

# A Study on Consumer Buying behavior with Respect to cadbury Products

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## ABSTRACT

Customer is known as the king of the market. This line clearly states the importance of customer's emotions for buying or selling of any product. A consumer's feelings can be both positive or negative. Their behavior is irrational. This paper has break down Consumer Buying Behavior with relation to Cadbury Chocolate. The information in this paper is collected through both primary and secondary sources. The researcher had personally contacted local retailers and interviewed different consumers about their preference of chocolates as per their emotions and mood, particularly Cadbury brand. Convenience sampling had been put to use to flock together the data from the informant by the means of Google forms questionnaire. Different consumers from different age groups are taken into consideration but the main focus was on children and youth as they are more fond of chocolates. The intention was to learn about different emotions and the factors which affects the consumer while purchasing any chocolate. The consumer buying behavior not only depend upon the taste of the chocolate but also on consumers mood, price of the product, occasion and most importantly availability of product. Amidst all the brands available, Cadbury brand is a go for all the consumers and is also the leader in the market.

**KEYWORDS:** Emotions, Cadbury, Feelings, Chocolate, Buying behavior

## I. INTRODUCTION

Emotions are an important aspect while purchasing any product. Most of the brands try to establish an emotional connect with consumers so-as-to gain their loyalty and have eternal consumers. This is called as emotional marketing. Emotional marketing not only causes the consumer to choose by their hearts and souls but also has more impact on buying with their brains. By merging emotions in marketing and advertising it make an ensured way to draw consideration and urge the consumer

to act out of emotions. Consumers express their emotions in various manners like by directly telling their likes or dislikes or their facial expressions or their choice of products. Most of the time marketers have to guess the feelings of consumers by just their facial expression after testing their product. Advertisement of the products also plays an essential role in consumer buying behaviour. For instance, if there are two ads one where just essential things about the product are discussed and the other where the advertisement have an emotional touch where you cried a little or became happy. Presently, which one would "engross" you? That would be the second one, Right? Because of the emotions, you somehow feel connected to that product after seeing that advertisement. Human emotions vary a lot according to the situation and it comprises of happiness, joy, sadness, excitement, acceptance, surprise, anger, disgust, fear, disappointment, confusion, etc. The PAD scale also known as the Pleasure-Arousal-Dominance scale was developed by Mehrabian and Russel in 1974 has been used by marketers to assess emotional responses to some of the marketing stimuli. Other than advertisement, product design and packaging quality also affects consumer's feelings and thus buying behaviour because it is said that the first impression is the last impression. An initial introduction of a product can also help shape the product's impression on a consumer's mind.

Studies have shown that most of the time when chocolate is purchased it is an impetuous act, that is, when one sees chocolate on the shelf a sudden urge arises to buy the chocolate, so it is also very important that the manufacturer pack it's chocolate attractively. We had to assess the strength and weaknesses of the players in the chocolate market. Therefore, we consider senior players such as Cadbury, Nestle, Amul and some foreign chocolate. There's a market share of about 71 percent of Cadbury in market, followed by Nestle 23 percent, followed by Amul 4 percent and

2 percent by others. In the chocolate market Cadbury has a major market share thus making it the market leader. Cadbury chocolate appeals to all classes regardless of their status, sex or age. Chocolate is such a thing which is eaten by each and everyone. Even if the person is having sugar or diabetes he is still eager to have chocolate. Cadbury is nowadays a major part of every Indian festival thus having a huge impact on the emotions of a consumer. Cadbury's advertising strategies and festive campaigns are phenomenal they never fail to connect with the emotions of the people through their ads, some of the famous ad campaigns of Cadbury are, Cadbury 'Mann Mein Laddoo Phoota', Cadbury 'Kiss Me', Cadbury 'Meethe Mein Kuch Meetha Ho Jaye', etc. which somewhere helped making Cadbury a leading company in chocolate industry.

Cadbury brand emotionally leave a mark in consumer's mind through their variations in packaging, advertisements, emotional connect with customers through ads and variety of available flavours, for ex. the packaging for valentine's day is always very attractive and catchy. Also the existence of this brand in the market has been for many years so as contributing to the buying behaviour as it gained the trust and loyalty of the people over the period of time. Love appeal is most effective and useful for Cadbury. People use chocolate as gifts for expressing their gratitude, affection or love and the first name that comes to their mind is usually cadbury. All these factors affect consumer's subconscious mind and fascinates them to buy the product.

