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Food & Diet, Chocolate



A Research Proposal ON “ ADVERTISING ON CADBURY INDIA LTD. ”

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INTRODUCTION Advertising is nothing but a paid form of non-personal

presentation or promotion of ideas, goods or services by an identified

sponsor with a view to disseminate information concerning an idea, product

or service. The message which is presented or disseminated is called

advertisement. In the present day marketing activities hardly is there any

business in the modern world which does not advertise. However, the form of

advertisement differs from business to business. Advertisement has been

defined differently by different persons. A few definitions are being

reproduced below: According to Wood, " Advertising is causing to know to

remember, to do." According to Wheeler, " Advertising is any form of paid

non-personal presentation of ideas, goods or services for the purpose of inducing people to buy According to Richard Buskirk, " Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor." According to William J. Stanton, " Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor." The above definitions clearly reveal the nature of advertisement. This is a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume.

LITERATURE REVIEW

A literature review is a body of text that aims to review the critical points of current knowledge and or methodology approaches on a particular topic. Literature reviews are secondary sources and as such do not report any new or original experimental work. The conceptual literature concerning the concepts and theories and the empirical literature consisting of studies made earlier which are similar to the one proposed. In my study, I have used many sources for completed out report like Books, Journals, and web sites. I had prefer books of research and web sites. Woods & wheeler continue by describing the importance of surveying employees, using case studies, and converting the gathered data into organizational improvements. Key factors of organizational success, Better training programs. Responsive management Investment in employees. Back ground of study

HISTORY OF CADBURY : The origins of chocolate can be traced back to the ancient Maya and Aztec Civilization in Central America, who first enjoyed 'chocolat' a

much-prized spicy drink made from roasted cocoa beans. Throughout its history, whether as cocoa or drinking chocolate beverage or confectionery treat, chocolate has been a much sought after food. Because cocoa beans were valuable, they were given as gifts on occasions such as a child coming of age and at religious ceremonies. Merchants often traded cocoa beans for other commodities such as cloth, jade and ceremonial feathers. The Aztec Empire | 'Chocolate' (in the form of a luxury drink) was consumed in large quantities by the Aztecs: the drink was described as 'finely ground, soft, foamy, reddish, bitter with chilli water, aromatic flowers, vanilla and wild bee honey'. The dry climate meant the Aztecs were unable to grow cocoa trees, and had to obtain supplies of cocoa beans from 'tribute' or trade. | | |

Drinking Chocolate | The secret of chocolate was taken to France in 1615, when Anne, daughter of Philip II of Spain, married King Louis XIII of France. The French court enthusiastically adopted this new exotic drink, which was considered to have medicinal benefits as well as being a nourishing food. Gradually the custom of drinking chocolate spread across Europe, reaching England in the 1650s. | Scope of the study Advertisers are expected to spend Rs. 22, 500 million in internet advertising in the year 2009 third only to TV and Print ads, which is around 5257% more than that in the year 2004, compound percentage increase of 124% over the last 5 years. This is the new age of advertising. It is true that people have started realizing that internet can serve as a one stop point for all their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. This has led 70% of the ever users to glue themselves to the Internet and access it on a regular basis.

This is an opportunity for advertisers to exploit this revolution. But, is it the end of traditional advertising? Is internet advertising effective and efficient compared to the traditional form. Does it fulfil the basic objectives of advertising (create awareness, to generate sales, build positive image, etc...)???? The problem is that, volumes of consumers are online everyday for their personal work, but do they notice the ads, banners etc. displayed on that webpage, most important what is their recall/remembrance value. What about the reach of online advertising, is it effective across over all target groups? We have trusted traditional advertising all these years and it's a proven medium that fulfils all the objectives of advertising, can one have the same trust for online advertise. Problem statement \* The study was limited only to Cadbury only. \* As sampling is taken as an element of the study there might always be sampling errors. \* Survey and study has been carried out in a span of only 1 month due to time constraint Objective the study Proven medium that fulfils all the objectives of advertising, can one have the same trust for online advertising... To compare the trust level of traditional advertising and online advertising (consumers point of view) To find the effectiveness of internet advertising (reach and creation of awareness) To find the reliability of internet advertising (recall and remembrance)

**HYPOTHESIS** A hypothesis is an assumption about relations between variables. Hypothesis can be defined as a logically conjectured relationship between two or more variables expressed in the form of a testable statement. HO: There is significant relation of completion of work in next day & over all progress of the organization. H1: There is no significant relation of completion of work in next day & over all progress of the organization.

**RESEARCH DESIGN** A research design is an arrangement of conditions for connections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Research design is a plan that specifies the sources and types of information relevant to the research problem. It is a strategy specifying which approach will be used for gathering and analysing the data. In fact, it is the conceptual structure with which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

**Sources of data & Data collection method** While deciding about the method of data collection to be used for the study; the researcher should keep in mind two types of data primary data & secondary data.

**PRIMARY DATA:** \* Observation method \* Interview method \* Questionnaire method \* Schedules

**SECONDARY DATA:** \*

This research is based on primary data \* The instrument used for data collection is questionnaire \* A structured questionnaire was used for the purpose of research \* A copy of this structural questionnaire is attached in annexure

**Population** Researcher has selected 100 employees out of 300 employees in the company. 100employees are selected randomly from the various department of the company.

**Sample** Sample design is determined before data are collected. There are many sample design from which a researcher can choose. Some designs are relatively more precise & easier to apply than others.

1. Sampling Unit
2. Size of Sample
3. Area of Study

**Sampling method & Sampling Frame** Random sampling is the purest form of probability sampling. Each member of the population has an equal and known chance of being selected. When there are very large populations, it is often difficult or impossible to identify every member of the population, so

the pool of available subjects becomes biased. Systematic sampling is often used instead of random sampling. It is also called an Nth name selection technique. After the required sample size has been calculated, every Nth record is selected from a list of population members. As long as the list does not contain any hidden order, this sampling method is as good as the random sampling method. Limitation of the Study The findings shows that the companies that increase spends dramatic increase in profits once the downturn ended, while not being significantly less profitable than the rest during the recession. And post slowdown, increased ad-spend companies gained market share three times as fast as those that cut ad-spends only says 10 percent more. Bibliography WEBSITE \* [www.managementstudyguide.com](http://www.managementstudyguide.com) \* [www.cadburyindia.com](http://www.cadburyindia.com) \* [www.managementparadise.com](http://www.managementparadise.com)