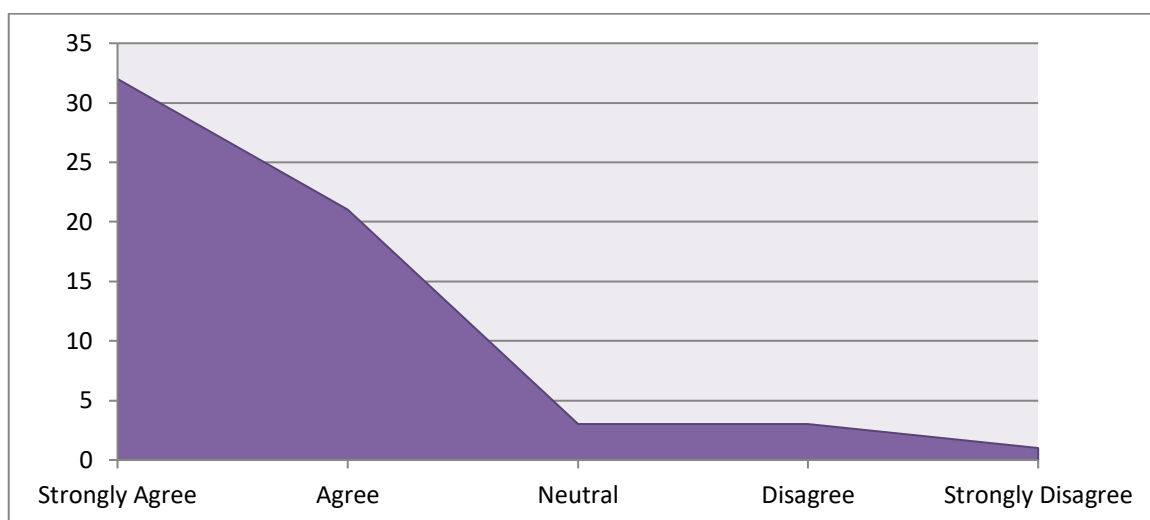## 4.4.7 INTERESTING ADVERTISEMENTS

Table 4.4.7

Interesting Advertisements

Particulars	Frequency	Percentage (%)
Strongly Agree	32	53.33
Agree	21	35
Neutral	3	5
Disagree	3	5
Strongly Disagree	1	1.67
Total	**60**	**100**

Source: Primary Data

Figure 4.4.7

Interesting Advertisements

Interpretation : Figure 4.4.7 shows that majority of the respondents (53.3%) strongly agree to the fact that interesting advertisements are the reason to consume Cadbury Dairy Milk Silk. 35% respondents also agree with the same.
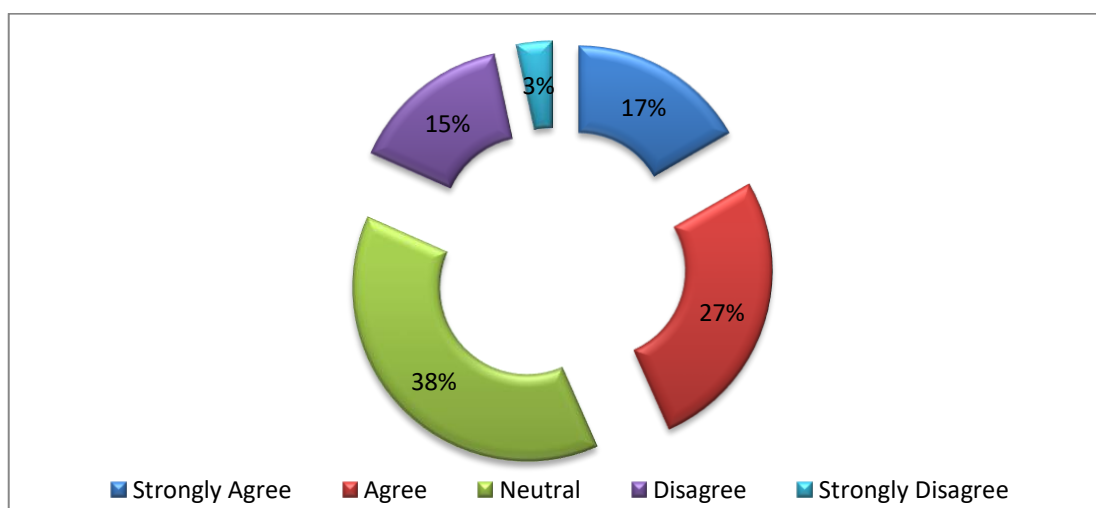
4.4.8 AFFORDABLE PRICE