The present study aims to underline the impact and role of emotions on consumer's purchasing with respect to Cadbury. This study was made to gain insights into the role of emotions in Cadbury's purchase decision. The study was totally based on empirical findings of the research conducted in Nagpur city of the Maharashtra state. This study emphasizes the emotions that are most relevant which affect the consumer psychology while purchasing the Cadbury product and also explores the relation between emotional association & purchase decision. The study was conducted by using the emotions that are relevant for the research and have an impact on buying behaviour of consumer.

## II. LITERATURE REVIEW

There has been limited literature available particularly for emotional aspect with respect to Cadbury. But all over the world many researches

have been done to identify role of emotions in consumer buying behavior.

In 2012, Pandey et.al found that emotional appeal could be a very good way to make a brand fortunate. Emotional aspect is a way to give consumers a positive attitude towards the product. Consumers develop an attachment to the product which constrain them to buy it.

Hani S. et.al (2018) stressed on the fact that big brand names is a way to allure consumers. The association between the validity the massive name endorser and each client mark tendency and outlook is likewise inspected. Imprint tendency and outlook of the retailer area unit discovered to be adversely wedged by celebrity support.

Netaji et.al. (2011) in their study findings finished that ecological purchase intentions are influenced with subjective norms of customers, however relationship between customer attitudes towards setting and ecological purchase intentions was found to be trivial.

Pappas o et.al (2014) featured in his study reports that the feelings impact net primarily based looking conduct either definitely, through the arrange of excellent feelings, or contrarily, through antagonistic feelings and show that smart feelings negotiate the connection among personalization and get aims.

Bradley & Lang (2000) told that human emotional are very complicated and cannot be easily understood. The researcher drawn 3 output from the responses obtained. Those are: - (1) exaggerate and secondary character; (2) sentimental expressions; (3) functional response.

Chernatony & Leslie (2004) found that directorial purchasers can be determined by the both judicious and psychic brand values. Also, B2B brands can simply deal with functional competence so as to create emotional relatedness with the purchasers.

Ching (2010) found that when consumers' emotional acceptance closely matches the level of emotional intensity they exhibit, consumers will feel greater pleasure and love for marketers by the marketers.

Hansen et.al (2006) believe that emotions may affect in terms of its role, it is very different from the way they used to. The traditional theory of consumer choice behaviour.

Damasio (2001) affirms that the choices are alternatives in particular emotional. To help this statement, Damasio shows the cases of a few sufferers who, with neurological harm in positive brain regions, are completely unable to decide, in spite of being perfectly able to make a correct assessment of all elements concerned.

Laros J.M. and Steenkamp E.M (2003) in their investigation advocate that essential emotions deliver extra facts about the sensations of the patron properly beyond correct and negative effect.

Kumar A. (2014) featured in his investigation that brand fee is considered as a one of the fundamental angle in deciding the client loyalty, because it facilitates the organizations in information the diploma of consumer loyalty and defining the new processes to patron attraction.

Hwang J. and seo S. (2016) of their exam determined that businesses want to undertake a comprehensively coordinated strategy to creating a paramount involvement with which multidimensional well worth can be conveyed via one-of-a-kind, consecutive stages of involvement. The co-manufacturing of involvement can spark off a sensible encounter that may be life changing or point of view changing.

