

## A Comparative Study of Consumer Preference Towards Chocolates Brands in Jammu City

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### Abstract

The present research was conducted in Jammu city for analyzing Consumer preference towards different chocolate brands. Primary data was collected from the respondents of Jammu city through the market survey using questionnaires as the measurement tool. Percentage method and Garrett ranking technique was used to analyse the data. The sample size taken for the study was 150. The results revealed that majority of the consumers were female i.e. 60 percent. Also the results depicted that the quality and taste of the chocolates are the most influencing factors that impact the consumers' preference and their purchase decision.

### Keywords

Consumer Preference; Market; Purchase; Garrett Ranking.

### Introduction

Chocolates had its beginning in the times of the Mayas and the Aztecs when they beat cocoa into a pulp and made bitter frothy chocolate out of them. They first became popular in Europe in a highly unrefined form. Then the Hershey Food Company was the first to bring out chocolates in the currently popular solid form. The main ingredients of chocolate is cocoa grown mainly on equatorial zones and of the consumers looks for variety he goes in for some of that company's own sugar milk solids and permitted emulsifiers. Cocoa constitutes nearly 40 percent of the total raw material cost.

The chocolate and confectionery market in India has undergone major changes and growth since the opening up of the economy and liberalization of the investment regime in 1991. India became an attractive place for foreign investment and several large multinational companies entered the market for confectionery products. This resulted in its steady growth and gradual transformation from a commodity market to a branded products market dominated by multinational companies. The Indian chocolate industry may surpass the Rs 7,500-crore mark by 2015 with the help of growing consumption in the urban and semi-urban areas, according to the industry chamber Associated Chambers of Commerce and Industry of India (ASSOCHAM). Currently, the Indian chocolate market is worth around Rs 4,500 crore.

The Indian chocolate industry is registering a compound annual growth rate of 25 percent at present. The demand for chocolates in India has clocked about 35 percent rise as against last year primarily in urban areas due to the rising shift to chocolates from traditional mithai around the festival season. According to "India Chocolate Market Forecast & Opportunities, 2018", the per

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capita consumption of chocolates is increasing in the country which will continue to flourish the market revenues. It is expected that India's chocolate industry is growing at the CAGR 23 percent by volume between the years 2013–2018 and reach to 3,41,609 Tons. The dark chocolates are expected to account for the larger market share when compared to milk and white chocolates in the coming years. The introduction of medicinal and organic ingredients in the manufacturing of chocolates had lead to a new trend and development in the country, which will be adapted by major manufacturers to remain active in the market. The major key players in chocolate industry in India are- Cadbury India Ltd., Nestle India Ltd., Lotte India Ltd., Nutrine India Ltd., Candico India Ltd. Perfetti Van Melle India Ltd., and Parle Products India Ltd., Wrigley India Ltd., ITC Foods, Hindustan Lever Ltd. and the list goes on. In addition, India also has a large unorganized manufacturing sector, of small producers offering very low priced products.

The chocolate industry in India as it stands today is dominated by two companies, both multinationals. The market leader is Cadbury with a lion's share of 70 percent. The company's brands (Five Star, Gems, Eclairs, Perk, Dairy Milk) are leaders their segments. Till the early 90s, Cadbury had a market share of over 80 percent, but its party was spoiled when Nestle appeared on the scene. The latter has introduced its international brands in the country (Kit Kat, Lions), and now commands approximately 15 percent market share. The Gujarat Co-operative Milk Marketing Federation (GCMFM) and Central Arecanut and Cocoa Manufactures and Processors Cooperative (CAMPCO) are the other companies operating in this segment. Competition in the segment will get keener as overseas chocolate giants Hershey's and Mars consolidate to grab a bite of the Indian chocolate pie.

## Materials and Methods

Both primary as well as secondary data was collected from the sample area. Primary data was collected from the respondents of Jammu city through the market survey using questionnaires as the measurement tool. Percentage method and Garrett ranking technique was used to analyse the data. The sample size taken for the study was 150.

**Objective:** To study consumer preference towards different brands of chocolates

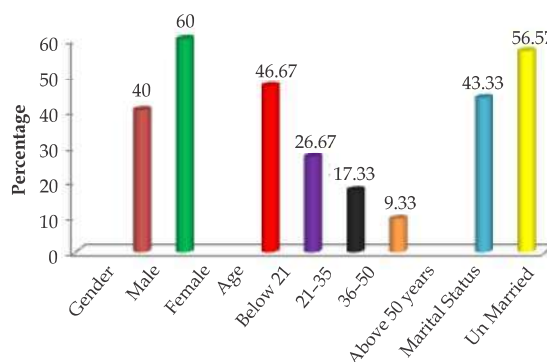
**Variables involved in the Questionnaire:** To achieve the objective, the present study tried to identify the various factors that influence the consumer preferences for the chocolates. Different variable has been used to study the consumer preference were Flavor/taste, Price, Quality, Packaging, Shape, and Quantity.

## Results and Discussion

The results pertaining to the study "A Comparative Study of Consumer Preference towards Chocolates Brands in Jammu City" have been presented along with appropriate tables and figures.