Table 4.4.8

Affordable Price

Particulars	Frequency	Percentage (%)
Strongly Agree	10	16.67
Agree	16	26.67
Neutral	23	38.33
Disagree	9	15
Strongly Disagree	2	3.33
Total	**60**	**100**

Source: Primary Data

Figure 4.4.8

Affordable Price

Interpretation : From the Figure 4.4.8, it is very evident that major respondents agrees (26.67%) and strongly agrees (16.67%) to the fact that Cadbury Dairy Milk Silk is available at affordable price which is leading to its consumption. 38.33% are neutral about the same.

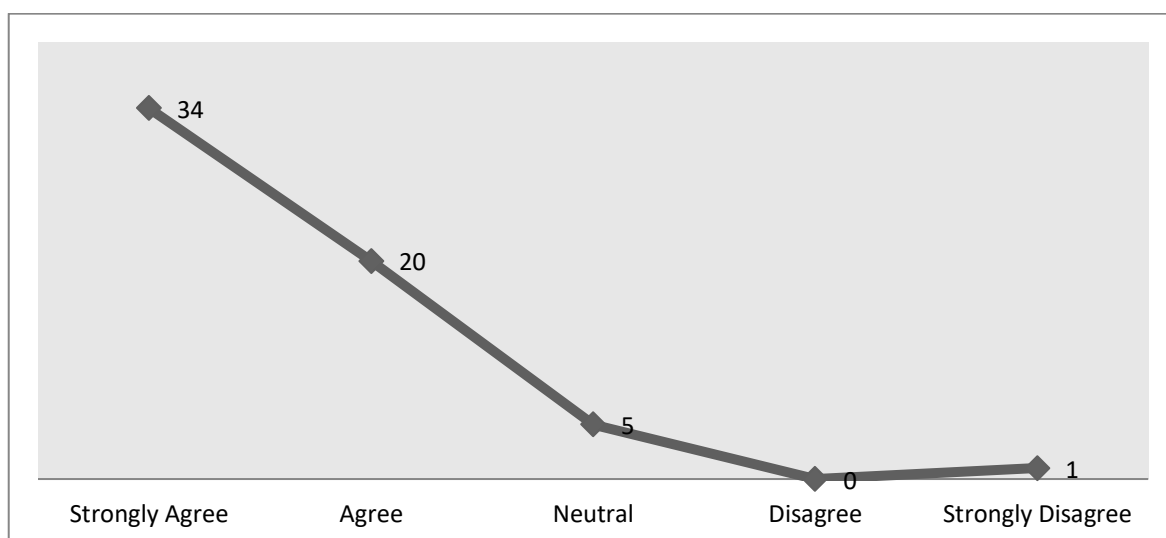## 4.4.9 EASY AVAILABILITY THROUGH SHOPS AND MARKETS

Table 4.4.9

Easy Availability Through Shops and Markets

Particulars	Frequency	Percentage (%)
Strongly Agree	34	56.67
Agree	20	33.33
Neutral	5	8.33
Disagree	0	0
Strongly Disagree	1	1.67
Total	**60**	**100**

Source: Primary Data

Figure 4.4.9

Easy Availability Through Shops and Markets

Interpretation : Figure 4.4.9 shows that the Cadbury Dairy Milk Silk is easily available through shops and markets. 56.67% of respondents strongly agree and 33.33% agrees to the fact which leads to its consumption.

4.4.10 CONSOLIDATED CONSUMPTION PREFERENCE OF DAIRY MILK SILK BASED ON IDENTIFIED STUDY VARIABLES

The table below gives an overview of the impact and or influence of variables identified under study on the consumption preference of the respondents.

