

RESEARCH PROJECT REPORT

(BBA-2603)

On

“TO STUDY CONSUMER PREFERENCE OF NESTLE KIT KAT WITH THE RESPECT TO CADBURY DAIRY MILK IN LUCKNOW”

Towards partial fulfillment of
Bachelor of Business Administration (BBA)
(BBD University Lucknow)

GUIDED BY

Ms. Pankhuri Shrivastava
Asst. Professor (BBDU)
School of management

SUBMITTED BY

Aman Singh

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School of Management

Baba Banarasi Das University

Faizabad Road Lucknow (U.P.) India

CERTIFICATE

This is to certify that the Project Report entitled “**TO STUDY CONSUMER PREFERENCE OF NESTLE KIT KAT WITH THE RESPECT TO CADBURY DAIRY MILK IN LUCKNOW**” submitted by Aman Singh, student of Bachelors of Business Administration (BBA) - Babu Banarasi Das University is a record of work done under my supervision.

This is also to certify that this report is an original project submitted as a part of the curriculum and no unfair means like copying have been used for its completion. All references have been duly acknowledged.

Ms. Pankhuri Shrivastava

ACKNOWLEDGEMENT

Survey is an excellent tool for learning and exploration. No classroom routine can substitute which is possible while working in real situations. Application of theoretical knowledge to practical situations is the bonanzas of this survey.

We would like thank PANKHURI SHRIVASTAVA for giving us an opportunity and proper guidance to make market research project and the errors be Make curing the research and we would work to improve the some. We also thank the University for conducting such research project in our curriculum which will help us in future. Above all I shall thank my friend who constantly encouraged and blessed me so as to enable me to do this work successfully.

EXECUTIVE SUMMARY

“Analysis of the buying pattern of Cadbury chocolate in the market with respect to its competitors”

The Cadbury's INS has taken the opportunity to offer as a broader view of chocolate Cadbury. The Cadbury's "India's no.1 chocolate, is able to share their market inside based unparalleled breath of chocolate experience. Cadbury has gone from strength to strength with new technologies being introduced to make the Cadbury confectionary business, one of the most efficient in the world. This report studies about buying behavior of consumers in case of chocolates.

DECLARATION

I under signed Aman Singh, student of BBDU LUCKNOW studying in BBA hereby declare that the project work represented in this report is my own work and has been created by me under the supervision of our guide and lecturer Pankhuri Shrivastava of BBDU LUCKNOW.

This report has not been submitted to any other university for any examination.

DATE:

signature

Place

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CHAPTER: 1

INTRODUCTION OF THE STUDY

INTRODUCTION

In this research I have survey the product performance and consumer preference of two famous brands of chocolate – Nestle and Cadbury, which are consumed by people of all ages. During this research I have interacted with people of “LUCKNOW” After this research I came to know how people perceives these products on the variables like price, quality, advertisement, satisfaction, taste, packaging and brand loyalty etc.

I also came to know which particular brand of chocolate is most preferred by people of different age groups. In this research I have surveyed that how frequently and how much chocolate they consume, whether they buy small, big or family pack. Trend of ongoing changes in their likings has been shown in the report. In this report I have tried to explain the entire research and facts product wise.

All marketing starts with the consumer. So consumer is a very important person to a marketer. Consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and the quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Gone are the days when the concept of market was let the buyer's beware or when the market was mainly the seller's market. Now the whole concept of consumer's sovereignty prevails. The manufacturers produce and the sellers sell whatever the consumer likes. In this sense, “consumer is the supreme in the market”. As consumers, we play a very vital role in the health of the economy local, national or international. The decision we make concerning our consumption behavior affect the demand for the basic raw materials, for the transportation, for the banking, for the production; they effect the employment of workers and deployment of resources and success of some industries and failures of others. Thus marketer must understand this.

Chocolate production

The cocoa-bean -- the heart of the sweetest delicacy in the world -- is bitter! This is why, up to the 18th century some native tribes ate only the sweetish flesh of the cocoa fruit. They regarded the precious bean as waste or used it, as was the case among the Aztecs, as a form of currency.

The varieties

There are two quite different basic classifications of cocoa, under which practically all varieties can be categorised: Criollo and Forastero cocoas. The pure variety of the Criollo tree is found mainly in its native Equador and Venezuela. The seeds are of finer quality than those of the Forastero variety. They have a particularly fine, mild aroma and are, therefore, used only in the production of high-quality chocolate and for blending. However, Criollo cocoa accounts for only 10% of the world crop. The remaining 90% is harvested from trees of the Forastero family, with its many hybrids and varieties. The main growing area is West Africa. The cocoa tree can flourish only in the hottest regions of the world.

The Harvest

Immediately after harvesting, the fruit is treated to prevent it from rotting. At fermentation sites either in the plantation or at, collecting points, the fruit is opened.

Fermentation

The fermentation process is decisive in the production of high quality raw cocoa. The technique varies depending on the growing region.

Drying

After fermentation, the raw cocoa still contains far too much water; in fact about 60%. Most of this has to be removed. What could be more natural than to spread the beans out to dry on the sun-soaked ground or on mats? After a week or so, all but a small percentage of the water has evaporated.

Cleaning

Before the real processing begins, the raw cocoa is thoroughly cleaned by passing through sieves, and by brushing. Finally, the last vestiges of wood, jute fibres, sand and even the finest dust are extracted by powerful vacuum equipment.

Roasting

His subsequent roasting process is primarily designed to develop the aroma. The entire roasting process, during which the air in the nearly 10 feet high furnace reaches temperature of 130 °C, is carried out automatically.

Crushing and shelling

The roasted beans are now broken into medium sized pieces in the crushing machine.

Blending

Before grinding, the crushed beans are weighed and blended according to special recipes. The secret of every chocolate factory lies in the special mixing ratios, which it has developed for different types of cocoa.

Cocoa Butter

The cocoa butter has important functions. It not only forms part of every recipe, but it also later gives the chocolate its fine structure, beautiful luster and delicate, attractive glaze.

Kneading

In the case of milk chocolate for example, the cocoa paste, cocoa butter, powdered or condensed milk, sugar and flavouring - maybe vanilla - go into the mixer, where they are pulverized and kneaded.

Grinding

The crushed cocoa beans, which are still fairly coarse are now pre-ground by special milling equipment and then fed on to rollers where they are ground into a fine paste. Heat generated by the resulting pressure and friction causes the cocoa butter (approximately 50% of the bean) contained in the beans to melt, producing a thick, liquid mixture. This is dark brown in color with a characteristic, strong odour. During cooling it gradually sets: this is the cocoa paste At this point the production process divides into two paths, but which soon join again.

A part of the cocoa paste is taken to large presses, which extract the cocoa butter. The other part passes through various blending and refining processes, during which some of the cocoa butter is added to it. The two paths have rejoined.

Cocoa Powder

After the cocoa butter has left the press; cocoa cakes are left which still contain a 10 to 20% proportion of fat depending on the intensity of compression.

These cakes are crushed again, ground to powder and finely sifted in several stages and we obtain a dark, strongly aromatic powder, which is excellent for the preparation of delicious drinks - cocoa.

Cocoa paste, cocoa butter, sugar and milk are the four basic ingredients for making chocolate. By blending them in accordance with specific recipes the three types of chocolate are obtained which form the basis of every product assortment, namely:

Rolling

Depending on the design of the rolling mills, three or five vertically mounted steel rollers rotate in opposite directions. Under heavy pressure they pulverise the tiny particles of cocoa and sugar down to a size of approx. 30 microns. (One micron is a thousandth part of a millimeter.)

Conching

But still the chocolate paste is not smooth enough to satisfy our palates. But within two or three days all that will have been put right. For during this period the chocolate paste will be refined to such an extent in the conches that it will flatter even the most discriminating palate.

Conches (from the Spanish word "concha", Meaning a shell) is the name given to the troughs in which 100 to 1000 kilograms of chocolate paste at a time can be heated up to 80 °C and, while being constantly stirred, is given velvet smoothness by the addition of certain amounts of cocoa butter.

A kind of aeration of the liquid chocolate paste then takes place in the conches: its bitter taste gradually disappears and the flavor is fully developed. The chocolate no longer seems sandy, but dissolves meltingly on the tongue. It has attained the outstanding purity, which gives it its reputation.

Consumption of chocolates in India

Chocolate consumption in India is extremely low. Per capita consumption is around 160gms in the urban areas, compared to 8-10kg in the developed countries. In rural areas, it is even lower. Chocolates in India are consumed as indulgence and not as a snack food. A strong volume growth was witnessed in the early 90's when Cadbury repositioned chocolates from children to adult consumption. The biggest opportunity is likely to stem from increasing the consumer base.

Leading players like Cadbury and Nestle have been attempting
To do this by value for money offerings, which are affordable to the masses?

Chocolates

Chocolates! Chocolates!

Everybody has a liking for them, be they in the form of bar

Or a tiny little gem,

Or shaped like a rectangle,

Or a sphere, a brick or an éclair.

For chocolate lovers it is fun,

To have them during rain,

Breeze or sun. They are white and brown in color,

And taste sweet and bitter

Some have them in a glass of cold coffee, or in the form of a toffee.

Some eat them when they are sad

Some relish them when they are happy or have sweet dreams,

But I feel, to have chocolates

We don't need a reason

'Cause we can have it

Anytime, any season!

CHAPTER: 2

INTRODUCTION TO COMAPANY PROFILE

INDUSTRY PROFILE

NESTLE KITKAT

Kit Kat is a chocolate-covered wafer bar confection created by Row trees of York, United Kingdom, trademarked the term Kit Cat and Kit Kat.

The names were not used immediately and Kit Kat first appeared in 1920's when Row tree's lunched a brand of boxed chocolate entitled Kit Cat. This continued into the 1930's when Row trees shifted focus and production onto its Black magic and Dairy box brands

. "A man could take to work in his pack" the bar launched on 29 august 1935, under the title of Row trees chocolate crisp (priced at 2D), and was sold in London and throughout southern England.

Row trees chocolate crisp was renamed Kit Kat chocolate crisp in 1937 the same year that Kit Kat began to incorporate "Break" into its recognizable advertising strategy.

The colure scheme and first flavor variation to the brand came in 1942, owing to World War II when food shortages prompted an alteration in recipe.

In June 1988, Swiss company Nestle acquired Kit Kat through the purchase of Row trees, giving Nestle global control over the brand.

And closed it in 2006 with the exception of the United States where it is made under license by H.B. Reese Candy Company, A division of Hershey Company.

The Hershey Company has a license to produce Kit Kat bars in the United States which dates from 1970; When Hershey executed a licensing agreement with Row trees which allowed Hershey to retain the Kit Kat license so long as Hershey was not sold.

The standard bars consist of two or four pieces composed of three layer of chocolate. Each finger can be snapped from the bar separately.

There are many different flavors of Kit Kat including Milk, White and Dark Chocolate.

Nestle India- presence across India

Beginning with its first investment in Moga in 1961, Nestle' regular and substantial investment established that it was here to stay. In 1967, Nestle' set up its next factory at Choladi (Tamil Nadu) as a pilot plant to process the tea grown in the area into soluble tea. The Nanjangud factory (Karnataka), became operational in 1989, the Samalkha factory (Haryana), in 1993 and in 1995 and 1997, Nestle' commissioned two factories in Goa at ponda and Bicholim respectively. Nestle' India is now putting up the 7th factory at Pant Nagar in Uttaranchal.



