

# 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. The study brings out sufficient information about the effectiveness of advertisement on the 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. Good quality products are produced or expect services are offered there must be known to the public for this mass communication is needed as the population is great or the market area is wide. This calls for adaption of sales promotion and advertising as tools to mobile the marketing machinery. This project is a sincere effort to study the buying behavior of consumers when they buy chocolates. A descriptive research procedure had been applied to come to the conclusions of the project. We have collected 100 responses to bring out the opinion of the people in Coimbatore city.

**Keywords:** Advertising, Mass Communication, Cadbury Products

## I. INTRODUCTION

Creativity in the way of presentation of advertisements improved and the advertisements was now more impactful to the Indian culture than the British. Using creativity to generate effective campaigns for company products using images, slogans, and phrases. 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, analyzing 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 behavior of products.

### 1.1 Objective

1. To understand the impact of dairy milk silk advertisement on teenagers.
2. To find out the satisfaction level of consumer about the product
3. To know the impact of dairy milk silk towards teenagers

## II. REVIEW OF LITERATURE

**Chakraborty (2010)**<sup>1</sup> in a study conducted in Hyderabad. In India he identified the driving shopping motives of Indian consumer. Factor analysis three shopping motives two of which related to hedonic shopping motive and one of the utilitarian. The factors were named as diversion, socialization and utilitarian. Other dimensions are store attributes, shopping outcomes and shopping perceived cost. The identified factor could be the key for discount stores for understanding the shoppers.

**Raja Rajeswari, Kirthika (2016)**<sup>2</sup> conducted a study to find out the consumer behavior towards Nestle products with special reference to Coimbatore city. The objective of the study to analyze the consumer behavior 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.

**Poateek Pawar (2016)<sup>3</sup>** 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.

### **III. 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.

#### **3.1 Method of Data Collection**

- **Primary data:** the primary data were collected based on the well-structured questionnaire from medium farmers and through Google form.
- **Secondary data:** The secondary data for the study have been collected from books, articles, magazines and websites.

#### **3.2 Sampling Method**

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

#### **3.3 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.

#### **3.4 Area of Study**

The study was conducted in Coimbatore district only.

#### **3.5 Tools used for the study**

The SPSS package used for the study

- Percentage analysis

#### **3.6 Limitations**

1. The sample group was restricted to Coimbatore city only.
2. The sample size was limited to 100 respondents only.
3. Only consumers view point was considered in this survey

### **IV. ANALYSIS AND FINDING**

#### **4.1 Percentage Analysis**

S.NO	FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
1	<b>Gender</b> Female Male	70 30	70 30
2	<b>Age</b>		

	18-21	75	75
	21-26	19	19
	26-30	3	3
	30 and above	3	3
3	<b>Educational qualification</b>		
	Student	85	85
	Employee	10	10
	Others	5	5
4	<b>Share of income</b>		
	Up to 25%	45	45
	26%-50%	26	26
	51%-75%	22	22
	76%-100%	7	7
5	<b>Consumption of Dairy Milk</b>		
	Yes	94	94
	No	6	6
6	<b>Is Pricing of dairy milk is fair?</b>		
	Yes	68	68
	No	32	32
7	<b>Liking of advertisements of diary milk</b>		
	Yes	92	92
	No	8	8
8	<b>Flavors of diary milk</b>		
	Silk	35	35
	Fruit and Nut	34	34
	Bubbly	19	19
	Red Velvet	12	12
9	<b>Preference of chocolates variety</b>		
	Diary milk	65	65
	Kit Kat	25	25
	Munch	6	6
	Five star	4	4
10	<b>Reasons to eat chocolates</b>		
	Relaxation	56	56
	Celebration	35	35
	Hunger	9	9
11	<b>Purchasing of chocolates</b>		
	Weekly	51	51
	Monthly	29	29
	Quarterly	20	20

## V. FINDINGS

### 5.1 Findings from Percentage Analysis

- The study unfolds that majority of them are female with 70%
- The study reveals that most of the persons 75% are in the age group of “between 18-24 years”
- The study unfolds that majority of the persons qualifications is student with 85%
- 45% of the respondents share of revenue from chocolates are up to 25%
- The above study unfolds that majority 94% of them like to eat Cadbury diary milk silk

- The above study unfolds that majority of the people think standard price of diary milk silk is fair up to 68%
- The above table conveys that 92% of people like the advertisement of Cadbury diary milk silk
- 35% of the respondents prefer diary milk silk as their first choice
- The above table unfolds that most of the respondents with 65% likes silk flavor in Cadbury diary milk silk
- The above table unfold that 56% of the people think relaxation as their main reason for having chocolate
- The above table unfolds that 51% of people buy chocolate weekly

## **VI. 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. 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

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