Table 4.4.10

Consolidated Consumption Preference

Particulars	N	Min	Max	Mean	S.D
Taste	60	1	5	4.6	0.74105
Appealing Shape	60	1	5	4.01667	0.79173
Attractive Packing	60	1	5	4.26667	0.84104
Availability of Different Flavours	60	1	5	3.98333	1.14228
Good Quality Chocolate	60	1	5	4.23333	0.9273
Usable Gift	60	1	5	4.01667	1.11221
Interesting Advertisements	60	1	5	4.33333	0.91442
Affordable Price	60	1	5	3.383333	1.043
Easy Availability through shops and markets	60	1	5	4.43333	0.78905

Source: Primary Data

Interpretation : From the table 4.4.10 depicting the descriptive statistics of the identified variables , it is very clear that almost all variable indicates greater significance to the consumption preference of Cadbury Dairy Milk Silk chocolate . Among the variables, it is the 'taste' variable which is showcasing greater significance with 4.6 as its mean and a standard deviation of 0.74105. The table also shows that it is the variable 'affordable price', which is having a low mean 3.383333 with a standard deviation of 1.043. Even then also, we can understand from the descriptive statistics that almost every variables identified under the study do impact the consumption

preference of the respondents in the case of Cadbury Dairy Milk Silk chocolate with high reliability accompanied by low standard deviation.

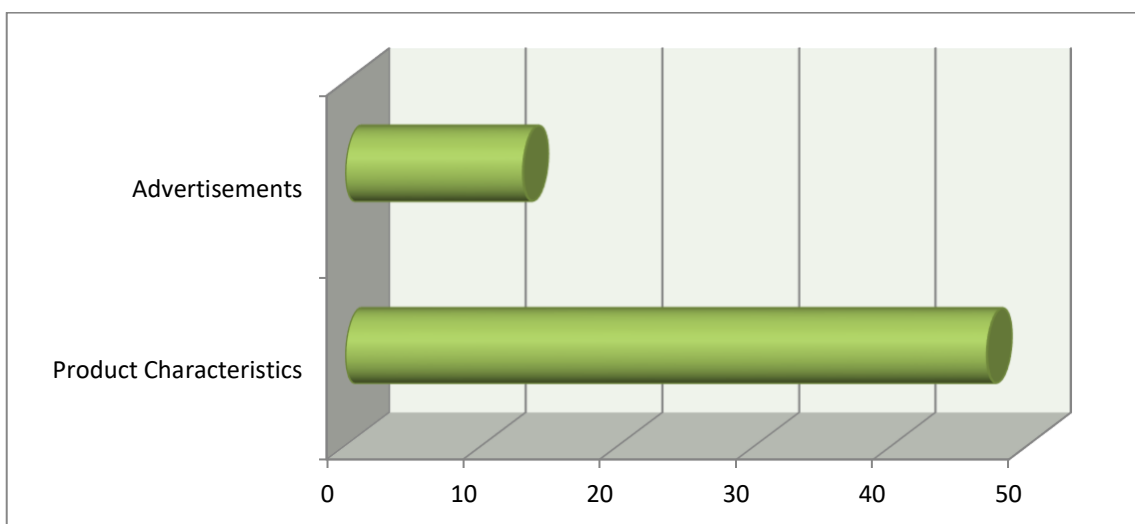## 4.5 CONSUMPTION BASED ON PRODUCT CHARACTERISTICS OR ADVERTISEMENTS

Table 4.5

Consumption Based on Product Characteristics or Advertisements

Particulars	Frequency	Percentage (%)
Product Characteristics	47	78.33
Advertisements	13	21.67
Total	**60**	**100**

Source: Primary Data

Figure 4.5

Consumption Based on Product Characteristics or Advertisements

Interpretation : 78.33% of the respondents agrees to the fact that , they consume Cadbury Dairy Milk Silk because of the product characteristics it possess. Only 21.67% is consuming the product due to advertisements. And hence, it is very clear that product characteristics attached with Dairy Milk Silk chocolate play a vital role in promoting the product than the aggressive ad campaigns which incur huge capital investments.