Nestle' Brands

- Milk product and Nutrition
- Beverages
- Prepared Dishes and cooking Aids
- Chocolate & Confectionary

Milk Products and Nutrition

- Nestle' everyday Dairy Whitener
- Nestle everyday slim
- Nestle everyday Ghee
- Nestle Milkmaid
- Nestle Fresh 'n' Natural Dahi
- Nestle Fresh 'n' Natural slim Dahi
- Nestle Jeera Raita
- Nestle Milkmaid fruit Yoghurt
- Nestle Milk

Beverages

- Nestle Classic
- Nescafe Sunrise
- Nestle Milo
- Nescafe 3 in 1
- Nescafe Koolerz

Prepared Dishes and Cooking Aids

- Maggi 2 minute noodles
- Maggi vegetable Atta noodles
- Maggi Daal Atta noodles
- Maggi Rice noodles Mania
- Maggi sauces
- Maggi Pizza Mazza
- Maggi healthy Soups
- Maggi magic cubes

Chocolate & Confectionary

- Nestle Kit Kat
- Nestle Kit Kat lite
- Nestle Munch
- Nestle Munch Pop chocolate
- Nestle Milky Bar
- Nestle Bar- One
- Nestle FunBar
- Nestle Milk chocolate polo
- Polo Powermint
- Nestle Eclairs

Nestle Kit Kat

Kit Kat is crisp wafer fingers covered with Chocó layer. Nestle Kit Kat has a unique finger format with a 'breaking' ritual attached to it.

Nestle Kit Kat is one of the most successful brands in the world and every year over 12 billion Nestle Kit Kat fingers are consumed around the globe.



Milk Chocolate

Nestle milk chocolate is a milk chocolate with a delicious taste. Kids just love it.



Nestle Bar One

It is a luscious nougat and caramel with delicious Chocó layer. Nestle Bar- One constantly reminds you that it is “Time for Action”.



Nestle Munch

Nestle Munch is wafer layer covered with the delicious Chocó layer, Nestle Munch is so crisp, light and irresistible that you just can't stop Munching. Nestle Munch is the largest selling SKU in the category.



Nestle Milky Bar

Nestle Milky Bar is a delicious milky treat, which kids love. Relaunched in January 2006 with a Calcium Rich recipe, Nestle Milky Bar is a favorite with parents to treat their kids with.



CADBURY

John Cadbury

Milk chocolate for eating was first made by Cadbury in 1897 by adding milk powder John paste to the dark chocolate recipe of cocoa mass, cocoa butter and sugar. By today's standards this chocolate was not particularly good: it was coarse and dry and not sweet or milky enough for public tastes.

There was a great deal of competition from continental manufactures, not only the French, but also the Swiss, renowned for their milk chocolate. Led by George Cadbury junior, the Bourneville expert set out to meet out the challenges.

A considerable amount of time and money was spent on research on new plant designed to product the chocolate in larger quantities.

A recipe was formulated incorporating fresh milk, and production process were developed to produce a milk chocolate 'not merely as good as, but better than' the imported milk chocolate. Four years of hard work were invested in the project and in the 1905 what was to be Cadbury's top selling brand was launched.

Three names were considered: Jersey, Highland Milk and Dairy Maid. Dairy Maid became Dairy Milk and Cadbury Dairy Milk, with its unique flavor and smooth creamy texture, was ready to challenge the Swiss domination of the milk chocolate market.

By 1913 Dairy Milk had become the company's bestselling, line and in the mid twenties Cadbury's Dairy Milk gained its status as the brand leader, a position it has held ever since.



COMPANY OVERVIEW OF CADBURY INDIA

Cadbury began its operation in 1948 by importing chocolate and then re-packaging them before distribution in Indian market. After 59 years of existence, it's today has five company owned manufacturing facilities at Thane, Induri (PUNE) and Malanpur (GWALIOR) , Bangalore and Baddi (HIMACHAL PRADESH) and 4 sales offices (New Delhi, Mumbai, Kolkata And Chennai). The corporate office is in Mumbai.

Currently Cadbury India operates in three sector viz. chocolate confectioneries, Milk, Food, Drinks and in the candy category. In the confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Eclairs and Celebrations.

Cadbury enjoys a value market share of over 70% the highest Cadbury brand share in the world! Their flagship brand Cadbury Dairy Milk is considered the “Gold Standard” for chocolate in India.

Since 1965 Cadbury has also pioneered the development of cocoa cultivation in India. For over two decades, it has worked with the Kerala Agriculture University of undertake cocoa research and released clones, hybrids that improve the cocoa yield.

Today Cadbury is poised in its leap toward quantum growth and new categories of business, namely gums, mints, snacking and gifting. It is a part of the Cadbury

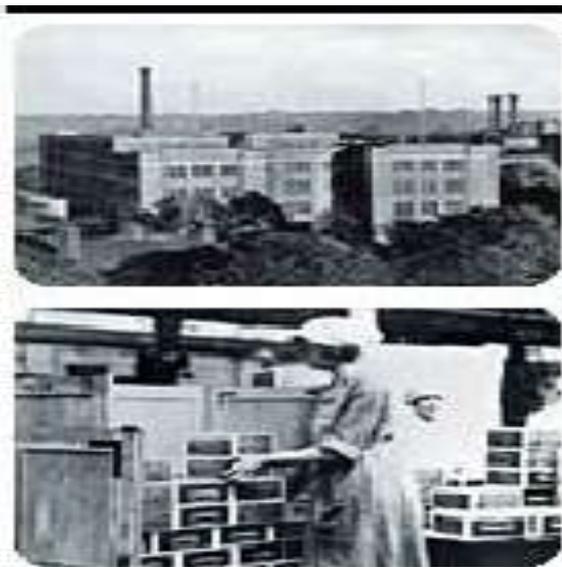
Schweppes group, world no. 1 Confectionery Company.



CADBURY WORLD WIDE

Cadbury is the world's largest confectionery company and has a strong regional presence in beverages in the Americas and Australia. With origins stretching back over 200 years, today their products which include brands such as:

Cadbury, Schweppes, Halls, Trident, Dr. Pepper, Snapple, Trebor, Dentyne, Bubblicious and Bassett- are enjoyed in almost every country around the world. We employ around 60,000 people.



Their heritage starts back in 1783 when Jacob Schweppe perfects his process for manufacturing carbonated mineral water in Geneva, Switzerland. And in 1824 John Cadbury opened in Birmingham selling cocoa and chocolate. These two household names merged in 1969 to form Cadbury Schweppes plc. Since then they have expanded their business throughout the world by a program of organic and acquisition led growth.

Concentrating on their core brands in beverages and confectionery since the 1980s, they have strengthened their portfolio through almost 50 acquisitions including brand icons such as Mott's, Canada Dry, Halls Trident, Dentyne, Bubblicious, Trebor, Bassett, Dr. Pepper, 7up and Snapple.

- It employ 60,000 people in over 200 countries
- World's no. 1 confectionery
- World's no. 2 Gums company
- World's no 3 beverages company

Cadbury Dairy Milk has been the market leader in the chocolate category for years. And has participated and been a part of every Indian's moments of happiness, joy and celebration. Today, Cadbury Dairy Milk alone holds 30% value share of the Indian chocolate market.

In the early 90's, chocolates were seen as 'meant for kids', usually a reward or a bribe for children. In the Mid 90's the category was re-defined by the very popular 'Real Taste of Life' campaign, shifting the focus from 'just for kids' to the 'kid in all of us'. It appealed to the child in every adult. And Cadbury Dairy Milk became the perfect expression of 'spontaneity' and 'shared good feelings'.

The 'Real Taste of Life' campaign had many memorable executions, which people still fondly remember. However, the one with the "girl dancing on the cricket field" has remained etched in everyone's memory, as the most spontaneous & un-inhibited expression of happiness. This campaign went on to be awarded 'The Campaign of the Century', in India at the Abby (Ad Club, Mumbai) awards.

In the late 90's, to further expand the category, the focus shifted towards widening chocolate consumption amongst the masses, through the 'Khanewalon Ko Khane Ka Bahana Chahiye' campaign. This campaign built social acceptance for chocolate consumption amongst adults, by showcasing collective and shared moments.

More recently, the 'Kuch Meetha Ho Jaaye' campaign associated Cadbury Dairy Milk with celebratory occasions and the phrase "Pappu Pass Ho Gaya" became part of street language. It has been adopted by consumers and today is used extensively to express joy in a moment of achievement / success.

The interactive campaign for "Pappu Pass Ho Gaya" bagged a Bronze Lion at the prestigious Cannes Advertising Festival 2006 for 'Best use of internet and new media'. The idea involved tie-up with Reliance India Mobile service and allowed students to check their exam results using their mobile service and encouraged those who passed their examinations to celebrate with Cadbury Dairy Milk.

The 'Pappu Pass Ho Gaya' campaign also went on to win Silver for The Best Integrated Marketing Campaign and Gold in the Consumer Products category at the EFFIES 2006 (global benchmark for effective advertising campaigns) awards.

Did You Know?

Cadbury Dairy Milk emerged as the No. 1 most trusted brand in Mumbai for the 2005 edition of Brand Equity's Most Trusted Brands survey. During the 1st World War, Cadbury Dairy Milk supported the war effort. Over 2,000 male employees joined the armed forces and Cadbury sent books, warm clothes and chocolates to the front.

Chocolates

- Dairy Milk
- 5 star
- Perk
- Celebrations
- Temptation
- Eclairs
- Gems

Cadbury brands

- Chocolates
- Snacks
- Beverages
- Candy

Snacks

- Bytes

Beverages

- Bournvita

Candy

- Halls

Dairy Milk

The story of Cadbury dairy milk started way back in 1905 at Bournville, U.K., but the journey of chocolates in India began in 1948.

The variants fruits and nuts, Crackle and Roast, Almond, combine the classic taste of Cadbury dairy milk with a verity of ingredient and a very popular amongst teens & adults. Today Cadbury dairy milk alone holds 30% value share of the Indian chocolate market.



5Star

The second largest after Cadbury dairy milk with a market share of 14% Cadbury 5star moves from the strength to strength every year by increasing its user base.

Launched in 1969 as a bar of chocolate that was hard outside with soft caramel nougat inside, Cadbury 5star has re- invented itself over the years to keep satisfying the consumer taste for a high quality and different chocolate eating experience.



Perk

Cadbury launched Perk in 1996. With its light chocolate and wafer construct, Cadbury perk targeted casual snacking space that was dominated primarily by chips and wafer. With the rise of more value- for –money brands in the wafer chocolate segment, Cadbury perk unveiled two new offerings – Perk XL and XXL. In 2004, with an added dose of ‘real Cadbury Dairy Milk’ and an ‘improved wafer’ Perk became even more irresistible.



Celebrations

Cadbury Celebrations was aimed at replacing traditional gifting options like Mithai and dry- fruits during festive seasons. Cadbury Celebrations is available in several assortments: assortment of chocolate like 5star, Perk, Gems, Dairy Milk and Nutties and rich dry fruits enrobed in Cadbury dairy milk chocolate in 5 variants, Almond magic, raisin magic, cashew magic, nut butterscotch and caramels.



Temptation

Cadbury temptation is a range of delicious premium chocolate in a five flavors variants- roast Almond coffee, Honey apricot, Mint crunch, Black forest and old Jamaica.



HISTORY OF CHOCOLATE

The origin of chocolate can be traced back to the ancient Maya and Aztec civilization in Central America, who first enjoyed “chocolati” 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 Aztec Empire

“Chocolate” (in the form of luxury drink) was consumed in large quantities by the Aztecs: the drink was describe as ”finely ground, soft, foamy, reddish, bitter with chili 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.

Don Cortes

The Spanish invaded Mexico in the 16th century, by this time the Aztecs had created a powerful empire, and the Spanish armies conquered Mexico. Don Cortes was made captain general and governor of Mexico.

When he returned to Spain in 1528he loaded his galleons with cocoa beans and equipment for making the chocolate drink. Soon “chocolate” became a fashionable drink enjoyed by the rich in Spain.

Chocolate across Spain

An Italian traveler, Francesco carletti, was the first to break the Spanish monopoly. He had visited Central America and seen how the Indian prepared the cocoa beans and how they made the drink, and by 1606 chocolate was well established in Italy.

Drinking chocolate

The secret of chocolate was taken to French in 1615, when Anne, daughter of Phillip 2 of Spain married king Louis 13 of French.

The French court enthusiastically adopted his 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 1650’s.

First chocolate for eating

Up until this point all chocolate recipes were based on plain chocolate, it was an English doctor, Sir Hans's Sloane, who- after traveling south America- focused on cocoa and food values, bringing a milk chocolate recipe back to England. The original Cadbury milk chocolate was prepared to his recipe.

