

# Consumer priority between cadbury and nestle chocolates



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In this research the product performance and buying behaviour of two famous brands of chocolates - Nestle and Cadbury, which is use by people of all ages, is surveyed. This research involves interaction with people of "PANIPAT". Conclusion of the research includes how people got these products on the change like advertisement, satisfaction, taste, packaging, price, quality, brand loyalty etc. and also which specialised brand of chocolate is most preferred by people of different age collections. In this research it is checked that how fast and how much chocolate they consumed, whether they buy small, big or family pack. Trend on changing basis their connection has been shown in the report. In this report it is tried to explain that the entire research and facts product wise.

As already mentioned in this research the product performance and buying behaviour of two famous brands of chocolates - Nestle and Cadbury, which are taking by people of all ages is surveyed. As consumers, everyone plays a vital role in the health of the economy international, local, national . The decision we make concern on our consuming behavior affect the demand for the basic raw materials, for the conveyence, banking, production; they effect the service of workers and decrement of resources and success of some few companies and failures of others. Thus marketer must understand this.

PRIORITY (or " taste") is a concept, used in the social sciences, particularly economics. It perceive a imagined or real " choice" between substitute and the probably of rank ordering of these substitute, based on gratification, enjoyment, happiness, satisfaction, utility they provide. More generally, it can be seen as a source of inspiring. In cognitive sciences, single choice enable choice of objectives/goals.

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The consumer significance not only emphasis on why and how consumers make purchasing decision, but also emphasize on why and how customers make some choice of the goods they make and their assesment of these goods after use. So for achieving of any company or product raise it is very necessary to take out its attention towards consumer preference.

## **PROJECT BACKGROUND**

The source of chocolate can be captured back to the ancient Maya and Aztec civilizations in Central America, who first enjoyed " chocolate" a much-prized spicy drink made from roasted cocoa beans.

Throughout its history, whether as cocoa or drinking chocolate beverage or confectionary treat, chocolate has been a much sought after food.

The initial proof of chocolate was over twelve hundred years ago in the central America rain forests, where the tropical mix of high rain fall combined with high year round temperatures and humidity provide the ideal climate for cultivation of the plant from which chocolate is derived, the cacao tree.

" Chocolate is made from the cocoa bean, found in pods growing from the trunk and lower branches of the cacao tree, Latin name " theobroma cacao" meaning " food of the gods"

Cacao was corrupted into the more familiar " cocoa" by the early European explorers. The Maya brewed a spicy, bittersweet drink by roasting and pounding the seeds of the cacao tree with maize and capsicum peppers and letting the mixture ferment. This drink was reserved for use in ceremonies as

well as for drinking by the wealthy and religious elite; they also ate cacao porridge.

The first mention of chocolate being eaten in solid form is when bakers in England began adding cocoa powder to cakes in the mid 1600's. Then in 1828 a Dutch chemist, Johannes van houten, invented a method of extracting the bitter tasting fat or "cocoa butter" from the roasted ground beans, his aim was to make the drink smoother and more palatable, however he unknowingly paved the way for solid chocolate as we know it.

Chocolate as we know it today first appeared in 1847 when fry & sons of Bristol, England - mixed sugar with cocoa powder and cocoa butter (made by the van houten process) to produce the first solid chocolate bar then in 1875 a Swiss manufacturer,

Daniel peters, found a way to combine (some would say improve, some would say ruin) cocoa powder and cocoa butter with sugar and dried milk powder to produce the first milk chocolate.

## **ABOUT NESTLE**

The Company was founded in 1866 by Henri Nestlé in Vevey, Switzerland, where our headquarters are still located today. We employ around 280 000 people and have factories or operations in almost every country in the world. Nestlé sales for 2010 were almost CHF 110bn.

Nestle strategy

Nestlé's objectives are to be recognised as the world leader in Nutrition, Health and Wellness, trusted by all its stakeholders, and to be the reference for financial performance.

We believe that leadership is not just about size; it is also about behaviour. Trust, too, is about behaviour; and we recognise that trust is earned only over a long period of time by consistently delivering on our promises. These objectives and behaviours are encapsulated in the simple phrase, " Good Food, Good Life", a phrase that sums up our corporate ambition.