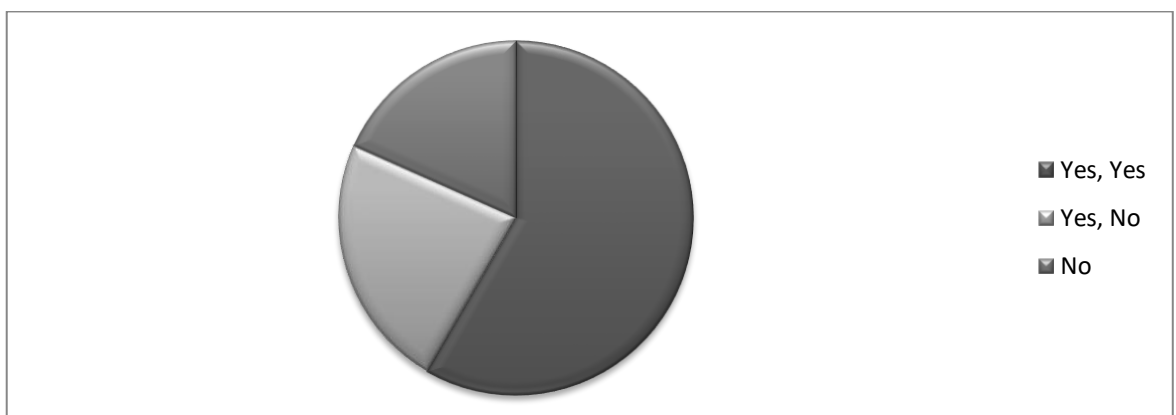## 4.6 CONSUMPTION DURING PRICE HIKE AND REASON BEING PRODUCT CHARACTERISTICS

Table 4.6

Consumption During Price Hike and Reason Being Product Characteristics

Particulars	Frequency	Percentage (%)
Yes, Yes	35	58.33
Yes, No	14	23.33
No	11	18.34
Total	**60**	**100**

Source: Primary Data

Figure 4.6

Consumption During Price Hike and Reason Being Product Characteristics

56

Interpretation : Table 4.6 states that majority of the respondents (58.33% + 23.33%) will consume Cadbury Dairy Milk Silk, even if there is a price hike. And 58.33% respondents are admitting that they are consuming during price hike due to its variant product characteristics. The result of this question also concludes that the product characteristics have a huge impact on the consumption of Cadbury Dairy Milk Silk chocolate even during price fluctuations.

4.7 CONSUMER PERCEPTION REGARDING THE ROLE OF PRODUCT CHARACTERISTICS IN PRODUCT CONSUMPTION
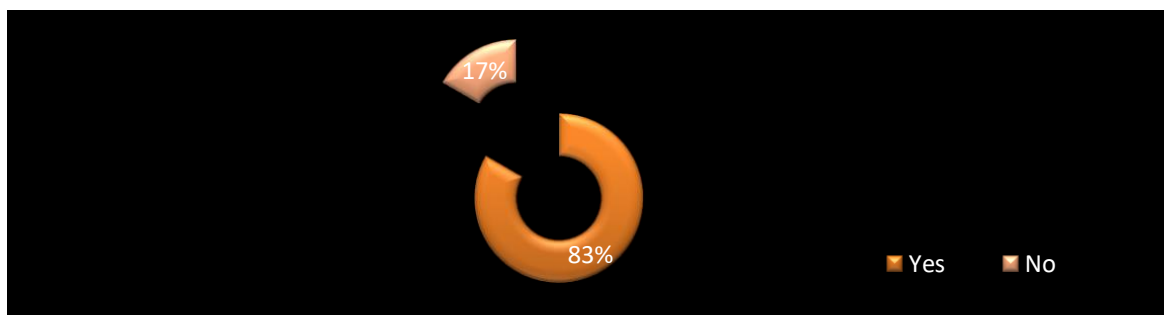
Table 4.7

Consumer Perception Regarding the Role of Product Characteristics in Product Consumption

Particulars	Frequency	Percentage (%)
Yes	50	83.33
No	10	16.67
Total	**60**	**100**

Source: Primary Data

Figure 4.7

Consumer Perception Regarding the Role of Product Characteristics in Product Consumption