History Kit Kat

Use of the name Kit Kat or Kit Cat for a type of food goes back to the 18th century, when mutton pies known as a Kit-Kat were served at meetings of the political Kit-Cat Club in London owned by pastry chef Christopher Catling.

The origins of what is now known as the Kit Kat brand go back to 1911, when Rowntree's, a confectionery company based in York in the United Kingdom, trademarked the terms Kit Cat and Kit Kat. The names were not used immediately and Kit Kat first appeared in the 1920s, when Rowntree's launched a brand of boxed chocolates entitled Kit Cat. This continued into the 1930s, when Rowntree's shifted focus and production onto its Black Magic and Dairy Box brands. With the promotion of alternative products the Kit Cat brand decreased and was eventually discontinued.

The original four-finger bar was developed after a worker at Rowntree's York Factory put a suggestion in a recommendation box for a snack that "a man could take to work in his pack". The bar launched on 29 August 1935, under the title of Rowntree's Chocolate Crisp (priced at 2d), and was sold in London and throughout southern England.

Rowntree's Chocolate Crisp was renamed Kit Kat Chocolate Crisp in 1937, the same year that Kit Kat began to incorporate "Break" into its recognisable advertising strategy. The colour scheme and first flavour variation to the brand came in 1942, owing to World War II, when food shortages prompted an alteration in the recipe. The flavour of Kit Kat was changed to dark chocolate; the packaging abandoned its Chocolate Crisp title, and was coloured blue. After the war the name became Kit Kat, with the original milk chocolate recipe and red packaging.



4-finger Kit Kat

Following its success in the United Kingdom, in the 1940s Kit Kat was exported to Canada, South Africa, Ireland, Australia, and New Zealand. In 1958, Donald Gilles, the executive at JWT Orland, created the iconic advertising line "Have a Break, Have a Kit Kat".

The brand further expanded in the 1970s when Rowntree created a new distribution factory in Germany to meet European demand, and established agreements to distribute the brand in the US through the Hershey Company, and in Japan through Fujiya.

In June 1988, Swiss company Nestlé acquired Kit Kat through the purchase of Rowntree's, giving Nestlé global control over the brand, except in the US, and production and distribution increased with new facilities in Japan and additional manufacturing operations set up in Malaysia, India and China.

The Hershey Company has a licence to produce Kit Kat bars in the United States which dates from 1970, when Hershey executed a licensing agreement with Rowntree which allowed Hershey to retain the Kit Kat licence so long as Hershey was not sold.

Nestlé, which has a substantial presence in the US, had to honour the licensing agreement when it bought Rowntree in 1988. As Kit Kat is one of Hershey's top five brands in the US market, the Kit Kat licence was a key factor in Hershey's failed attempt to attract a serious buyer in 2002.

Variants in the traditional chocolate bar first appeared in 1996 when Kit Kat Orange, the first flavour variant, was introduced in the United Kingdom. Its success was followed by several varieties including mint and caramel, and in 1999 Kit Kat Chunky was launched and received favourably by international consumers. Variations on the traditional Kit Kat have continued to be developed since then.

In 2000 Nestlé acquired Fujiya's share of the brand in Japan, and also expanded its marketplace in Japan, Russia, Turkey, and Venezuela, in addition to markets in Eastern and Central Europe. Throughout the decade Kit Kat introduced dozens of flavours and line extensions within specific consumer markets. It celebrated its 75th anniversary on 10 October 2009.

The traditional bar has four fingers which each measure approximately 1 centimetre (0.4 in) by 9 centimetres (3.5 in). A two-finger bar was launched in the 1930s, and has remained the company's best-selling biscuit brand ever since. The 1999 Kit Kat Chunky (known as Big Kat and Kit Kat Extra Crispy in the US) has one large finger approximately 2.5 centimetres (1 in) wide.

Kit Kat bars contain varying numbers of fingers depending on the market, ranging from the half-finger sized Kit Kat Petit in Japan, to the three-fingered variants in Arabia, and the twelve-finger family-size bars in Australia and France. Kit Kat bars are sold individually and in bags, boxes and multi-packs. In Ireland, France, the UK and America Nestlé also produces a Kit Kat ice cream, and in Australia and Malaysia, Kit Kat Drumstick.

Ingredients

Original Kit Kat ingredients unless otherwise stated, listed by decreasing weight: milk chocolate (sugar, milk ingredients, cocoa butter, cocoa mass, whey powder, lactose, soya lecithin, polyglycerol polyricinoleate, natural flavour), wheat flour, sugar, modified palm oil, cocoa, sodium bicarbonate, soya lecithin, yeast, and natural flavour. Milk chocolate (sugar, modified milk ingredients, cocoa butter, cocoa mass, whey powder, lactose, soya lecithin, polyglycerol polyricinoleate, natural flavour), wheat flour, sugar, modified palm oil, cocoa, sodium bicarbonate, soya lecithin, yeast, Natural Flavour. Dark chocolate (sugar, unsweetened chocolate, cocoa butter, milk ingredients, soya lecithin, salt, artificial flavour), wheat flour, sugar, modified palm oil, unsweetened chocolate or cocoa powder, sodium bicarbonate, soya lecithin, artificial flavour.

Europe

Milk chocolate (66%) (sugar, cocoa butter, cocoa mass, dried whole milk, cocoa mass, lactose and proteins from whey, whey powder, emulsifier (sunflower lecithin), butterfat, flavouring), wheat flour, sugar, vegetable fat, cocoa mass, yeast, raising agent (sodium bicarbonate), salt, emulsifier (soya lecithin), flavourings.

In 2006, the UK four-finger Kit Kat contained 233 dietary calories (kcal) (975 kilojoules). In 2009, the two-finger Kit Kat contained 107 calories.

In 2013, the UK Kit Kat Chunky contained 247 calories which reduced to 207 calories in 2015. This correlated to a reduction in weight by 19% from 48 g to 40 g.

United States

Hershey's Kit Kat Crisp Wafers in Chocolate contain sugar, wheat flour, cocoa butter, nonfat milk, chocolate, refined palm kernel oil, lactose (milk), milk fat, contains 2% or less of: soy lecithin, (emulsifier), yeast, artificial flavor, salt, and sodium bicarbonate.

Asia

In Japan, Kit Kats are produced at Nestlé-owned factories in Himeji and Kasumigaura. The milk chocolate used for Kit Kats is made from whole-milk powder and Nestlé buys most of its cacao beans from West Africa.

Nestlé has factories in various locations in China, to supply to China and Hong Kong. During the 2008 Chinese milk scandal, where melamine was found to have tainted some milk suppliers in China, importers in Hong Kong chose to import bars manufactured in the United Kingdom.

Global confection



Countries where Kit Kat is marketed.

Kit Kat bars are produced in 16 countries by Nestlé: Brazil, Mexico, United Kingdom, Canada, Australia, New Zealand, South Africa, Germany, Russia, Japan, China, Malaysia, Thailand, India, Turkey, United Arab Emirates, Bulgaria and Algeria. Kit Kat bars in the United States are produced under licence by The Hershey Company, a Nestlé competitor, due to a prior licensing agreement with Rowntree.

The year 2003 was a turning point for the Kit Kat bar as well as the confectionery industry in general. The popularity of low carb diets and the push to healthier eating stifled sales growth in many parts of the world.

In addition, fierce competition from Cadbury's newly formed Dairy Milk superbrand also contributed to Kit Kat sales decreasing considerably in its home market of the UK, and threatened to depose it from its No.1 position. The solution adopted by Nestlé and others was to increase dramatically the number of new and unique variations of their confections and market them as limited or special editions, usually only available for a few months at a time so as not lose sales of their standard products.

The strategy initially reversed the decline of the Kit Kat and has been adopted worldwide by Nestlé, Hershey, Mars, and others with similar success.

This has resulted in many new flavours and varieties of the Kit Kat and other confections appearing globally since then. While some flavours succeeded, many failed, alienating some consumers in the process, causing Nestlé to scale back on new releases.

In September 2006, Nestlé announced that they would be cutting 645 jobs in their York factory and moving all Smarties production to their Hamburg factory, which had already been producing two-thirds. They stated that this move would allow for a £20 million investment to modernise the antiquated York factory and improve Kit Kat production.

As dark chocolate has seen increased demand and favour worldwide because of its purported health benefits, in September 2006 the four-finger Kit Kat Fine Dark was launched in the United Kingdom as a permanent product, and packaging for the entire brand was changed. Hershey had sold the four-finger Kit Kat Dark in the US several years previously as a limited edition, and began doing so again.

Nestlé now manufactures two-finger Kit Kats with natural flavourings, and for the first time, Kit Kats in this format are suitable for vegans. It is not known at this date whether or not other varieties will follow suit. In 2014, Kit Kat was ranked the third best selling chocolate bar in the United Kingdom, after Dairy Milk.

Preference

(Or "taste") is a concept, used in the social sciences, particularly economics. It assumes a real or imagined "choice" between alternatives and the possibility of rank ordering of these alternatives, based on happiness, satisfaction, gratification, enjoyment, utility they provide.

More generally, it can be seen as a source of motivation. In cognitive sciences, individual preferences enable choice of objectives/goals. The study of the consumer preference not only focuses on how and why consumers make buying decision, but also focuses on how and why consumers make choice of the goods they buy and their evaluation of these goods after use.

So for success of any company or product promotion it is very necessary to depart its concentration towards consumer preference.

Design

When first introduced, the original Rowntree's Chocolate Crisp bar had a red wrapper, which briefly became blue between 1945–1947. As a result of milk shortages after the end of World War II, dark chocolate was used instead of milk chocolate during that period.

Since its introduction in the 1970s, the Hershey's Kit Kat packaging and advertising in the United States differed from the branding used in every other country where it was sold. In 2002, Hershey Kit Kats adopted the slanted ellipse logo used worldwide by Nestlé, though the ellipse was red and the text white. The US version of "Kit Kat Chunky" is known as "Big Kat".

In the United Kingdom, the product was traditionally wrapped in silver foil and an outer paper band. In 2001 this was changed to flow wrap plastic. Foil and paper wrapping is still used for Kit-Kats sold as part of a multipack.

Points of parity

1. Affordability

In comparison to other major brands, Kit Kat being lower in price is affordable to a wide range of customers.

2. Milk / Dark / White Chocolate

Kit Kat's use of milk, dark and white chocolate variances in its products is a POP for the brand as it is one of the features which helps Kit Kat target a range of different consumers.

3. Lucrative packaging and variations

Kit Kat's two-stick and four-stick versions come in varying package sizes and types. For the last couple of years, Nestle has been producing numerous limited editions for Kit Kat, such as Kit Kat Chunky Peanut Butter and Kit Kat Green Tea Chocolate.

1. Wafer stick

Kit Kat team feels that the facts that wafer stick is one of the key PODs for the brand among its chief competitors. Though M&M and Ferrero-Rocher have versions that incorporate wafer, they feel that being a chocolate wafer stick is a unique attribute for Kit Kat.



2. Associated with snacks

Kit Kat is often associated with the word “snack”, as opposed to others which are primarily associated with being chocolates. Kit Kat was able to achieve the “snack” status as a result of its highly recognized tagline “Have a Break, Have a Kit Kat”.

3. Uniqueness of taste

The main difference between Kit Kat and other competitors lies in the taste it holds, the reason why Kit Kat is successfully holding a wide portion of the market worldwide for ages.

4. Ice-cream production

Unlike any other chocolate brands, Kit Kat produces Ice-creams keeping up with the same great taste and satisfying ice-cream lovers as well.

5. Association with Android

Android 4.4 Kit Kat is an android operating system launched in collaboration with android without any trade of cash. This is the first ever chocolate brand labeled for an android operating system.



