

A Study on Impact of Cadbury Dairy Milk Silk Advertisement on Teenagers With Special Reference To Coimbatore City

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Abstract- Advertising moves the wheels of marketing. A country like ours is developing in all fields, and this is because of advertising of new and developed ideas. Evaluation the advertising effectiveness is needed to determine whether the proposed advertisement should be used. The consumers of the Cadbury products in the Coimbatore city were satisfied about overall performance of advertisement of the Cadbury products. A survey of the people has been conducted to know liking pattern of the two products Cadbury and Nestle

This project is a sincere effort to study the buying behaviour of consumers when they buy chocolates. A descriptive research procedure had been applied to come to the conclusions of the project. A detailed questionnaire had been prepared and the responses of the samples had been collected for the analysis. The project later ended with the analysis of the responses keeping the limitations under consideration. We have collected 100 responses to bring out the opinion of the people in Coimbatore city.

I. INTRODUCTION

Advertising moves the wheels of marketing. A country like ours is developing in all fields, and this is because of advertising of new and developed ideas. Evaluation the advertising effectiveness is needed to determine whether the proposed advertisement should be used and if so how it might be improved and whether the going campaign should be modified, continued or stopped. Hence the study has been taken up at micro level to bring out the consumer's satisfaction towards the Cadbury products advertisements and the factors which determine the same based on the opinion as expressed by the respondents of Coimbatore Town.

The study brings out sufficient information about the effectiveness of advertisement on the Cadbury products. In the cause of ascertaining the effectiveness of advertisement on Cadbury products advertisement beliefs and opinions of consumers were collected which would help to promote the sales of Cadbury products.

The present era is known for mass production and mass distribution. Similar products are available in the market. This involves stiff competition amongst the produces. Many firms therefore adopt vigorous means of sales promotion to maintain their existence in the market, as there are many substitutes in the market. However all business men aim to make profit by increasing the sales at a remunerative price policy. At the same time, when good quality products are produced or expect services are offered

STATEMENT OF THE PROBLEM:

Advertisement plays a significant role in marketing of every product. Advertisement will not be effective until it reaches the consumers. An impressive advertisement must ultimately induce the prospective consumers to buy the product. The preference of the customers towards a Cadbury chocolate depends on the price, quantity, quality, taste, brand image. So, analysing the taste and preference of the consumer is always a challenge. In the competitive world each and every day the consumer attitude may change to prefer the product. It depends on taste, quality, brand, image, competitive products, attractiveness and varieties etc. Many times the consumer cannot specify the preference due to the problems of price change, competitive products, quality of product and purchasing behaviour of products.

OBJECTIVES OF THE STUDY

- The objectives of the study are prepared to summarize the project and achieve the goal.
- The objective of the research is mentioned below
- To understand the impact of dairy milk silk advertisement on teenagers.
- To find out the satisfaction level of consumer about the product
- To know the impact of dairy milk silk towards teenagers

- The other objective is to know about the customer satisfaction level associated with the product and the customer preference level.
- To analyse the factors influencing the customers to buy Cadbury chocolate.

II. RESEARCH METHODOLOGY

The Research is an exclusive study in a particular field to achieve a conclusion of a problem. Research is an academic activity and as search the term should be used in a technical sense collecting organising and evaluating data the concerned problem is certain generalisation for theoretical formulation. Research as an organising, systematic, data based, critical, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it.

RESEARCH DESIGN

Research design could be defined as the blueprint specifying every stage of action in the course of free research. Research design is the arrangement of conditions for collecting and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The study is based on descriptive research design.

POPULATION:

Population of the study includes customers Randomly.

Sampling Design

The survey is not taken from the entire population. Where only a few units of population under the study are considered for analysis, it is called as sampling. As for the present study, the population size is infinite; the adoption of sampling method was inevitable. The sampling plan consists of sample unit, sample size and sampling method.

(a)Sample Unit

The sample unit refers to the respondents who are to be surveyed. The Sampling Unit may be Geographical, Construction Unit, Social unit or it may be an individual. The size of this study comprises of the individual consumers in the city of Coimbatore. It included the consumers of various demographical backgrounds.