Interpretation : It is very clear from the Figure 4.7, majority (83.33%) of the respondents agree to the statement that the role of product characteristics are inevitable for a product on the phase of its consumption, with special reference to Cadbury Dairy Milk Silk chocolate. Hence, it is proved that product characteristics (like taste, appealing shape, attractive packaging style, availability of different flavors, good quality chocolate, usable gift. Other variables include interesting advertisements, affordable price and easy availability through shops and markets) are playing the role of hidden promotional aid, which is more lustier than expensive advertisements. And hence, the marketers need to focus on the product characteristics than any other promotional strategies. This particular analysis helps to understand the significance of product characteristics in the consumption of Cadbury Dairy Milk Silk, which in turn throw a light on the transformation of the product itself being a promotional aid.

TESTING OF HYPOTHESIS

Impact of product characteristics on Cadbury Dairy Milk Silk's Consumption

H0 : There is no significant impact of product characteristics its consumption.

H1 : There is significant impact of product characteristics on its consumption.

Table 4.8

Preference Towards Cadbury Dairy Milk Silk

Variables	N	Chi-Square	Df	P Value#
TASTE	60	101.667	4	< 0.001**
APPEALING SHAPE	60	38	4	< 0.001**
ATTRACTIVE PACKING	60	56	4	< 0.001**
AVAILABILITY OF DIFFERENT FLAVORS	60	33.167	4	< 0.001**
GOOD QUALITY CHOCOLATE	60	55.333	4	< 0.001**
USABLE GIFT	60	32.5	4	< 0.001**
INTERESTING ADVERTISEMENTS	60	63.667	4	< 0.001**
AFFORDABLE PRICE	60	20.833	4	< 0.001**
EASY AVAILABILITY THROUGH SHOPS AND MARKETS	60	66.333	4	< 0.001**

Given above is the table showing the test statistics (Chi-Square values) of 9 diffferent identified variables analyzed under the study. The level of significance applied in the test was 5% (i.e; 0.05).

First variable was price. The P value quoted for it was 0.001 which is less than the level of significance 0.05. Hence null hypothesis has been rejected and we conclude that 'taste' have a significant impact on the consumption of Cadbury Dairy Milk Silk. The second variable was appealing shape. It also showed a P value of 0.001, which is less than 5% level of significance, which resulted in the rejection of null hypothesis. So, the variable 'appealing shape' have a significant impact on the consumption of the chocolate. The third variable under the study was attractive packing. It found a P value 0.001, which was less than, 0.05 level of significance. Hence the null hypothesis got rejected. The alternative hypothesis , 'attracting packing' influence the consumption of Cadbury Dairy Milk Silk, got accepted. The next variable was availability of different flavors. As its P value (0.001) is less than the level of significance, null hypothesis got rejected and alternate hypothesis got accepted. The fifth variable identified in the study was good quality chocolate. Its result showed a P value of 0.001 against 0.05 level of significance. Therefore alternate hypothesis got accepted as to the impact of the variable on the consumption of the chocolate. The sixth variable was usable gift. Its alternate hypothesis got accepted because its P value (0.001) was less than the level of significance (0.05). The seventh variable considered under the study was interesting advertisements. This variable impacts consumption of the chocolate significantly, as its P value showed 0.001, which is less than .05 level of significance. The eighth variable analyzed under the study was affordable price. Its P value was 0.001 and it is less than the level of significance 0.05. Hence, its alternate hypothesis got accepted. The last variable identified under the study was easy availability through shops and markets. As its P value (0.001) is less than that of the level of significance (0.05), its alternate hypothesis got accepted.

The overall test result reveals that, each and every identified variables analyzed under the study, definitely have a significant impact on the consumption of Cadbury Dairy Milk Silk chocolate. So, the null hypothesis got rejected and alternate hypothesis got accepted. And hence we can arrive at the conclusion that the product characteristics of the Cadbury Dairy Milk Silk have a significant impact on its consumption.

.

CHAPTER – 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

The study reveals that there is a significant role of product characteristics of Cadbury Dairy Milk Silk to its consumption apart from its advertisements and price. The term 'product characteristics' includes taste, appealing shape, attractive packing, availability of different varieties of flavors, good quality chocolate, usable gift, interesting advertisements, affordable price, easy availability through shops and markets. The calculated test statistic shows that there is a significant impact of these variables on the consumption of Cadbury Dairy Milk Silk.