## RESEARCH METHODOLOGY

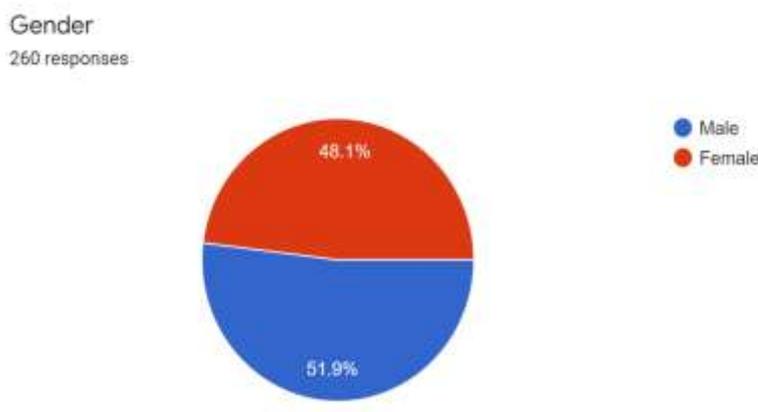
Marketing Research is nothing but collection and analysis of marketing information & subsequently arriving at a positive conclusion. The purpose of this study is to describe the research procedure. Data collection is an important part of a research because whole research is dependent on it. There are various ways of collecting data which are all different considerably in terms of time, cost, convenience, etc. Research Methodology is important to figure out the working process/course of action to reach the ultimate objective. It is extremely pivotal and also decides the success of the survey.

The research methodology used to fulfill the objective of the research is survey method as it is essentially exploratory in nature. The survey is conducted through a Non-Probability Convenience sampling where a structured Questionnaire is being used as a research tool.

### OBJECTIVES

1. To study the consumer buying behavior of Cadbury products.
2. To understand emotional influence on consumer decision making.
3. To understand the level of satisfaction of customers with respect to Cadbury products.
4. To understand if emotions are relevant to the consumer buying behavior towards Cadbury products.
5. To understand the consumer preference of Cadbury products.

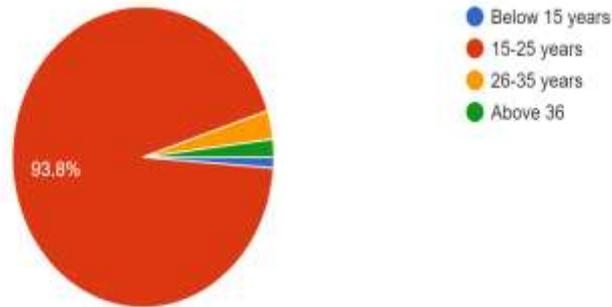
### Data Interpretation



The above pie chart shows gender wise distribution of the respondents. It reveals that out of 260 respondents, 135 respondents were Male & 125 respondents were Female, constituting a

percentage of about 51.9 & 48.1 respectively. The data concludes that majority of the respondents are Male.

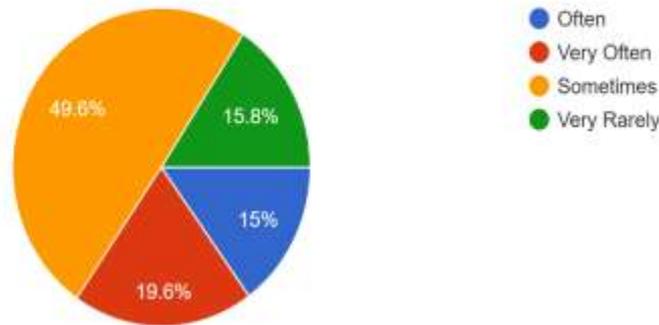
Age  
 260 responses



The above pie chart shows the age group distribution of the respondents where majority of the respondents 93.8% are in the age group of 15-25 years, 3.1% of the respondents are in the age

group of 26-35 years, 1.9% of the respondents are in the age group of above 35 years and 1.2% of the respondents are in the age group of below 15 years.

1. How often do you eat chocolate?  
 260 responses



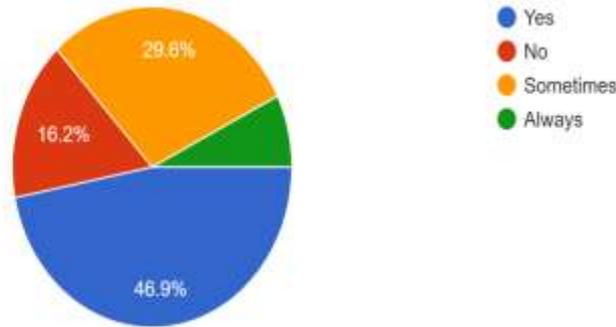
Options	No. Of Respondents	Percentage %
Often	39	15
Very Often	51	19.6
Sometimes	129	49.6
Very Rarely	41	15.8
<b>Total</b>	<b>260</b>	<b>100%</b>

The information from the above table reveals that 49.6% of the respondents eat chocolate sometimes, 19.6% of respondents eat chocolate very often,

15.8% of respondents eat chocolate very rarely and 15% of respondents eat chocolate often.