International Kit Kat logo



4-fingered Kit Kat split in half

Product type	Confectionery
Owner	Nestlé (Worldwide)
Country	United Kingdom
Introduced	29 August 1935; 83 years ago
Markets	World
Previous owners	Rowntree (1935–1988)
Tagline	"Have a break...Have a Kit Kat!" (Worldwide) "Gimme a break, Gimme a break, Break me off a piece of that Kit Kat Bar!", "Break time, anytime" (US only)
Website	kitkat.com

History of Cadbury

In June 1905 in Birmingham, England, Cadbury made its first Dairy Milk bar, with a higher proportion of milk than previous chocolate bars, and it became the company's best-selling product by 1914. George Cadbury Junior, responsible for the development of the bar, has said "All sorts of names were suggested: Highland Milk, Jersey and Dairy Maid. But when a customer's daughter suggested Dairy Milk, the name stuck.

"Fruit and Nut was introduced as part of the Dairy Milk line in 1926, soon followed by Whole Nut in 1930. By this point, Cadbury's was the brand leader in the United Kingdom. In 1928, Cadbury's introduced the "glass and a half" slogan to accompany the Dairy Milk bar, to advertise the bar's higher milk content.

In September 2012, Cadbury made the decision to change the shape of the bar chunks to a more circular shape in order to reduce the weight. The bar had not seen such a significant change in shape since 1905.

Since 2007 Cadbury had a trademark in the United Kingdom for the distinctive purple colour (Pantone 2865C) of its chocolate bar wrappers, originally introduced in 1914 as a tribute to Queen Victoria. In October 2013, however, an appeal by Nestlé succeeded in overturning that court ruling. In July 2018, Cadbury announced it would launch a new Dairy Milk version with 30% less sugar. The chief nutritionist of Public Health England, Dr Alison Tedstone, said she was "pleased that Mondelez is the latest ... name" to offer "healthier" products.

The original Dairy Milk bar ("with a glass and a half of fresh milk") was launched in 1905.

Variant bars include Caramel, "Fruit & Nut" (a bar with raisins and almonds), "Whole Nut" (with hazelnuts), "Dairy Milk Silk" and a bar with a Turkish delight centre. Dairy Milk Ritz, a bar with salty Ritz crackers was launched in the United Kingdom in 2014. Alongside this new bar, Dairy Milk with LUBiscuits was also launched.

A Vegemite flavored bar, which consists of milk chocolate, caramel, and Vegemite (5%), was launched in Australia in 2015. In 1986 the glass and a half symbol appeared on the front of the Irish Dairy Milk wrapper.



After the First World War, Cadbury Brothers undertook a financial merger with J. S. Fry & Sons, which completed in 1919. As a result of the merger, Egbert Cadbury joined the Fry side of the business. Along with Cecil Roderick Fry he was instrumental in the relocation and of the Bristol operations of Fry from Union Street to a 228-acre (0.92 km²) green field site called **Somerdale Garden City**, after a national competition in 1923.

As Quakers, the factory was built with social facilities, including playing fields and large recreational sports grounds, which still today serve the town of Keynsham. This transfer took 11 years as production was gradually transferred as the modern blocks erected. Finally completed in 1935, at its height the Somerdale workforce was in excess of 5,000. It had its own power station and railway, with connection to the Great Western Railway via sidings at Keynsham railway station. During World War II, with chocolate production reduced due to war time rationing, spare floor capacity was taken over by Rolls Royce to produce Merlin engines.

Ingredients and tastes for local market

According to a 2007 report in **The New York Times**, a British bar contained (in order) milk, sugar, cocoa mass, cocoa butter, vegetable fat and emulsifiers, whilst the American version manufactured by Hershey started its list of ingredients with sugar. It also listed lactose, emulsifier soy lecithin, and “natural and artificial flavorings”.

Cadbury supplied its chocolate crumb to Hershey, which then added cocoa butter during processing. According to its spokesman, Cadbury tries to adapt the taste of the product to that which local consumers are accustomed, meaning more akin to a Hershey bar for the US market.

There is a variation of taste between the UK Cadbury-produced products and the equivalents produced by Irish Cadbury; the same can be said for locally produced Cadbury products elsewhere in the world.

Glass and A Half Full Productions

In 2007, Cadbury launched a new advertising campaign entitled Gorilla, from a new in-house production company called "Glass And A Half Full Productions". The advert was premièred during the season finale of Big Brother 2007, and consists of a gorilla at a drum kit, drumming along to the Phil Collins song "In the Air Tonight". The advert has over twenty million views on YouTube, and put the Phil Collins song back into the UK charts.

On 28 March 2008, the second Dairy Milk advert produced by Glass and a Half Full Productions aired. The ad, entitled 'Trucks' features several trucks at night on an empty runway at an airport racing to the tune of Queen's "Don't Stop Me Now".

The ad campaign ran at the same time as the problems at Heathrow Terminal 5 with baggage handling; in the advert baggage was scattered across the runway.

On 5 September 2008, the Gorilla advert was relaunched with a new soundtrack – Bonnie Tyler's "Total Eclipse of the Heart" – a reference to online mash-ups of the commercial. Similarly, a version of the truck advert appeared, using Bon Jovi's song "Livin' on a Prayer". Both remakes premiered once again during the finale of Big Brother 2008.

In January 2009, 'Eyebrows', the third advert in the series, was released, of two children moving their eyebrows up and down rapidly to a set electro-funk beat: "Don't Stop the Rock" featuring Leah McArdle and Bradley Ford Freestyle.

In April 2010, a fourth advert aired, entitled 'Chocolate Charmer', containing a scientist mixing milk and chocolate to make a dairy milk bar to the tune of "The Only One I Know" by The Charlatans. This was subtly different to the others as it did not feature the 'A Glass and a Half Full Production' title card at the start.

In April 2011, a fifth advert aired, known as 'Charity Shop' or 'Dancing Clothes', featuring dancing clothes at a charity shop to the tune of "We Don't Have to Take Our Clothes Off" by Jermaine Stewart. This exposed the song to a new generation who downloaded the track and returned the song to the UK Top 40 so far reaching no. 29. This ad also marks the return of the Glass and a Half Full title card.

Glass and a Half Full Records

A new 'record label' was launched as part of the Glass and a Half Full Productions campaign. The first song released was Zingolo featuring Tinny, to promote Fairtrade Dairy Milk. A full music video was made incorporating the 60-second ads, as well as a Facebook page.

Joyville (2012–present)

The 2012 campaign focuses on an 'organisation made to bring joy to people'. Chocolate fountains were put in shopping centres such as Westfield London and the first ad focused on the relaunch of Dairy Milk Bubbly.

During the campaign in 2012, Cadbury Dairy Milk was launched in new flavours such as Toffee Popcorn, Golden Biscuit Crunch (an exclusive to Sainsburys), Nutty Caramel and also Cadbury Dairy Milk with Oreo. Along with the new flavours, Cadbury also launched two new Bubbly bars including a mini version and a Mint Bubbly. Cadbury has also launched Crispello and, most recently, launched "Marvellous Creations" in the UK.

In addition, Cadbury also brought the Joyville concept into Asia where Singapore Bloggers were invited to join in and spread the love.

In 2014, Joyville was replaced with the "Free The Joy" campaign. The song in a television advert is "Yes Sir, I Can Boogie" by Baccara. A new design was launched for Dairy Milk (and its variants) inviting consumers to scan an on-pack QR code and visit a website featuring "Free The Joy" moments.



Cadbury

Type	Subsidiary
Industry	Confectionery
Founded	Birmingham, England 1824 (195 years ago)
Founder	John Cadbury
Headquarters	Uxbridge, London, England
Key people	Irene Rosenfeld, (Chairman) Dirk Van de Put, (CEO)
Products	See list of Cadbury products
Number of employees	71,657 (2008) ^[1]
Parent	Mondelez International
Website	www.cadbury.co.uk

Design

Cadbury has been making delicious chocolate for over 100 years, but for the first time ever, they are opening their doors and inviting the nation to 'go madbury for Cadbury' this July, by giving chocolate fans the chance to create their very own Cadbury Dairy Milk bar, which could become the newest addition to the iconic Cadbury Dairy Milk.

To take part in this chocoholics dream challenge, simply enter your dream bar at cadburyinventor.com where you can pick from a huge range of tasty ingredients which will be added to a delicious Cadbury Dairy Milk.

From melt in the mouth caramel, gooey brownie, crazy popping candy, spicy chilli, tangy orange, fiery mustard, crunchy cashews, there's over a whopping 90,000 different available combinations to choose from.

Once the ingredients are chosen (up to three), entrants will name their bar and explain a bit about what inspired their creation before hitting send on their entry.

The competition closes on 31st July and then all the entries will be put through a rigorous judging process, with the finalists being selected based on two very important elements: taste and creativity.

The three lucky finalists will then have the opportunity to visit Cadbury's Chocolate Centre of Excellence in Bournville, the home of Cadbury, where they will work with chocolate experts to experiment with their creations and make their bar a reality.



All three bars will then be available for fans everywhere to try out in 2019 where the UK will be able to vote and purchase their favorite creation to decide which of the finalists will be crowned the ultimate winner.

To enter your Cadbury Inventor creation visit www.cadburyinventor.com or visit www.facebook.com/cadburyuk for more details.

CHAPTER: 3

OBJECTIVE OF THE STUDY

OBJECTIVE OF THE STUDY

This project is based on the consumer preference of Nestle Kit Kat with respect of Cadbury dairy milk. Objective of the study are:-

1. To study the consumer preference towards Cadbury and Nestle chocolates.
2. To know the consumers view towards the chocolates.
3. To know which category of chocolate is most preferred.
4. To study on various parameters on which the purchases the chocolates.
5. To know the taste and preference of consumers towards Chocolate.

CHAPTER: 4

RESEARCH

MATHODOLOGY

RESEARCH METHODOLOGY

This chapter describes the methodology of the study this project is based on information collected from primary sources. After the detailed study, an attempt has been made to the present comprehensive analysis of consumption of Cadbury and nestle chocolates consumed by the people. The data had been used to cover various aspects like consumption, consumer's preference and customer's satisfaction 0regarding Cadbury and Nestle chocolates. In collecting requisite data and information regarding the topic selected, I went to the resident of Lucknow and collect the data.

Method of data collection:

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

Primary source:

Primary data is the data which is new we use the primary source to collect the primary data. The primary data comprises information survey of "Consumer preference of Nestle Kit Kat with the respect of Cadbury dairy milk" the data would be collected directly from the respondent with the help of questionnaires.

Secondary sources:

The secondary data which is already in existence is known as secondary data. Secondary source includes website, various papers, and magazine published from time to time. Historical documents and other sources of published information.

The study is a cross sectional study because the data were collected at a single point of time. For the purpose of present study a related sample of population was selected on the basis of convenience.

Data source

The secondary data is collected from the internet, Reference from library. Few data would be taken from the websites, various papers and magazine.

Sample Design

It include size of the sample & the technique that we used for selecting the different items from the sample a sample design is definite plan for obtaining a sample from a given population.

Sample type

. Some people often like to have a chocolate with good flavor, quality and crunchiness so they are going towards Kit Kat and Munch of Nestle due to its taste and crunchiness. The data had been used to cover various aspects like consumption, consumer's preference and customer's satisfaction 0regarding Cadbury and Nestle chocolates.

Sample size

The samples of 100 people are taken on the basis of convenience. The actual consumer was contacted on the basis of random sample. For the purpose of present study a related sample of population was selected on the basis of convenience.

Statistical tools to be used

This work s carried out through self-administrated questionnaires. The question included were open ended, dichotomous and offered multiple choices.

Data Analysis

The data is analysis on the basis of suitable table by using mathematical technique. The technique that I have used is bar technique. Despite the decrease in Nestlé's company shares in confectionary market since 2007, the brand share of Kit Kat has increased from 2007, from 3.2% to 3.7%, it still lags behind competitors such as Ferrero Rocher, Ricola, Fisherman's Friend and Mentos in the confectionary market. However, through filtering out of products such as Ricola, Fisherman's Friend and Mentos, which are not chocolate brands, it can be seen that Kit Kat is second behind Ferrero Rocher.