The study was conducted on 60 respondents. The majority of the respondents fall under the age category of 18 to 39 years with 40%, below 18 age category with 31.67%, 40 to 60 with 25% and above 60 with 3.33%. Among them, 61.67% were females and 38.33% were males. The study arrived at the following findings;

1. Majority (93.33%) of the respondents prefer Cadbury Dairy Milk Silk among other chocolates in the market.

2. More than half (68.33%) of the respondents strongly agrees and 28.33% agrees to the fact that the variable 'taste' have a significant role in the consumption of the respective chocolate.

3. A large extend of the respondents (73.33%) admits that the product characteristic 'appealing shape' influence their consumption of Cadbury Dairy Milk Silk.

4. From the analysis it is very evident that, a wide bracket of the sample (86.66%) consume Cadbury Dairy Milk Silk due to its 'attractive packing' feature.

5. About 75% respondents admit that 'availability of different flavors' is a characteristic which attracts them to consume the chocolate.

6. Majority (86.67%) of the sample accept the fact that they consume Cadbury Dairy Milk Silk due to its 'good quality' characteristic.

7. 73.33% of the respondents stated that Cadbury Dairy Milk Silk is used as a 'usable gift' and it is regarded as a factor affecting their consumption of the chocolate.

8. From the analysis table 4.4.7, it is very clear that 88.33% of the respondents ascents to the fact that they consume the chocolate due to 'interesting advertisement' feature incorporated to the product.

9. In the case of 'affordable price' characteristic, 38.33% of the respondents are neutral about their opinion regarding affordability in price to their consumption of the chocolate. It is only 43.34% who agrees to the fact that the chocolate has an affordable price which is regarded as a determining factor in their consumption.

10. A large share (90%) of the sample agrees that 'easy availability through shops and markets' of the product, as a deciding factor in the consumption of Cadbury Dairy Milk Silk.

11. Almost every respondents agrees to the fact that all the product variables considered under the study do impact the consumption of the chocolate, 'Cadbury Dairy Milk Silk'.

12. In the comparative analysis between the impact of advertisements and product characteristics, on the consumption of Cadbury Dairy Milk Silk, 78.33% of the sample states that they consume the chocolate due to the product characteristics, it possess. This in turn reflects the importance of product characteristics over advertisements in its consumption.

13. In the query enquiring about consumption preference of the respondents in increasing the price of the product, majority (81.66%) stated that they will purchase the chocolate even when the price gets increased. Among them, 58.33% of the respondents admit that it is due to the product characteristics of the chocolate, they consume Cadbury Dairy Milk Silk during its price hike.

14. In the final query, the respondents were asked about their preference regarding the role of product characteristics in product consumption. 83.33% of the sample agreed that product characteristics significantly impact product consumption. Hence, the role of having good product characteristics are important and an unavoidable one.

All these are the major findings which throw a light on the relationship between product characteristics of Cadbury Dairy Milk Silk to its consumption.

5.2 CONCLUSION

The purpose of the study was to understand the preference towards Cadbury Dairy Milk Silk and to determine the role of product characteristics in emphasizing the buying decision of the consumers. For analyzing the objective, various variables were identified and measured. The identified variables were taste, appealing shape, attractive packing, availability of different varieties of flavors, good quality chocolate, usable gift, interesting advertisements, affordable price, easy availability through shops and markets, on the basis of which study arrived at its conclusion.

The analysis and test result directed towards the fact that product characteristics significantly impacts the consumption of Cadbury Dairy Milk Silk. The comparative analysis between advertisements and the product characteristics also proved the same. Hence, it is concluded that there is significant and an unavoidable role of product characteristics in the consumption of Cadbury Dairy Milk Silk, apart from its interesting ad campaigns. Therefore, we can say that the product 'Cadbury Dairy Milk Silk' in itself is a full - fledged promotional aid, the characteristic of which, attracts consumers to purchase the same.

5.3 SUGGESTIONS

The following are the suggestions (or recommendations) of the study;

1. The marketers should focus on adding rich and wide variety of the product to cater to the needs of varied customers.
2. 'Affordability in price' was a factor on which respondents were indifferent about. So, price needs to be revised so as to skim overall market in the chocolate confectionary.