2. Do you buy Cadbury products based on your mood?

260 responses



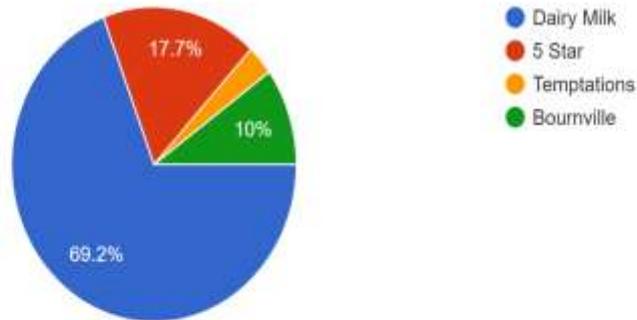
Responses	No. Of Respondents	Percentage %
Yes	122	46.9
No	42	16.2
Sometimes	77	29.6
Always	19	7.3
<b>Total</b>	<b>260</b>	<b>100%</b>

The information from the above table reveals that majority of the respondents 46.9% buy Cadbury products based on their mood, 29.6% of the respondents buy Cadbury products based on

their mood only sometimes, 16.2% of the respondents does not buy Cadbury products based on their mood at all and 7.3% of the respondents always buy Cadbury products based on their mood.

3. Which Cadbury product you prefer the most?

260 responses

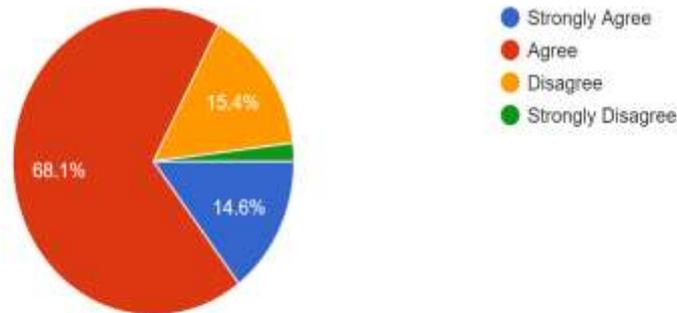


Preference	No. Of Respondents	Percentage %
Dairy Milk	180	69.2
5 Star	46	17.7
Temptation	8	3.1
Bournville	26	10
<b>Total</b>	<b>260</b>	<b>100%</b>

The information from the above table reveals that majority of the respondents 69.2% preferred Dairy Milk, 17.7% of the respondents preferred 5 Star, 10% of the respondents preferred Bournville and 3.1% of the respondents preferred Temptation.

#### 4. Cadbury Products are Value for Money.

260 responses



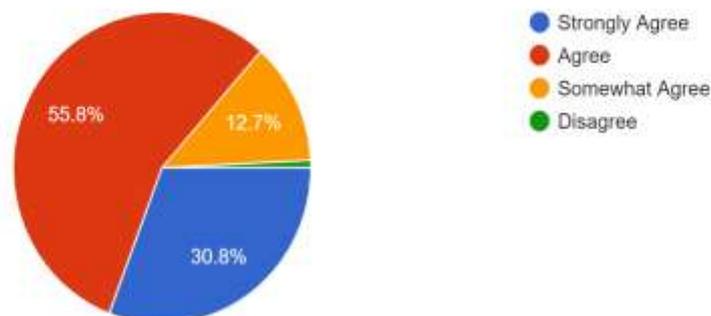
Options	No. Of Respondents	Percentage %
Strongly Agree	38	14.6
Agree	177	68.1
Disagree	40	15.4
Strongly Disagree	5	1.9
<b>Total</b>	<b>260</b>	<b>100%</b>

The information from the above table reveals that majority of the respondents 68.1% agree on the statement that Cadbury products are value for money, 15.4% of the respondents disagree that Cadbury products are value for

money, 14.6% of the respondents Strongly Agree that Cadbury products are value for money and 1.9% of the respondents Strongly Disagree that Cadbury products are value for money.