CHAPTER: 5

LIMITATION OF THE STUDY

LIMITITION OF THE STUDY

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite of the fact constraints were at play during the formulation of the project. The main limitations are as follows:

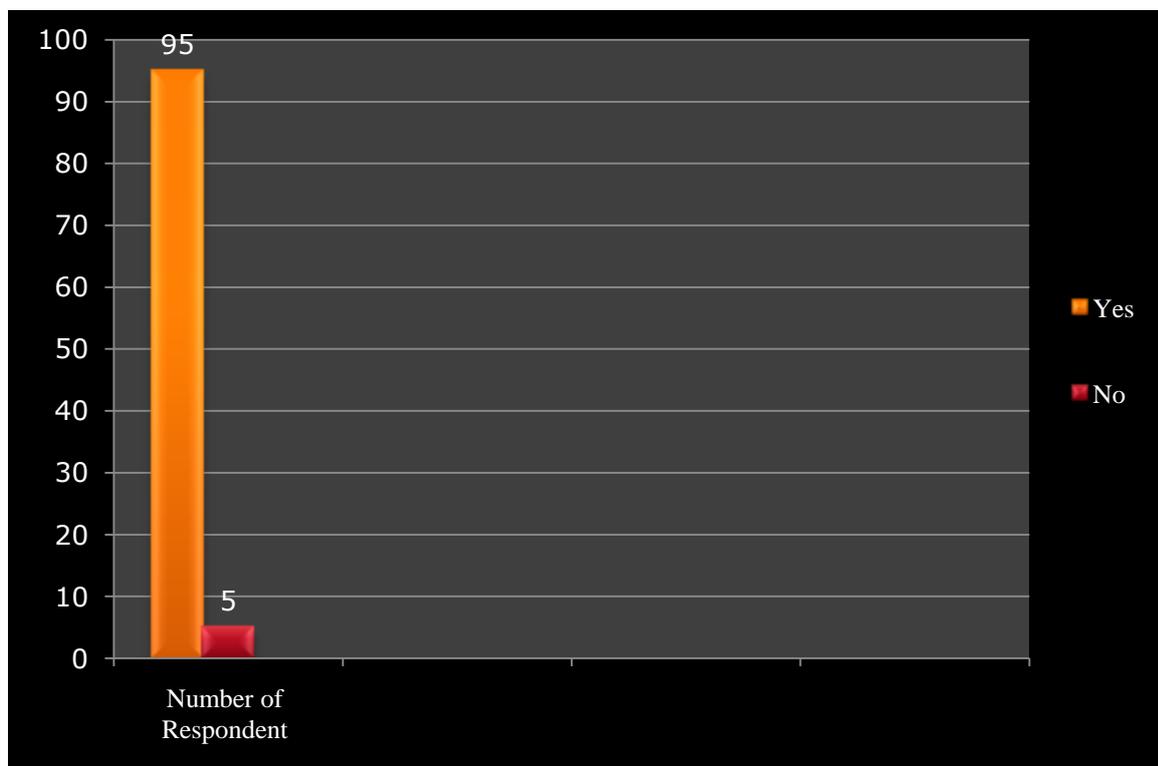
- Due to limitation of time only few people were selected for the study. So the sample of the consumers was not enough to generalize the finding of the study.
- The main sources of the data for the study were primary data with the help of self-administrated questionnaires. Hence, the changes of unbiased information are less.
- People were hesitant to disclose the true fact.
- The chance of biased response can't be eliminated though all necessary steps were taken to avoid the some.

CHAPTER: 6
ANALYSIS OF THE STUDY

ANALYSIS OF THE STUDY

1. Do you like the chocolate?

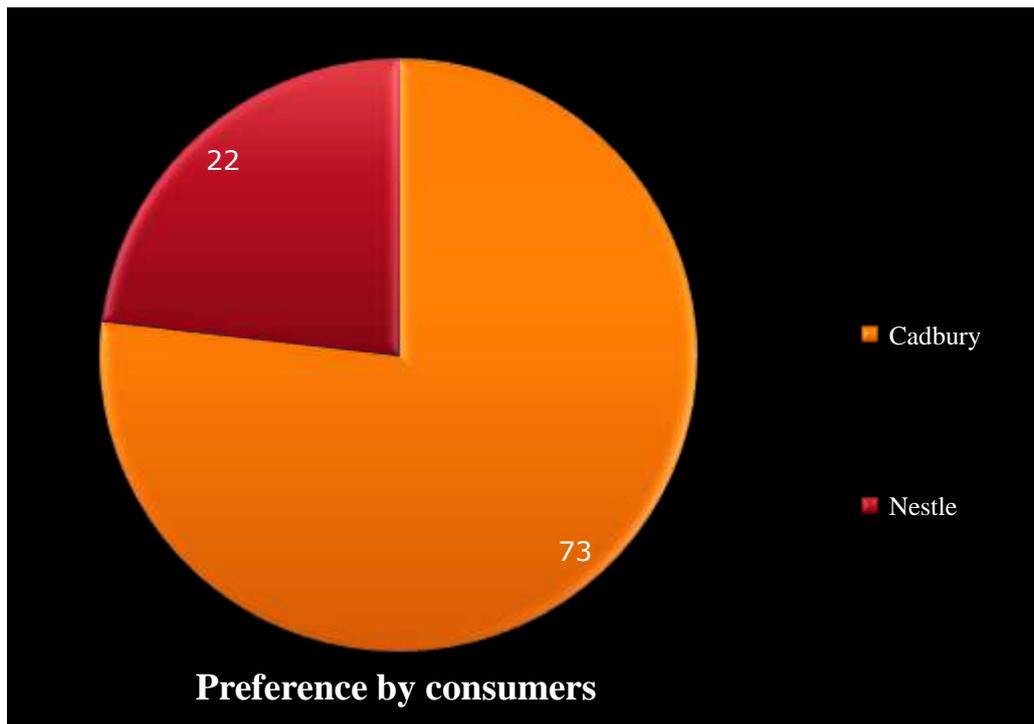
Liking for the chocolate	Yes	No
Number of Respondent	95	5



From the above analysis of the given sample of 100 respondents it is conclude that out of 100 people 95 people like to eat chocolate while 5 only people don't prefer to eat chocolate.

2. Brand preference of chocolate?

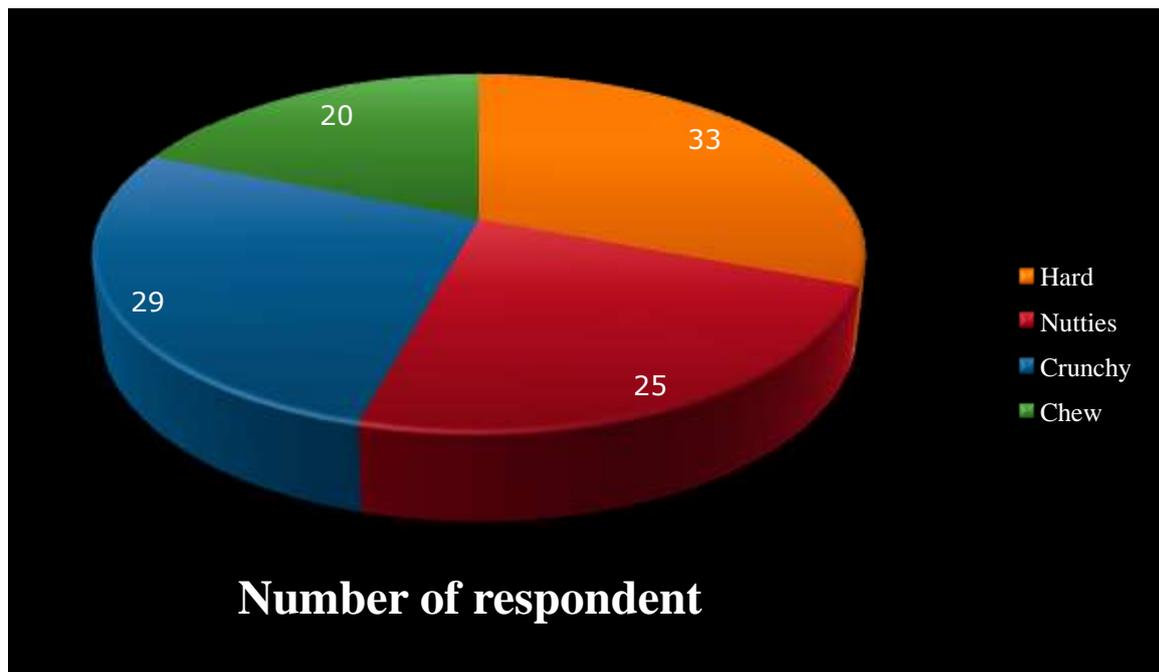
Brand	Preference by consumers
Cadbury	73
Nestle	22



From the above analysis of given sample of 93 respondents who eat chocolates it is concluded that only 22 people prefer to eat nestle chocolate while 73people likes to eat Cadbury chocolates.

3. Which form of chocolate do you like?

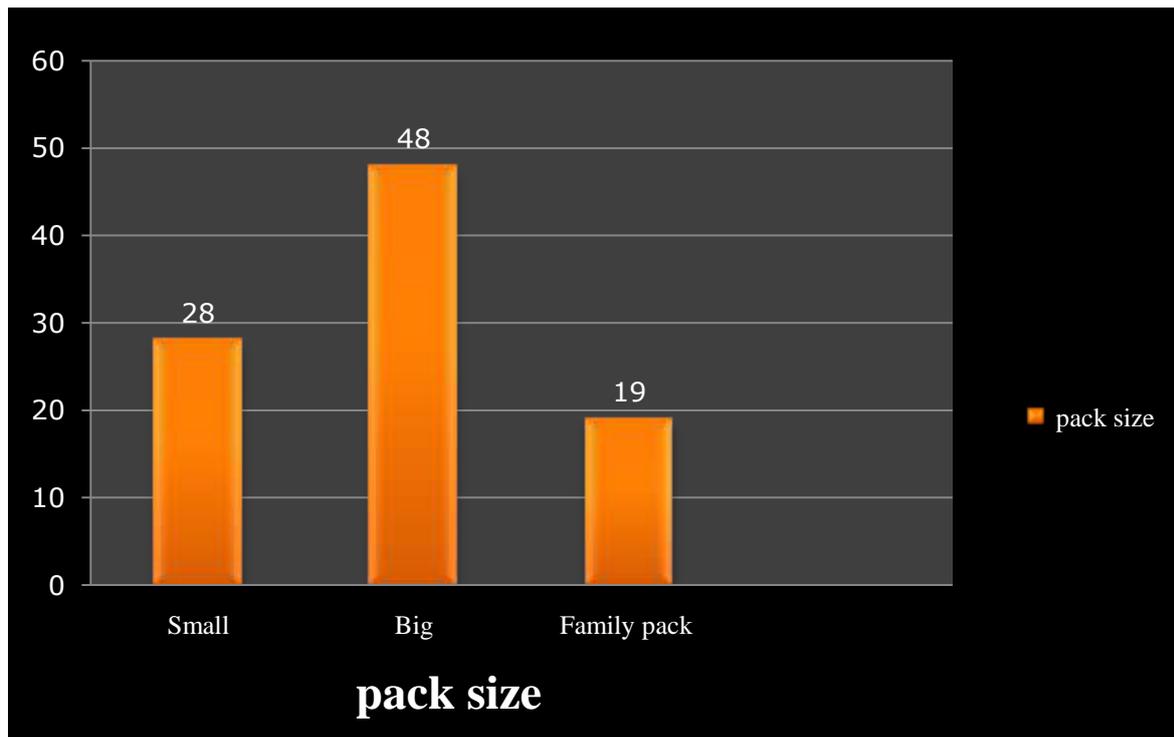
Form of chocolate	Number of respondent
Hard	33
Nutties	25
Crunchy	29
Chew	20



According to the above analysis there has 4 forms of chocolate Hard, Nutties, Crunchy, Chew, where customers are mostly preferred the hard form of chocolate and Chew form of chocolate is least preferred.