3. All other characteristics (like taste, shape, packing, usage gift nature, quality, availability) creates a greater impact on consumption and hence needs to enhanced, revised and maintained in the business, so as to gain the market.

4. Product characteristics were voted high as compared to advertisements, hence the marketers need to focus less on advertisements so that, product characteristics gain that much significance.

5.4 MANAGERIAL IMPLICATIONS

The research findings of the study will be useful for the managers to have an insight and understanding regarding the current consumer behavior. It will be also useful to the marketing managers to construct and design the promotional strategies as per the needs and to redeem the fund invested in any of the unproductive promotional strategies already proposed to be adopted.

This study can also help the industry to understand the current trend of promotion, happening within a product, so as to advance to that level. The findings and recommendations of the study will help the companies to cater to the changing needs of the consumers which will in turn helps to increase their profitability. It can further results in getting what the consumer actually expects out of the product, 'Cadbury Dairy Milk Silk'.

BIBLIOGRAPHY

JOURNALS:

1. Dr. R. Manikandan& A. Ramkumar, "College Students Level of Awareness towards Cadbury & Nestle Bar Chocolates", International Journal of Current Research and Modern Education, Volume 3, Issue 1, Page Number 400-403, 2018.

2. Dr. K. Veerakumar, "Consumer Behavior and Factors Influencing Purchase Decision of Durable Goods", International Journal of Computational Research and Development, Volume 2, Issue 2, Page Number 7-10, 2017.

3. Shendge, A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to NaviPeth Area in Solapur City, Golden Research Thought, Vol.1,Issue.X, pp.1-4, April 2012.

4. Renu Arora, "Consumers education & awareness" Indian Journal marketing Vol: XXIV No 4, april 1995.

5. Sugandhishanmugapriya B. and Suganya M., Consumer preference towards Cadbury Dairy Milk Chocolate in Theni District, IRACST – International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319–2828 2016; Vol. 5, No.1, pp. 215-223.

6. Lavanya M (2017), "A Study on consumer's preference towards Cadbury products in Coimbatore city", International Journal of Applied Research 2017; 3(8): 602-605, ISSN Print: 2394-7500,ISSN Online: 2394-5869

7. Gopalakrishnan, Karthikeyan "A study on consumer satisfaction towards dairy milk chocolate with special reference to Uthamapalayam city ". e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 54-57.

8. Priyanka Chokshi; Heli Shah; Rajat Arora; Nikunj Agrawal, "Perception of Consumers towards Cadbury and Nestle", Asian Journal of Research in Marketing Vol. 5, No. 6, December 2016, pp. 8-27.ISSN 2277-6621.

9. R.Venkatesh; Dr. K.V.R.Rajandran, "A Study on customer satisfaction towards Dairy Milk chocolate withspecial reference to Sundaraperumal Kovil Village" , International Journal of World Research, Vol: I Issue LI, July 2018, Print ISSN: 2347937X

10. Patnaik, B.C.M. and Sahoo, Pradeep Kumar, An Empirical Study on Consumer Behavior towards Cadbury's India Ltd. and Nestle India Ltd A Case Study of Male

and Female of Cuttack and Bhubaneswar of Odisha, TRANS Asian Journal of Marketing & Management Research, 2013;Vol.1 Issue 1, PP. 1-11.

11. Raja rajeswari, Kirthika (2016) "A study on consumer behaviour towards nestle products with special reference to Coimbatore city". Volume:6| Issue:3| March 2016 ISSN-2249-555X| IF 3.919| IC value 74.50.

ARTICLES :

1. Ankita Singh, ArunachalamRamanathan, Gaurav Talwar and Zeeshan Mohammad (2012), "Brand Image Measurement-Cadbury Dairy Milk", source: www.slideshare.net

2. Anupama Singh (2016), "Consumer Preference towards Nestle Chocolates and Cadbury", source: www.slideshare.net.

3. Jasdeep Singh Kandkari (2017), "Study of Consumer Preference towards Cadbury and nestle chocolates", source: www.scribed.com.