#### 5. I feel Cadbury products are good in Quality.

260 responses



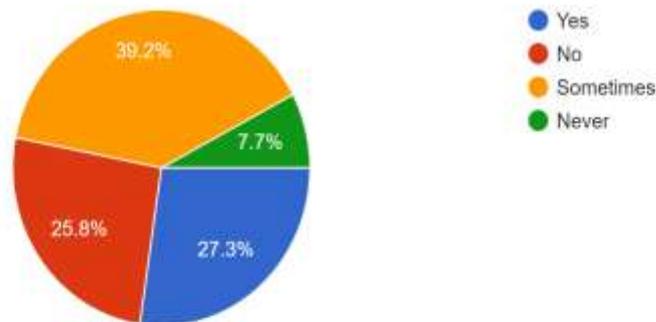
Options	No. Of Respondents	Percentage %
Strongly Agree	80	30.8
Agree	145	55.8
Somewhat Agree	33	12.7
Disagree	2	0.8
<b>Total</b>	<b>260</b>	<b>100%</b>

The information from the above table reveals that majority of the respondents 55.8% agree on the statement that Cadbury products are good in quality, 30.8% of the respondents Strongly Agree that Cadbury products are good in quality,

12.7% of the respondents Somewhat Agree that Cadbury products are good in quality and 0.8% of the respondents totally Disagree on the statement that Cadbury products are good in quality.

#### 6. Do you buy the 'Special Edition' packs of Cadbury products?

260 responses



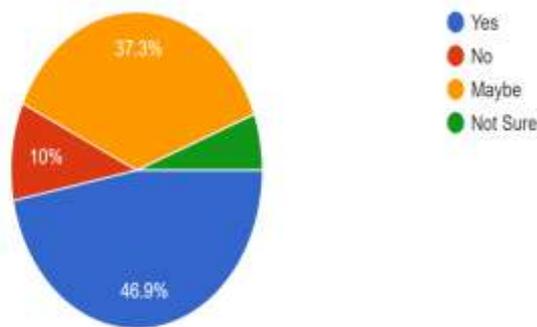
Responses	No. Of Respondents	Percentage %
Yes	71	27.3
No	67	25.8
Sometimes	102	39.2
Never	20	7.7
<b>Total</b>	<b>260</b>	<b>100%</b>

The information from the above table reveals that majority of the respondents 39.2% buys the Special Edition pack of Cadbury products only sometimes, 27.3% of the respondents buys the Special Edition pack of Cadbury products, 25.8%

of the respondents does not buy the Special Edition pack of Cadbury products at all and 7.7% of the respondents never buy the Special Edition pack of Cadbury products.

7. Do you think, giving Cadbury chocolates or celebration express your emotions or feelings to the one you are gifting?

260 responses



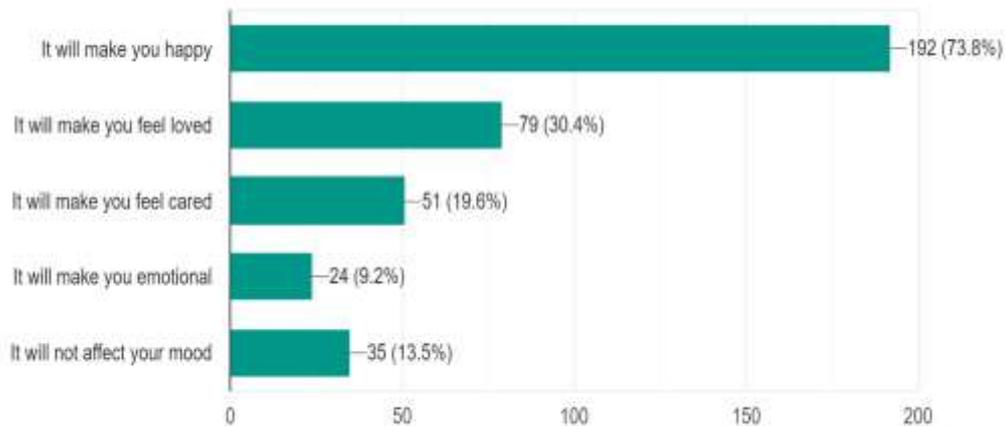
Responses	No. Of Respondents	Percentage %
Yes	122	46.9
No	26	10
Maybe	97	37.3
Not Sure	15	5.8
<b>Total</b>	<b>260</b>	<b>100%</b>

The information from the above table reveals that majority of the respondents 46.9% think that giving Cadbury chocolates express ones emotions or feelings to the other you are gifting, 37.3% of the respondents think maybe it expresses

ones feelings or emotions to the other, 10% of the respondents do not think it expresses ones feelings or emotions to the other at all, 5.8% of the respondents are not sure that it expresses ones feelings or emotions to the other or not.