4. What pack do you purchased?

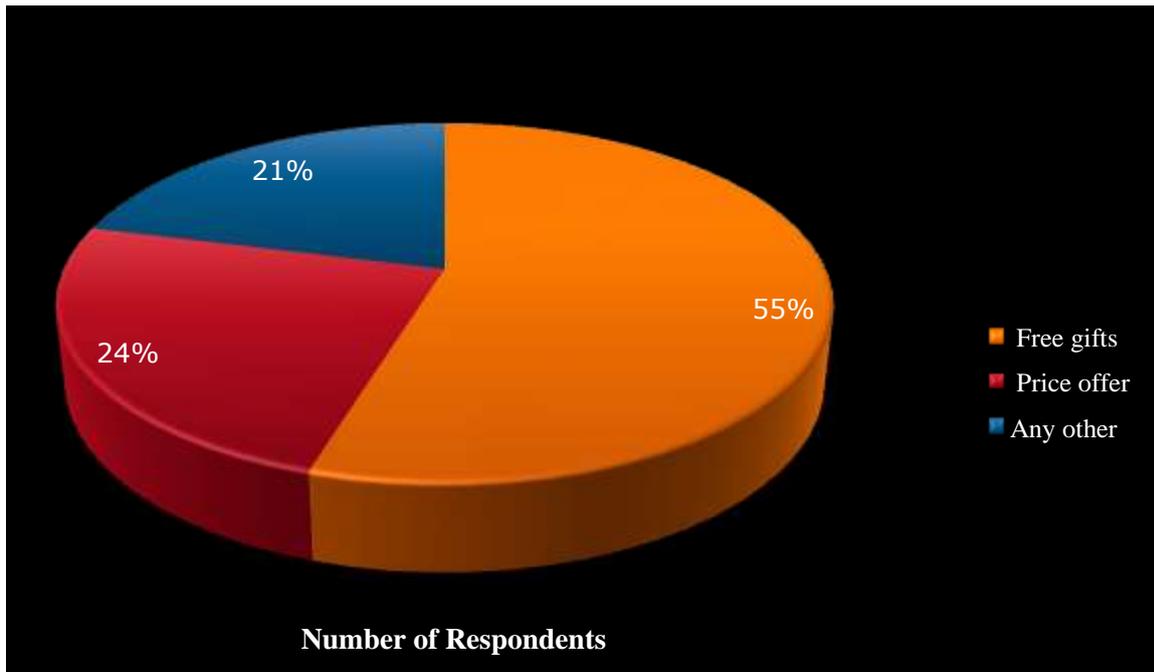
Pack size	Number of respondent
Small	28
Big	48
Family pack	19



According to the above analysis it is concluded that out of sample of 95 people who eat chocolate likes to buy big pack. Family pack is mostly preferred by aged people only. Mostly it depends on the preference on the customer and its needs. But the company has all the types of pack for the customers. Mostly consumers want to big pack and small pack, but there are few consumers are want to family packs of chocolate.

5. Which promotional offers attract you most?

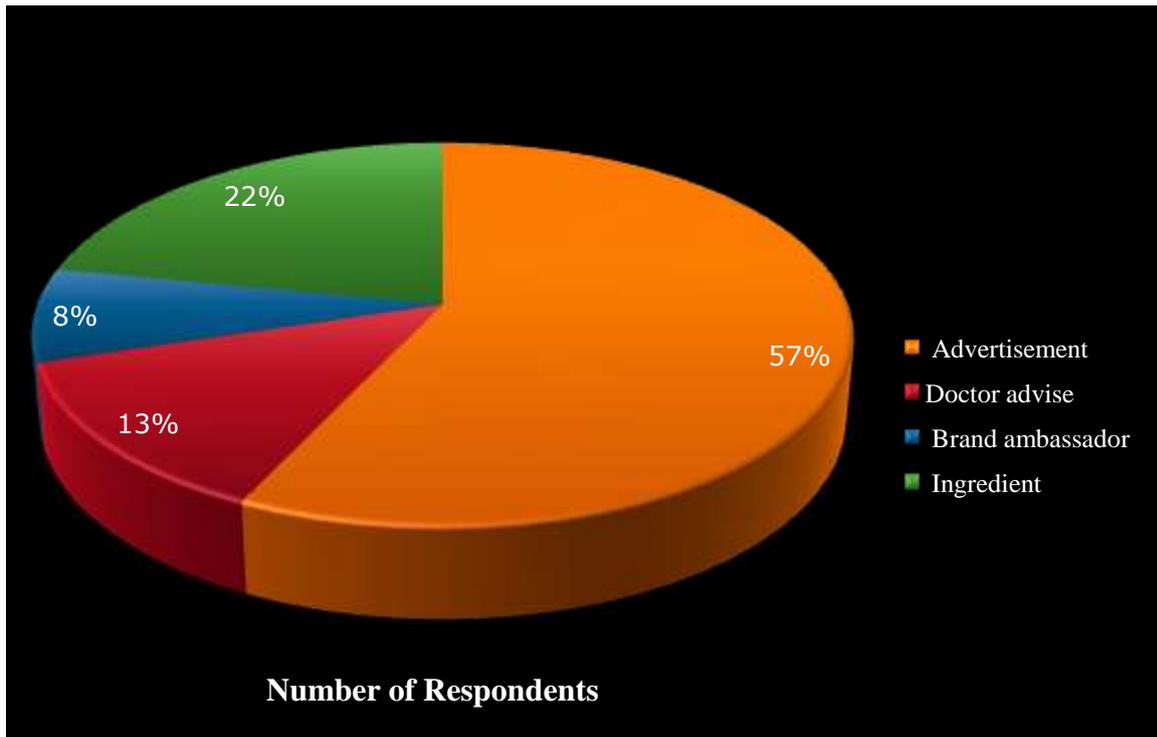
Promotional offers	Number of Respondents
Free gifts	52
Price offer	23
Any other	20



According to the above analysis it is concluded that out of sample of 95 people who eat chocolate 52 are attracted by free gifts. 23 price offers while 20 were attracted by some other reasons. There have different brands has different offers to promote his product like gifts and less price. Mostly brands use to discount rate and gifts on the product.

6. Which of these factors affect your purchase?

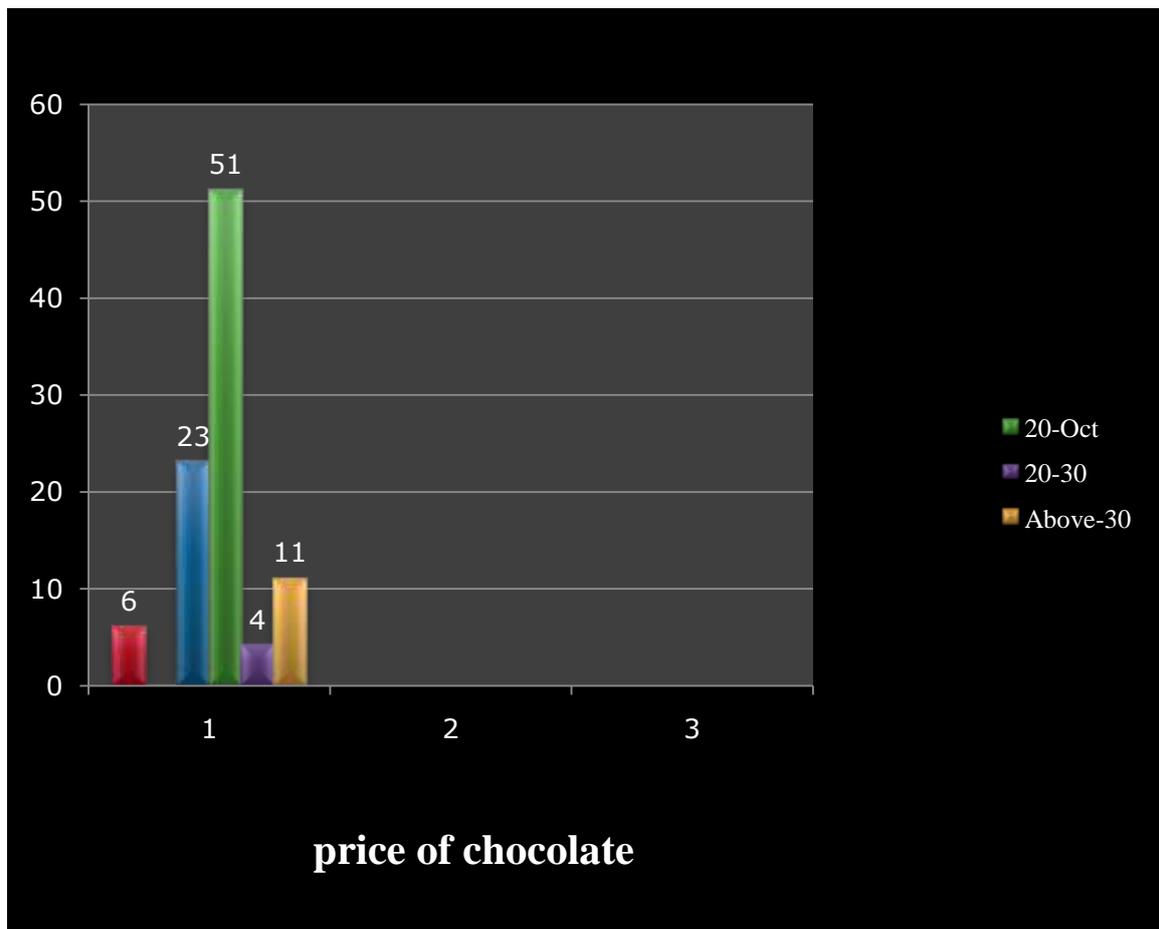
Factors	Number of Respondents
Advertisement	65
Doctor advise	15
Brand ambassador	9
Ingredient	25



According to the above analysis it is concluded that advertisement is the best measure to attract consumer to purchase more. It impact much more than other factors. While friends and relatives and brand ambassadors also play a significant role in this regard. When a company have a good advertisement way then the selling of that company's product increased.

7. What according you to reasonable price of chocolate?

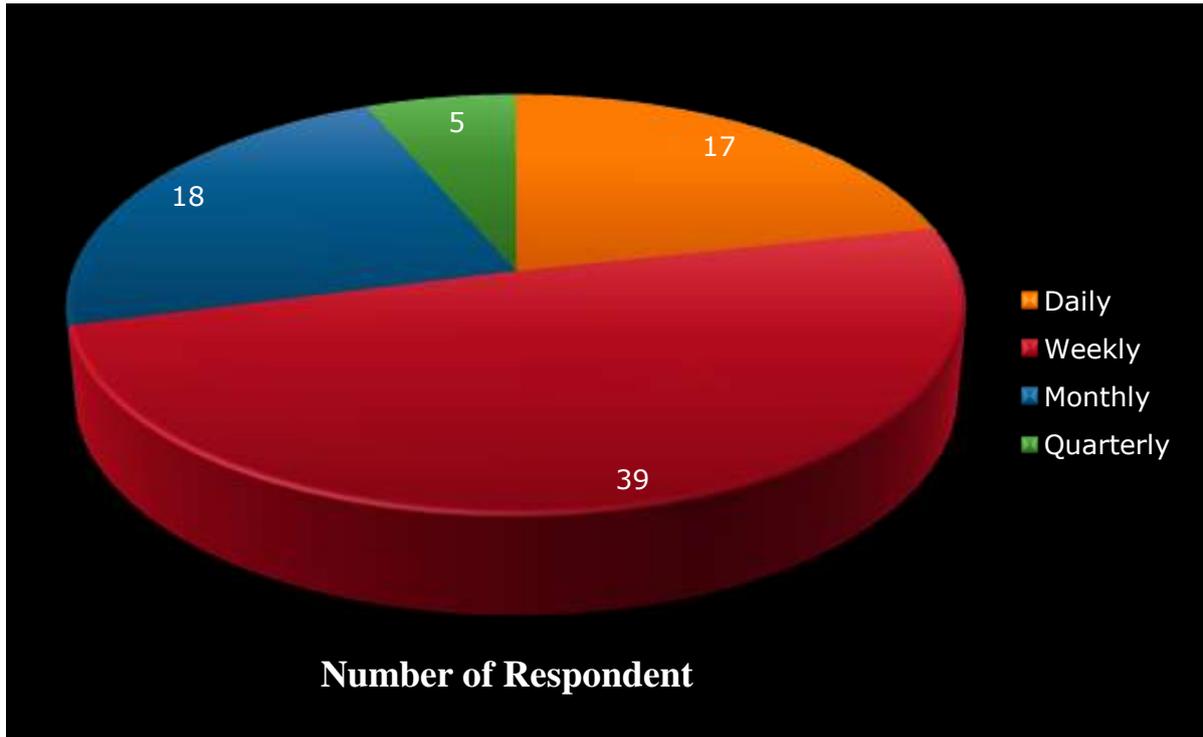
Price of Chocolate	Number of Respondent
Below 5	6
5-10	23
10-20	51
20-30	4
Above 30	11



According to the above analysis it is concluded that the consumer thinks 10-20Rs is the reasonable price of a chocolate. So it must be worthwhile to know this as it may affect the sale of chocolates.