4. Abhishek Agrawal (2008 -2010): Consumer preference- A Survey analysis – 2008 – 2010.

5. Berger,J.A.,Draganska,M.,& Simonson, I. (2007).The influence of product variety on brand perception and choice. Marketing Science, 26 (4), 460-472.

6. Ms. Alpika S. Raikar (2009) : Consumer attributes & preference.

7. A.Karthikeyan (2010): The awareness of CADBURY DAIRY MILK among the customers.

8. Walter van Waterschoot& Christophe Van Den Bulte, "The 4P Classification of Marketing Mix Revisited".

9. Kandhari, J. S., A study of consumer preference towards Cadbury and Nestle chocolates, Project Report submitted to RIMT-IMCT, retrieved from https://www.scribd.com/document/35593113/8201172-Study-of-Consumer-Behaviour-Towards-Nestle-and-Cadbury-Choclates.

10. Payal, T., A study on consumer preference towards Cadbury and Nestle chocolates in Dwarka of West Delhi, a project report retrieved form https://www.scribd.com/doc/61265994/Cadbury-vs-Nestle.

BOOKS :

1. Principles of Marketing: R.S.N Pillai & Bagavathy S.S. Chand & Company Ltd, New Delhi.
2. Marketing Management: Dr. C.B. Gupta & Dr. N. Rajan Nair Sultan Chand & Sons, Educational Publishers, New Delhi.
3. C.R.KOTHARI (2004) "Research Methodology and techniques" 2nd revised edition new age International pvt ltd publisher New Delhi.

WEBSITES :

1. https://in.mondelezinternational.com/home
2. http://www.shodhganga.inflibnet.ac.in
3. http://www.academicjournals.org/JTEHS
4. http://www.indianjournalofmarketing.com
5. http://www.researchgate.net
6. http://www.cocoaindia.in
7. http://www.cadburyindia.com
8. http://www.googlescholar.com

APPENDIX

Cadbury Dairy Milk Silk- A Full Fledged Promotional Aid

Hello Sir/ Mam,

      I am Mary Jinu, studying at St. Paul's College, Kalamassery. As a part of Master's degree, am conducting a research study on the above headed topic. If you are a person who consumes 'Cadbury Dairy Milk Silk', kindly answer the following questions, as it will help me in finding the results of the study.

Thank You

Personal Profile

Please provide your personal details. It will be highly confidential.

1. Name   _____
2. Age
   - ☐ Below 18
   - ☐ 18 to 39
   - ☐ 40 to 60
   - ☐ Above 60
3. Gender
   - ☐ Male
   - ☐ Female
   - ☐ Other

Topic Related Questions

Kindly fill the form on a genuine note

4. Do you prefer Dairy Milk Silk among other chocolates?

☐ Yes

☐ No

5. Can you scale your preference on dairy milk silk based on the following; (SA – Strongly Agree, A – Agree, N- Neutral, D- Disagree, SD – Strongly Disagree)

	SA	A	N	D	SD
Taste	☐	☐	☐	☐	☐
Appealing Shape	☐	☐	☐	☐	☐
Attractive Packing	☐	☐	☐	☐	☐
Availability of different flavors	☐	☐	☐	☐	☐
Good quality chocolate	☐	☐	☐	☐	☐
Usable gift	☐	☐	☐	☐	☐
Interesting advertisements	☐	☐	☐	☐	☐
Affordable price	☐	☐	☐	☐	☐
Easily available through shops and markets	☐	☐	☐	☐	☐

6. Advertisements have huge impact on the consumption of dairy milk silk. But, do you think, you consume dairy milk silk on the basis of attractive advertisements or because of the product characteristics? (Product characteristics includes its taste, shape, packaging, flavors, quality, usable gift etc.)

☐ Due to product characteristics

☐ Due to advertisements

7. Like advertisements, price of a product will also affect its consumption. So, if the price of dairy milk silk increase by 10%, will you buy the same? If yes, will it be because of its product characteristics as mentioned above?

- ☐ Yes, Yes
- ☐ Yes, No
- ☐ No

8. Do you think that the innovations taking place within the product have huge impact on it consumption than advertisements?

- ☐ Yes
- ☐ No