(b)Sample Size

The sample size refers to the number of items to be selected from the universe to constitute a sample. A sample of 100 respondents has taken for the study.

(c)Sampling Method

This study has based on convenience sampling method. Simple Random sampling technique has been used to select the respondents

III. REVIEW OF LITERATURE

Anil Mathur (2001)on his study “A study of changes in brand preference “stated the brand preference are usually studied by attempting to profile and understand royal consumers. This paper presents a study of changes in brand preference. Theory and research is used to proper and test a model based on proposition the changes in brand preference and their development on the result of life event that service as marker of life transitions. Changes are viewed to be result of adjustments to new life conditions and changes in life time to cope with stressful life changes. The data support these notions and suggest implications for consumer research.

RajaRajeswari, Kirthika (2016)conducted a study to find out the consumer behaviour towards Nestle products with special reference to Coimbatore city. The objective of the study to analyse the consumer behaviour and satisfaction and factors influencing buyer decision and determine the level of effectiveness. The sample size was 120 respondents in Coimbatore city. Tools used for the study were percentage analysis and chi-square. The researcher after conducting a study on consumer behaviour towards the products of nestle had come to conclusion that nestle received a pivotal position in the market for their products.

Patnaik, Pradeep Kumar Sahoo (2012)conducted an empirical study on consumer behaviour towards Cadbury’s India LTD and Nestle India LTD. The objective of the study was to analyse the consumption pattern, examine the purchase behaviour and also the consumer behaviour towards these industries. The sample size was 120 respondents in Bhubaneswar of Odisha. The marketers have to understand the real need, wants, beliefs, attitudes of a consumer towards product and services. The growth of Indian chocolate industry in the past has been hampered, because there was a stiff excise duty on chocolates and the non-availability of cocoa in the country. In India chocolate market is transforming and new players were entering into the market. So, it might resulted in low per capita consumption chocolate, the future of the company seems upbeat.

Adeola. Ayanwale, TaiwoAliminiand Matthew A. Ayanbimipe (2005)has examined a study on the influence of advertising on consumer brand preference. The objective of the study has to examine the influence on consumer buying behaviour, determine the influence of age on advertising and make recommendation for improvement in advertising and brand management. The study was based on the survey of 315 randomly selected consumers. The tools used to analyse the data will be chi-square and percentage analysis. The study has to find out the advertising has a major influence on consumer preference. The study was concluded by the advertising does not varying impact on age group.

Poateek Pawar (2016)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.

IV. DATA ANALYSIS AND INTERPRETATION

Analysis

Analysis means a critical examination of the assembled and grouped data for studying the characteristics of the object under study and it refers to methodical classification of the data given in the tables.

Interpretation

The term interpretation means explaining the meaning and significance of the arranged data. It is the study of relationship between the various factors. It is being considered as a basic component of research process because of the following reasons: It is through interpretation that the researcher can well understand the abstract principle that works beneath his/her findings, through this he/she can link up the same abstract with those of other studies, having the concrete world of experts, fresh inquiries can test their predictions later on, this way the continuing in research can be maintained. Interpretation leads to the establishment of explanatory concepts that can serve as a guide for future research studies, it opens new avenues of intellectual adventure and stimulates the questions for more knowledge

Researcher can better appropriate only through interpretation what his/her findings are, why they are and not make other to understand the real significance of his/her research findings.

The tools used for the research include

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis refers to a ratio. With the help of absolute figures, it will be difficult to interpret any meaning from the collected data, but when percentages are found out then it becomes easy to find the relative difference between two or more attributes.

$$\% \text{ Of respondents} = \frac{\text{No. of respondents}}{\text{Total respondent}} * 100$$

TABLE 1 TABLE SHOWING CLASSIFICATION BASED ON GENDER RESPONDENTS

| S.No | Frequency | Gender | Percentage |
|------|-----------|--------|------------|
| 1. | Female | 70 | 66.04 |
| 2. | Male | 36 | 33.96 |
| 3. | Total | 106 | 100 |

Source: Primary Data

INTERPRETATION

The gender wise classification of the respondents is presented in the above table. From the table it is understood that 33.96 % of the respondents are male and 66.04 % of the respondents are female.