8. How frequently do you purchase chocolate?

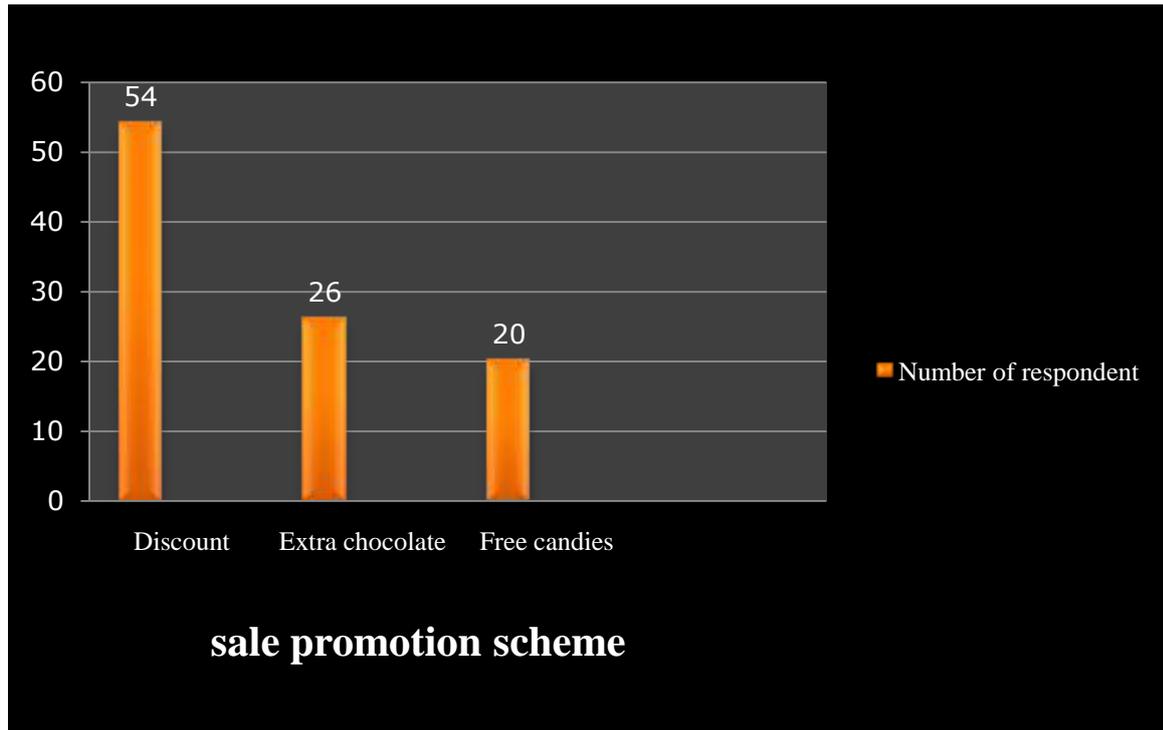
Frequently of consumption	Number of Respondent
Daily	17
Weekly	39
Monthly	18
Quarterly	5



From the above analysis it is concluded that how frequently purchase the chocolate weekly is the average of the purchase of chocolate. A chocolate lover purchase the chocolate weekly, where the customer is least purchase the chocolate in quarterly.

9. A sale promotion scheme like Rs2/- off, 10gram extra, free candies etc. would affect your purchase decision?

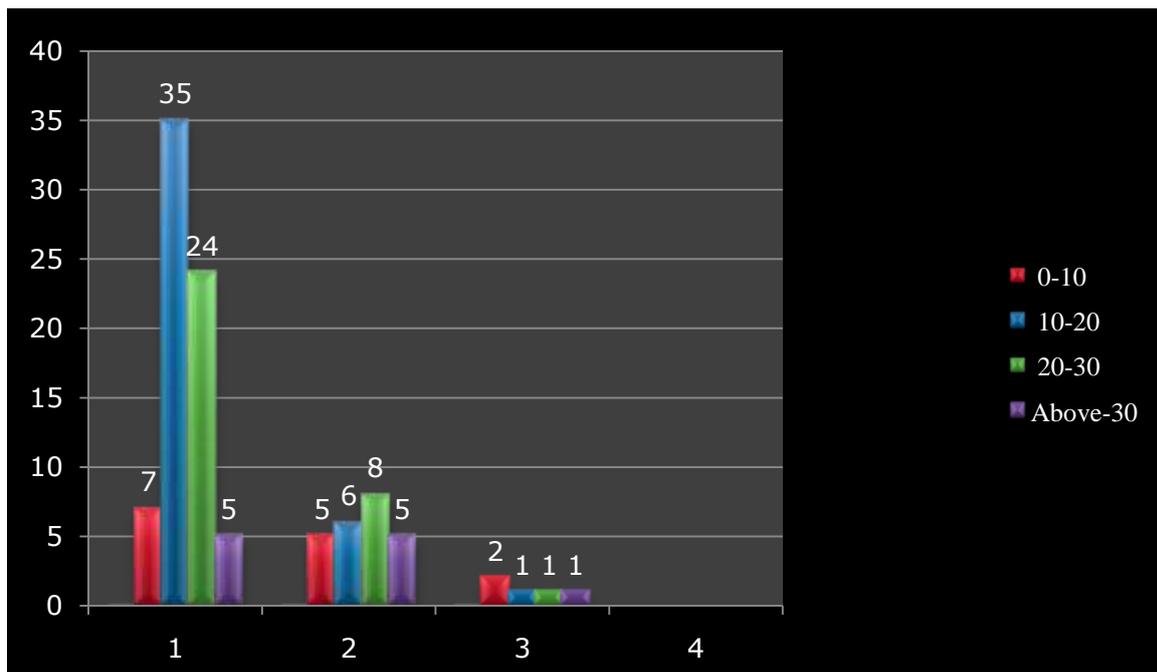
Sale promotion scheme	Number of respondent
Discount	54
Extra chocolate	26
Free candies	20



According to the above analysis which sale promotion scheme would affect your purchase decision like Extra chocolates, Discount, free candies etc. then the customer are mostly purchase the chocolate when company offered discount rate and least purchased when provide free candies.

10. Preference according to age groups of chocolate?

Brands	0-10	10-20	20-30	Above30
Cadbury	7	35	24	5
Nestle	5	6	8	5
No Consumption	2	1	1	1

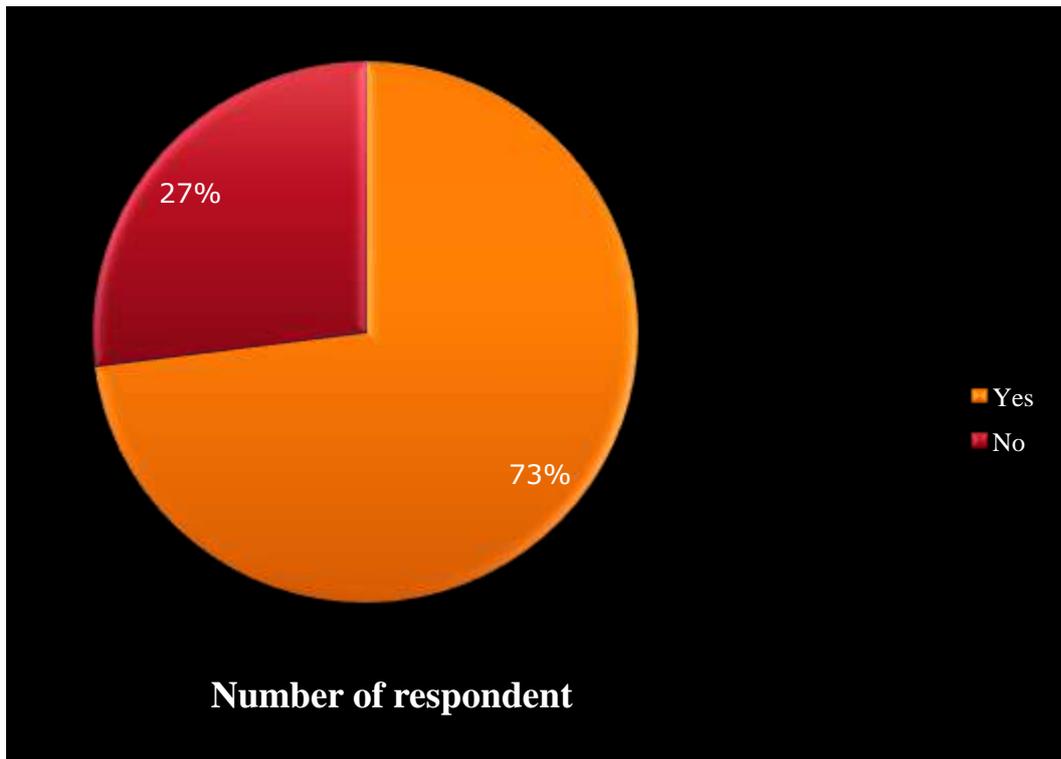


According to the above analysis it is concluded that people of different age groups prefer mostly Cadbury brand of chocolate while Nestle brand is least preferred by the age group between 10-20. People of age group above 30 equally like to have both brands.

Cadbury chocolate is mostly liked by the teens where Nestle chocolates are mostly liked by the adults' children and teens prefer to eat dairy milk of Cadbury and adults like to eat Kit Kat chocolate most.

11. Are you happy with the kind of chocolate brands available in India?

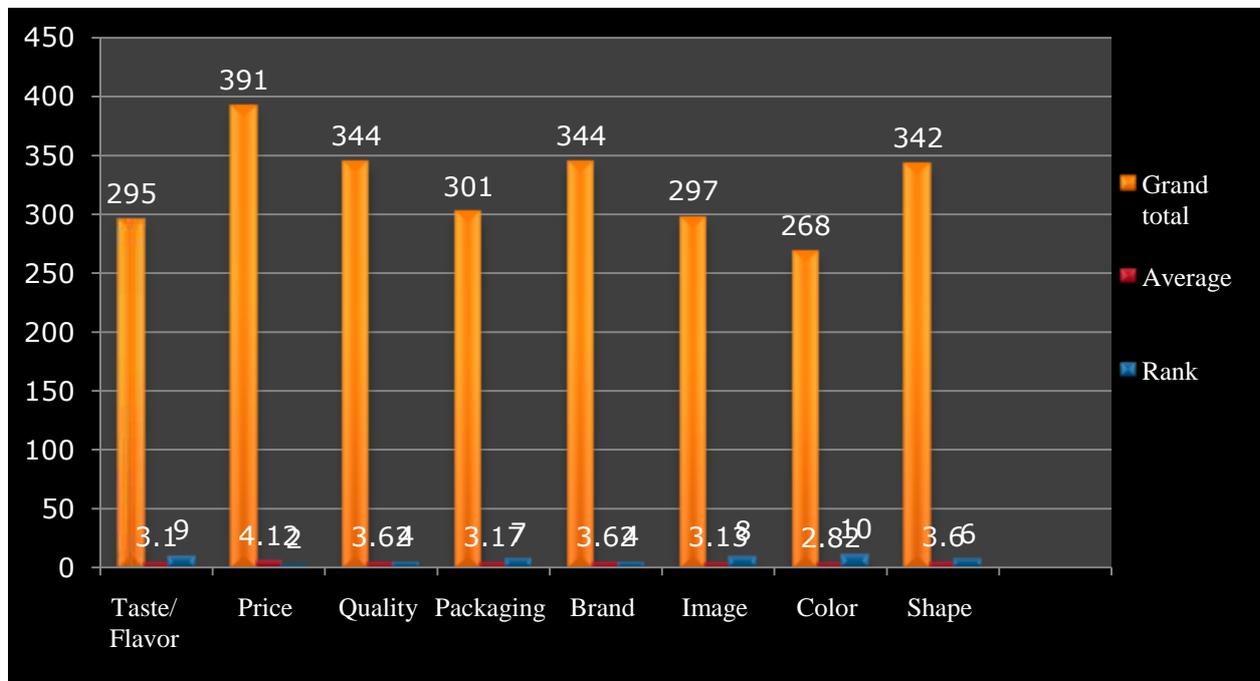
Reaction of people	Number of respondent
Yes	73
No	27



From the above analysis it is concluded that the consumer are happy with the kind of chocolate brand available in India 73% people are happy with different chocolate brand in India are available and 27% people are not to satisfy.