8. If someone gives you any Cadbury product, how will it affect your mood?

260 responses

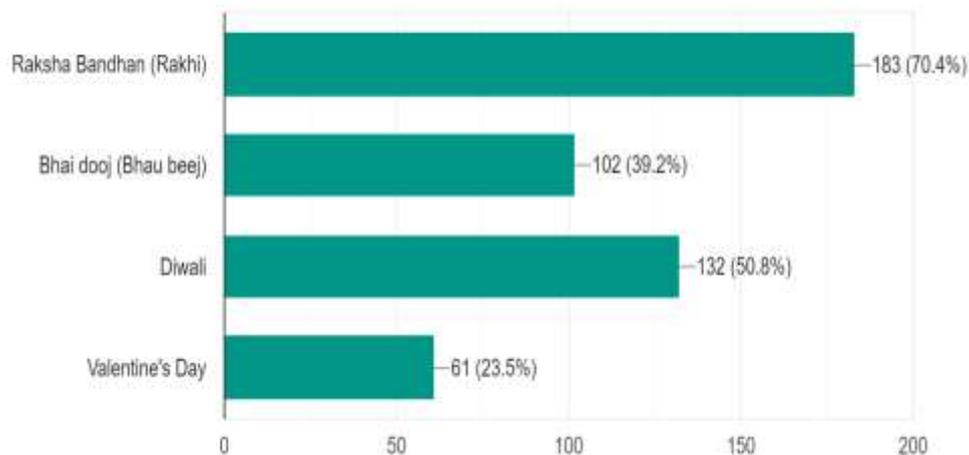


The information from the above chart reveals that majority of the respondents 73.8% think that receiving any Cadbury product as a gift will make them happy, 30.4% of the respondents think that it will make them feel loved, 19.6% of the

respondents think that it will make them feel cared, 13.5% of the respondents think that it will not affect their mood at all and 9.2% of the respondents think that it will make them emotional.

9. During which festivals you buy Cadbury products the most?

260 responses



The information from the above chart reveals that majority of the respondents 70.4% buy Cadbury products during Raksha Bandhan, 50.8% of the respondents buy Cadbury products during

Diwali, 39.2% of the respondents buy Cadbury products during Bhai Dooj and 23.5% of the respondents buy Cadbury products during Valentine's Day.

### III. FINDINGS

- Most of the respondents are of the age group 15-25
- 51.9% of the respondents are Male & 48.1% of the respondents are Female
- Majority of the respondents eat chocolate sometimes.
- 46.9% of the respondents buy Cadbury products based on their mood.
- Dairy Milk is the most preferred Cadbury product by the respondents.
- 68.1% of the respondents think that Cadbury products are value for money.
- The level of satisfaction of Cadbury products is satisfactory with 55.8% of respondents agreeing on it being good in quality.
- Packaging does not compulsorily have an impact on consumer buying as 39.2% of the respondents only buy special edition of Cadbury products sometimes.
- Majority of the respondents think that emotions do influence the buying of Cadbury products as gifting someone a Cadbury product will express their emotions.
- 73.8% of the respondents think that receiving any Cadbury product from anyone will make them happy.

### IV. CONCLUSION

After the survey, collection of data, analysis & interpretation we have found that the majority of the customers of the Cadbury products are from the age group of 15-25 years and majority of them eat chocolate sometimes, we also analyzed how much the consumers are satisfied with the price and quality of the Cadbury products, Dairy milk being the most preferred Cadbury product. We also found that packaging does not compulsorily have an impact on consumer buying. The increasing importance of consumer emotions in purchase decisions has led us to highlight emotions as a driver of purchases. We conclude that emotions are relevant in buying behavior of consumers as they buy Cadbury products based on their mood and majority of the respondents think that emotions do influence the buying of Cadbury products as gifting someone a Cadbury product will express their own emotions/feelings.

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