It is inferred that the majority (66.04%) of the respondents are female.

FINDINGS

The study enfolds that majority of them are female with 70%

TABLE 2 TABLE SHOWING CLASSIFICATION BASED ON AGE OF RESPONDENTS

| S.No. | Age | Frequency | Percentage |
|--------------|--------------|------------|------------|
| 1 | 18 – 21 | 75 | 70.75 |
| 2 | 21 – 26 | 25 | 23.59 |
| 3. | 26- 30 | 3 | 2.83 |
| 4 | 30 AND ABOVE | 3 | 2.83 |
| TOTAL | 106 | 100 | |

Source: Primary Data

INTEPRETATION

From the above table it is clear that 70.75% of respondents are in the age group of 18-21 20 years, 23.58% of the respondents are between 21-26 years, 2.83 % of the respondents are in the age group between 26-30 years, 2.83% of the respondents are between 30 and above years. It is inferred that majority (70.75%) of the respondents are in the age group of below 18-21 years

FINDINGS

The study reveals that most of the persons 70.75 % are in the age group of “Between 18-21 years”.

TABLE 3 qualification of the Respondents

| S.No. | QUALIFICATION | NO.OF RESPONSES | Percentage |
|-------|---------------|-----------------|------------|
| 1. | Student | 87 | 82.08 |
| 2. | Employees | 15 | 14.15 |
| 3. | Others | 4 | 3.77 |
| 4. | Total | 106 | 100 |

Source: Primary Data

INTERPRETATION

It could be seen from table that 82.08 % respondents are “Students”, 14.15% respondents are employee, 3.77 % respondents are others

FINDING

The study enfolds that majority of the persons are students with 82%

Table 4 Table showing response of Do you like to eat Cadbury Dairy milk silk?

| Sl.no | percentage | NO. OF RESPONSES |
|-------|------------|------------------|
| Yes | 88.68 | 94 |
| No | 3.77 | 4 |
| Maybe | 7.55 | 8 |
| Total | 100 | 106 |

INTERPRETATION

From this survey from the respondents It could be seen that 88.68 % of people in this survey like to eat Cadbury dairy milk silk. 3.77% of people does not like to eat Cadbury

dairy milk silk. And 7.55 % of people maybe they might like to eat Cadbury dairy milk silk.

FINDINGS

The study enfolds that 94% of people like to eat Cadbury dairy milk silk.

Table 5 TABLE SHOWING RESPONSE FOR DO YOU THINK STANDARD PRICE OF DAIRYMILK IS FAIR

| | NO.OF RESPONSES | PERCENTAGE |
|-------|-----------------|------------|
| YES | 67 | 63.21 |
| NO | 18 | 16.98 |
| MAYBE | 21 | 19.81 |
| TOTAL | 106 | 100 |

Source: Primary Data

INTERPRETATION

From this survey from the respondents It could be seen that 67% of people think its fair price ,18 % of people think the price is not fair. And other set of 21% of people think it may be fair price for the product.

FINDINGS

In this study it enfolds that 67% of people accept the price of Cadbury dairy milk silk.

TABLE 6 TABLE SHOWING RESPONSE FOR Do you like the advertisement of Cadbury dairy milk silk?

| | NO.OF RESPONSES | PERCENTAGE |
|-------|-----------------|------------|
| NO | 8 | 7.55 |
| MAYBE | 20 | 18.87 |
| YES | 78 | 73.58 |
| TOTAL | 106 | 100 |

Source: Primary Data

INTERPRETATION

From this survey from the respondents It could be seen that 73.58 % of people like dairy milk silk advertisement, 7.55 % of people don't like the dairy milk silk advertisement. And 18.87 people think they might like the dairy milk silk advertisement

FINDINGS

In this study it enfolds that 78 % Of people like advertisement of Cadbury dairy milk silk.