## **ABOUT CADBURY**

Cadbury is a company with a long history in New Zealand and a passionate commitment to making everyone feel happy.

### Cadbury strategy

This 6 Point Action Plan will help us deliver our contribution towards preventing obesity and positively influencing consumer health:

#### 1. Innovation

Through innovation we're investing in the development of new products within every category that will provide consumers with more choice. These include lower calorie offerings and new sweetening options. In addition, we're reducing trans-fats and salt content in our products and have discontinued marketing products with embedded toys.

#### 2. Marketing

we've introduced a Global Marketing Code of Practice with specific reference to children. We will not advertise where children under eight years are likely to be the majority of the audience. It also defines the special care to be taken when advertising to children between ages eight and twelve.

### 3. variety

we help our consumers by providing a broader range of options across all our product ranges, to provide greater choice and flexibility for how they consume our products. We are including new portion sizes and sharing information on our labeling. Where we have larger product formats, we provide serving size information to make it clear that these products are for sharing or multi-occasions.

### 4. Labeling

we're looking for ways to help people make more informed choices about what they eat, how much and how often. This includes providing nutrition information in a format that is easier to understand and responsible consumption messages. We're applying a new global labeling standard, called Be Treat wise, to help educate consumers about the role of treats in the diet.

### 5. Vending

We don't vend our confectionery or carbonated soft drink products in primary schools and will only vend these products in secondary schools by invitation and in line with nutritional guidelines set by the school. Guidelines for vending are included within our global marketing code of practice.  
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## 6. insight

we continue to invest in consumer research that helps build our knowledge of health concerns, including obesity. We're using and sharing our consumer research and expertise to help improve understanding of concerns, both within and outside our business.

## **PROJECT AIMS & OBJECTIVES**

This project is based on the relative study consumer performance towards Nestle and Cadbury chocolates. Objectives of the study are:

To the customer satisfaction level linked with the product and the customer first choice level.

To enlarge customer satisfaction and recall the market share by satisfying the customer desires.

To study the factor distressing the utilization sample.

## **RESEARCH PROGRAM**

In this the method of the study is describe. This project is based on data composed from primary resources. After the complete study, an effort has been made to show full study of utilization of Cadbury and nestle chocolates taken by the people. The data had been used for various aspect like utilization, consumer's first choice and customer's approval regarding Cadbury and Nestle chocolates. In collecting vital data and information concerning the topic selected, I went to the people of Panipat and composed the data.

**Survey design:**

The study is a stratum study because the data were composed at a single time. For the reason of this study a connected sample of residents was selected on the basis of expediency.

**Sample Size and Design:**

A sample of 500 people was taken on the basis of expediency. The actual customer were contacted on the basis of random sampling.

**Time period of the Study:-**

The research will be take around 6 month.

**Research Period:**

Research work is carried in 8-12 weeks.

**Research Instrument:**

This work is passed out through the making of questionnaires. The questions integrated were open ended and obtainable multiple choices.

**Data Analysis:**

The data will be analyzed on the basis of appropriate tables by using mathematical techniques. The technique that I will use is bar technique.

**This dissertation includes the following area of research**

CONSUMER RESEARCH: customer research deals with customer and their troubles and solution to the problems.



**PRODUCT RESEARCH:** Under product research variation which customers wants as to the packing, shape, quality, color and quantity etc of their desired chocolate is studied.

**PRICING RESEARCH:** This includes capability to devour, to pay for the product, how much a person can spend on his/her favorite chocolate.

**ADVERTISING RESEARCH:** Under this It is accomplished that whether the advertisement appeals the customer or not.

## **DELIVERABLES**

Dissertation proposal

Comparative study of customer response for Cadbury and nestle

Review of existing literature on Cadbury and nestle

Review of current market situation for Cadbury and nestle

Reason for customer preference between Cadbury and nestle.

Situations that are leading to customer dissatisfaction

Dissertation report

## **RESOURCES**

### **Data Collection:**

The data, which is collected for the purpose of study, is divided into 2 bases:

**Primary Source:** The primary data include data survey of “ relative study of customer behavior towards Nestle and Cadbury chocolates”. The information

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has been taken directly from answerer with the help of structured and unstructured questionnaires.

Secondary Source: The secondary data was collected from internet, References from Library.