**Table 1:** Demographic details of respondents (Percentage analysis)

|                       | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
| <b>Gender</b>         |           |                |
| Male                  | 60        | 40             |
| Female                | 90        | 60             |
| <b>Age</b>            |           |                |
| Below 21              | 70        | 46.67          |
| 21–35                 | 40        | 26.67          |
| 36–50                 | 26        | 17.33          |
| Above 50 years        | 14        | 9.33           |
| <b>Marital Status</b> |           |                |
| Married               | 65        | 43.33          |
| Un Married            | 85        | 56.67          |



**Fig. 1:** Demographic details of respondents

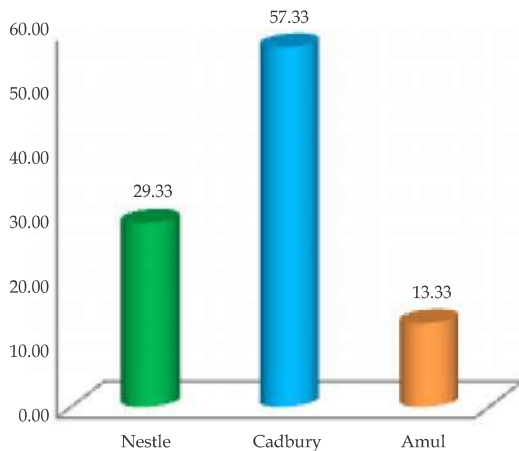
### Demographic details of respondents

Figure 1 and Table 1 represents the demographic details of customers it was inferred that out of 150 respondents 60 were male (40 percent) and 90 were female (60 percent) and regarding to the age group below 21 there were 70 respondents with (46.67 percent), followed up by age group of 21-35 years with 40 respondents (26.67 percent), followed up by age group of 36–50 with 26 respondents (17.33

percent), followed up by age group of above 50 yrs with 14 respondents (9.33 percent). 65 respondent's marital status was married (43.33 percent) and 85 respondent's marital status is unmarried (56.67 percent).

**Table 2:** Preferred chocolate brand by consumers (Percentage analysis)

| Brands  | Frequency | Percentage |
|---------|-----------|------------|
| Nestle  | 44        | 29.33      |
| Cadbury | 86        | 57.33      |
| Amul    | 20        | 13.33      |



**Fig. 2:** Preferred chocolate brand by consumers

For the study, we have analysed the consumer preference against the three most popular brands namely Nestle, Cadbury and AMUL. Figure 2 and Table 2 shows the preferences of consumer towards different chocolate brands. Out of total respondents, 57.33 percent (86 respondents) said that they prefer Cadbury brand chocolates where as 29.33 percent (44 respondents) and 13.33 percent (20 respondents) prefer Nestle and AMUL brands respectively.

**Table 3:** Ranking of factors influencing the Consumer preference for the Cadbury brand

| Factors       | Average Score | Rank |
|---------------|---------------|------|
| Flavour/taste | 35.85         | II   |
| Price         | 28.29         | VI   |
| Quality       | 36.62         | I    |
| Packaging     | 34.10         | III  |
| Shape         | 30.23         | V    |
| Quantity      | 32.55         | IV   |

**Table 4:** Ranking of factors influencing the Consumer preference for the Nestle brand

| Factors       | Average Score | Rank |
|---------------|---------------|------|
| Flavour/taste | 34.84         | I    |
| Price         | 28.78         | IV   |

| Factors   | Average Score | Rank |
|-----------|---------------|------|
| Quality   | 33.33         | II   |
| Packaging | 30.30         | III  |
| Shape     | 27.27         | VI   |
| Quantity  | 28.41         | V    |

**Table 5:** Ranking of factors influencing the Consumer preference for the AMUL brand

| Factors       | Average Score | Rank |
|---------------|---------------|------|
| Flavour/taste | 31.66         | II   |
| Price         | 22.50         | VI   |
| Quality       | 35.00         | I    |
| Packaging     | 25.83         | V    |
| Shape         | 26.66         | IV   |
| Quantity      | 29.16         | III  |

Table 3, Table 4 and Table 5 depicts factors influencing the Consumer preference for the Cadbury, Nestle and AMUL brand. Garret ranking technique method has been used to find out the influence/effect of various parameters on consumer preference. In case of respondents who prefer Cadbury brand chocolates, the result showed that the consumers ranks Quality of products as 1 followed by flavour and taste of product, packaging of the product, quantity of the product, shape of the product and price of the products (Table 3).

Based upon the responses from the consumers of Nestle brand the Flavour of product ranks 1 followed by the quality of the product, packaging of the product, price of the product, quantity of the product and shape of the product (Table 4) where as in case of Amul brand chocolates, Quality of product ranks 1 followed by the flavour and taste of the product, quantity of the product, shape of the product, packaging of the product and price of the product. From the results of the research, we can conclude that the quality and taste of the chocolates are the most influencing factors that impact the consumers' preference and their purchase decision. Packaging of the products also has impact on consumer preference to some extent.

### Conclusion

The present research was conducted in Jammu city with an objective to analyze the Consumer preference towards different chocolate brands. Among three most popular brands namely Nestle, Cadbury and AMUL, consumers prefer chocolates of Cadbury brands the most. The study also concluded that flavour/taste and quality of the chocolates are the most influential factors that

affect the consumer preference for choosing among different brands of chocolates.

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