12. What are the factors influencing during purchase?

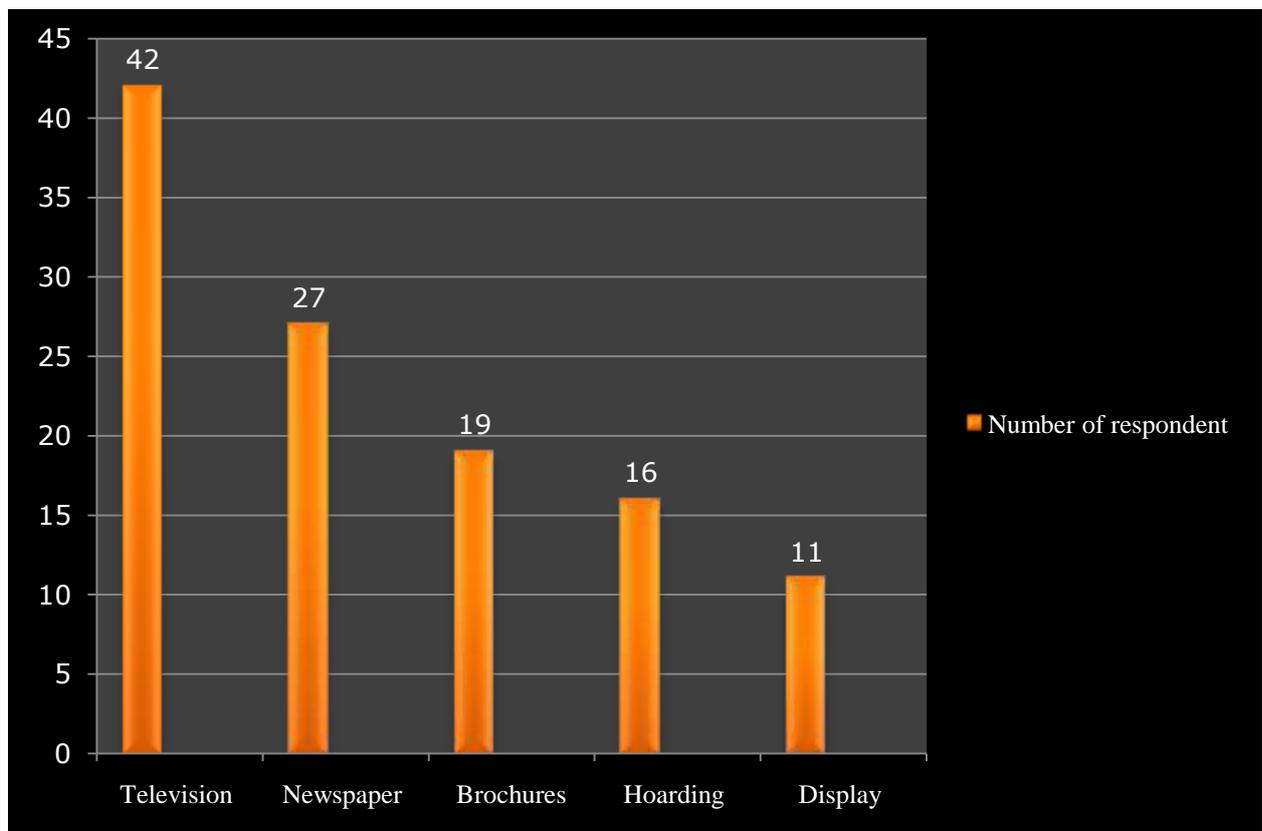
Factors	Grand total	Average	Rank
Taste/ Flavor	295	3.1	9
Price	391	4.12	2
Quality	344	3.62	4
Packaging	301	3.17	7
Brand	344	3.62	4
Image	297	3.13	8
Color	268	2.82	10
Shape	342	3.6	6



According to the above analysis it is concluded that on an average mostly people are influenced by flavor/taste followed by quality, brand and image. It is surprised to know that very few people are influenced by price followed by shape of the chocolate.

13. Which media of advertisement influence your purchase?

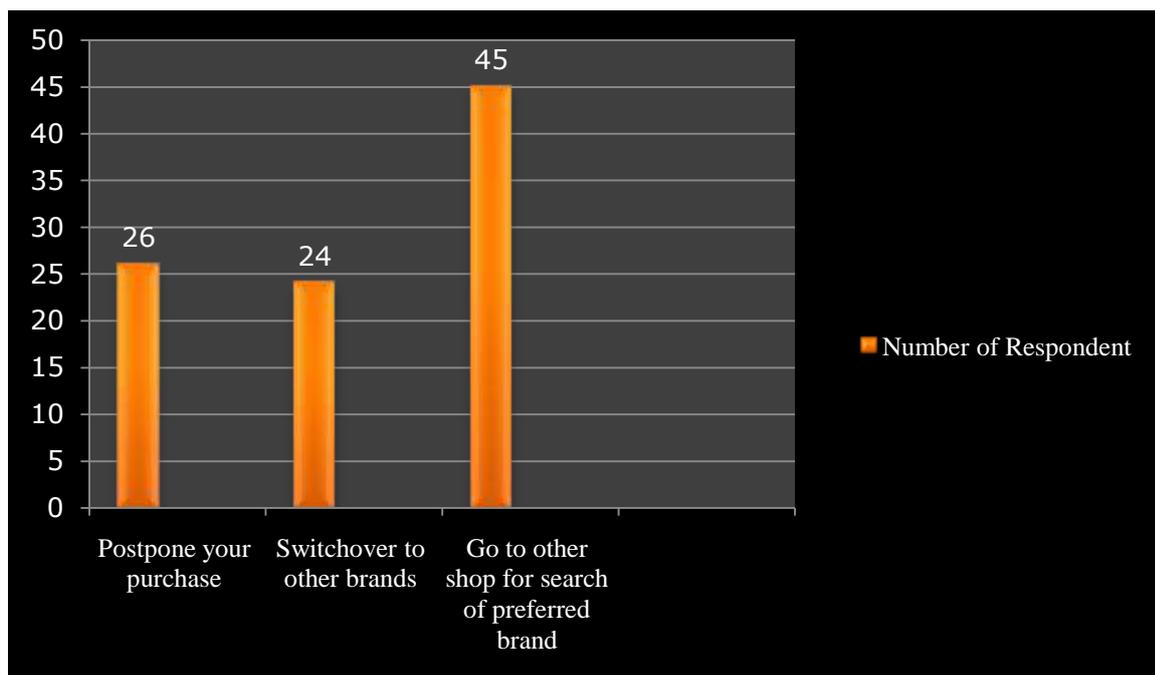
Media of Advertisement	Number of respondent
Television	42
Newspaper	27
Brochures	19
Hoarding	16
Display	11



According to the above analysis it is concluded that mostly people are influence by the Television type of Advertisement and the people are less influence by the display for the advertisement of the product.

14. Consumer's Brand Loyalty for purchasing of chocolate?

Brand Loyalty Actions	Number of Respondent
Postpone your purchase	26
Switchover to other brands	24
Go to other shop for search of preferred brand	45



According to the above analysis it is concluded that mostly people are loyal to the brand as in the absence of availability of their preferred brand mostly people like to search for it or they are ready to postpone their purchase.

Reasons for not switching over to other brands

All the consumers why they continue to buy the old brand gave various important reasons. The most important reasons given by the consumers were:

- Taste/Flavor
- Brand
- Image
- Quality
- Packaging

At such times, the customer gives very less time and attention to your brand. You have to attract the customer within seconds. Thus, your brand building starts much before the customer enters the final buying stage.

Equally important is the fact, that at the buying stage, the customer can switch brands easily. Instead of deciding to go ahead with your brand, he can decide to finalise a competitor's product or their brand. So what are the **reasons for brand switching**? Let us dwell deeper in the customer's mind

One of the major reasons for brand switching is “not enough value” being provided by your brand against the price being offered to the customer. This value can be monetary, it can be an emotional value or it can be targeted towards the personality of the buyer.

CHAPTER: 7
SWAT ANALYSIS

SWAT ANALYSIS

Strengths:

- Environmental sustainability efforts.
- Unmatched research and development capability.
- Strong distribution channel.
- Strong research & development.
- Strong geographic presence, with one of the best geographically diversified revenue sources.

Weakness:

- Raw material supply- volatile prices.
- Lack of penetration of chocolates in the rural market.
- Criticism over high water usages selling contaminated food, anti-unionism, forced child labor and using other unethical practices.

Opportunities:

- Clear and accurate labeling indicating of any harmful products.
- Transparency in material sourcing.
- Growing number of small Silicon Valley based food startups.
- Low penetration, consumption.
- Launch of brands from international portfolio.

Threats:

- Poor quality water and its scarcity.
- Increased competition in the beverage and food industry.
- The price of coffee beans could significant rise due to major weather disaster.
- Foreign imports.
- Changing consumer trends.

CHAPTER: 8

SUGGESTION AND RECOMMENDATION

SUGGETIONS AND RECOMMENDATIONS

- Company should concentrate more on television for advertisement, as mostly people get attracted through television only.
- For promotional offers, company should go for free gifts rather than going for other way
- Nestle company should concentrate on its packing and people are least satisfied with it while Cadbury should concentrate on the shape of a chocolate.
- People are unsatisfied with the price and quantity of chocolate so companies should concentrate in this regard also.

CHAPTER: 9

CONCLUSION

Conclusion

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 flavor/taste, quality and image and due to its hard form. Some people often like to have a chocolate with good flavor, 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 favorite chocolate, and sometimes some of them go for small and family pack.

CHAPTER: 10

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CHAPTER: 11

ANNEXURE

QUESTIONNAIRE

1. Do you like the chocolate?

Yes [] No []

2. Which brand of chocolate do you prefer?

Cadbury [] Nestle []

3. Which form of chocolate do you like?

Hard [] Nutties []

Crunchy [] Chew []

4. What pack do you purchased?

Small [] Big [] Family pack []

5. Which promotional offers attract you most?

Free gifts [] Price offer [] Any other []

6. Which of these factors affect your purchase?

Advertisement []

Doctor advise []

Brand Ambassadors []

Ingredients []

7. What according you to reasonable price of chocolate?

Below-5 [] 5-10 [] 10-20 []

20-30 [] above-30 []

8. How frequently do you purchase chocolate?

Daily [] Weekly []

Monthly [] Quarterly []

9. A sale promotion scheme like Rs2/- off, 10gram extra, free candies etc. would affect your purchase decision?

Yes [] No []

10. Are you happy with the kind of chocolate brands available in India?

Yes [] No []

11. Preference according to age group of chocolates?

0-05 [] 05-10 [] 10-20 []

20-30 [] above-30 []

12. What are the factors influencing during purchase?

Quality [] Price [] Packing []

Taste/ Flavour [] Brand [] Image []

13. Which media of advertisement influence your purchase?

Television [] Newspaper [] Brochures []

Hoarding [] Display []

14. Consumer's Brand Loyalty for purchasing of chocolate?

Postpone your purchase [] Switchover to other brands []

Brand loyalty actions [] Go to other shop for search of preferred brand []