TABLE 7 TABLE SHOWING RESPONSE FOR which flavour you choose the most in Cadbury dairy milk silk

| | NO.OF RESPO NSE | PERCENT AGE |
|------------------|--------------------|----------------|
| SILK | 35 | 33.02 |
| FRUIT AND NUT | 34 | 32.08 |
| BUBBLY | 19 | 17.92 |
| RED VELVET | 18 | 16.98 |
| TOTAL | 106 | 100 |

Source: Primary Data

INTERPRETATION

From this survey from the respondents It could be seen that 33.02 of people like silk chocolate, 32.08 people like fruit and nut flavour in dairy milk silk ,17.92 % of people like bubbly flavour in dairy milk silk, and 16.98 Of people like red velvet flavour in dairy milk silk.

FINDINGS

In this study it enfolds that silk flavour in dairy silk is loved by many people.

Table 8TABLE SHOWING RESPONSE FOR Does the advertisement of Cadbury dairy milk silk attract you?

| NO.OF RESPONSES | PERCENTAGE |
|-----------------|------------|
| YES | 68 64.15 |
| NO | 12 11.32 |
| MAYBE | 26 24.53 |
| TOTAL | 106 100 |

Source: Primary Data

INTEERPRETATION

From this survey from the respondents It could be seen that 64.15% of people are attracted by Cadbury dairy milk silk advertisement, 11.32 % people are not attracted by Cadbury dairy milk silk advertisement and then,24.53% of people maybe get attracted by Cadbury dairy milk advertisement

FINDINGS

In this study it enfolds that the advertisement of Cadbury dairy milk silk attracts the people.

TABLE 9 which variants you like most in Cadbury Dairy Milk Silk?

| | NO OF RESPONSE | PERCENTAGE |
|-------------------|-------------------|------------|
| MILK CHOCOLATE | 36 | 33.96 |
| ROAST ALMOND | 43 | 40.57 |
| FRUIT AND NUT | 25 | 23.58 |
| ORANGE PEEL | 2 | 1.89 |
| TOTAL | 106 | 100 |

Source: Primary Data

INTERPRETATION

From this survey from the respondents It could be seen that 33.96 % of people like milk chocolate and 40.57 people like roast almond and 23.58 % of people like fruit and nut and 1.89 like orange peel.

FINDINGS

In this study it enfolds that most people like roast almond flavour in Cadbury dairy milk silk.

Table 10Table showing response for If you want to have chocolates which chocolate comes to your mind first?

| | NO OF RESPONSES | PERCENTAGE |
|------------|--------------------|------------|
| DAIRY MILK | 66 | 62.26 |
| KITKAT | 30 | 28.30 |
| MUNCH | 8 | 7.55 |
| FIVE STAR | 2 | 1.89 |
| TOTAL | 106 | 100 |

Source: Primary Data

V. CONCLUSION

Advertising moves the wheels of marketing. A country like ours is developing in all fields, and this is because of advertising of new and developed ideas. Evaluation the advertising effectiveness is needed to determine whether the proposed advertisement should be used and if so how it might be improved and whether the going campaign should be modified, continued or stopped. Hence the study has been taken up at micro level to bring out the consumer's satisfaction towards the Cadbury products advertisements and the factors which determine the same based on the opinion as expressed by the respondents of Coimbatore Town. The consumers of the Cadbury products in the Coimbatore city were satisfied about overall performance of advertisement of the Cadbury products A survey of the people has been conducted to know 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. It is thus concluded from the fact collected that mostly people refer to buy big pack of their favourite chocolate, and sometimes some of them go for small and family pack. The study emphasizes on the reflection of common incidents which have been used to promote the product. And it is found that the efforts have been successful enough. The latest record says that Cadbury holds over 70% market share in chocolate industry in India. Cadbury Dairy Milk's ads include all strata of people right from children to teenagers to aged which underline the very message of making itself as a confectionary product for all sections in particular and as a whole too.

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