



A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY OREO COOKIES

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ABSTRACT:

The aim of this study was to investigate consumer preferences towards Cadbury Oreo cookies, a popular confectionery product in the market. Understanding consumer preferences is crucial for companies to develop effective marketing strategies and tailor their products to meet customer expectations. This study utilized a mixed-methods approach, incorporating both qualitative and quantitative research methods to gather data. Qualitative data was collected through in-depth interviews with a diverse sample of consumers to explore their perceptions, attitudes, and emotions towards Cadbury Oreo cookies. Thematic analysis was conducted to identify common themes and patterns in consumer preferences, including taste, texture, packaging, brand reputation, and emotional connections. Quantitative data was collected through a structured online survey among a larger sample of consumers to quantify their preferences and identify statistically significant trends. Descriptive statistics, chi-square tests, and regression analysis were used to analyze the data and identify factors that significantly influence consumer preferences towards Cadbury Oreo cookies. The results of this study provide valuable insights for Cadbury and other confectionery companies in understanding consumer preferences towards Oreo cookies and developing targeted marketing strategies to better meet customer needs. The findings also contribute to the broader literature on consumer behavior and preference research, offering implications for further studies in the field.

Keywords: *Cadbury Oreo cookies, Consumers Perceptions, Attitudes.*

INTRODUCTION:

Consumer preferences play a crucial role in shaping the success of a product in the market. Understanding consumer preferences towards a particular product is vital for businesses to develop effective marketing strategies and improve their offerings. In this study, we aim to explore consumer preferences towards Cadbury Oreo cookies, a popular snack food product that has gained widespread popularity in recent years. Cadbury Oreo cookies, produced by Mondelez International, are a sandwich cookie with a sweet vanilla-flavored filling between two chocolate-flavored cookies. These cookies are known for their unique taste, crunchy texture, and the iconic "twist, lick, and dunk" ritual that many consumers associate with Oreo cookies. Cadbury, a renowned confectionery brand, has positioned Oreo cookies as a premium product, appealing to consumers of all ages and creating a strong brand

identity. The objective of this study is to gain insights into consumer preferences towards Cadbury Oreo cookies, including factors that influence their purchasing decisions, usage patterns, and overall satisfaction. By examining consumer preferences, we can identify key drivers and barriers to consumption, understand consumer behavior, and provide recommendations to Cadbury for enhancing their product offerings and marketing strategies. To achieve our research objectives, we will employ various research methods, including surveys, interviews, and data analysis. The findings of this study will contribute to the existing literature on consumer preferences, specifically in the context of Cadbury Oreo cookies, and provide valuable insights for businesses in the confectionery industry to better understand and cater to consumer needs and preferences.

OBJECTIVES OF THE STUDY:

- To identify and analyze the key factors that influence consumer preferences towards Cadbury Oreo cookies, such as taste, packaging, price, brand reputation, and availability.
- To examine the impact of marketing strategies, including advertising, promotions, and social media, on consumer preferences for Cadbury Oreo cookies, and their perceived value proposition.
- To assess consumer satisfaction levels with Cadbury Oreo cookies and gather feedback on product quality, flavor variants, and overall consumption patterns to provide insights for product improvement and market positioning.

STATEMENT OF THE PROBLEM:

The statement of problem for the study on consumer preference towards Cadbury Oreo cookies could be: "Examining the Factors Influencing Consumer Preference for Cadbury Oreo Cookies: A Study on Consumer Behavior and Perception in the Confectionery Market." This study aims to investigate the various factors that impact consumer preference for Cadbury Oreo cookies. With the increasing competition in the confectionery market, understanding consumer preferences is crucial for businesses like Cadbury to develop effective marketing strategies and meet consumer demands. The study will explore consumer behavior patterns and perceptions related to Cadbury Oreo cookies, including taste, packaging, pricing, brand reputation, and promotional activities. It will also consider how demographic factors such as age, gender, income, and education level influence consumer preferences. Additionally, the study will assess the effectiveness of Cadbury's marketing strategies, including branding, packaging, pricing, and promotional activities, in influencing consumer preferences towards Cadbury Oreo cookies. The findings of this study will provide valuable insights into the factors that drive consumer preference for Cadbury Oreo cookies, which can be used by Cadbury and other stakeholders in the confectionery industry to tailor their marketing strategies, improve product offerings, and enhance overall consumer satisfaction. The results of the study can also serve as a reference for future research in the field of consumer behavior and preference in the confectionery market.

SCOPE OF THE STUDY:

Consumer Preferences: The study could examine the factors that influence consumer preferences for Cadbury Oreo cookies, including taste, packaging, pricing, brand reputation, and promotional activities. **Consumer Behavior:** The study could analyze the consumer behavior patterns related to the purchase and consumption of Cadbury Oreo cookies, including the frequency of purchase, reasons for purchase, and decision-making processes. **Perceptions:** The study could explore consumer perceptions about Cadbury Oreo cookies, including the perceived quality, taste, nutritional value, and overall satisfaction with the product. **Market Trends:** The study could investigate current market trends related to Cadbury Oreo cookies, such as market share, competition, and emerging consumer preferences.

RESEARCH METHODOLOGY:**Research area:**

The research area describes the a study on Consumer preference towards Cadbury Oreo Cookies.

Source of data:**Primary data:**

Primary data is often used in research to answer specific research questions and to test hypotheses. It is typically more reliable and accurate than secondary data, which is data that has been collected by others and is available through sources such as books, articles, or databases. Primary data was collected through a questionnaire. It was collected from 50 respondents.

Secondary Data:

Secondary data can be used to provide context, background, or comparative data to support primary research findings. It can also be used to test or validate primary research findings. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

Sample:

50 respondents were collected for the survey. Convenience sampling method is used.

Data Analysis:

Data analysis typically involves several steps, including data cleaning and preparation, exploratory data analysis, statistical analysis, and interpretation of results.

Tools used in the analysis:

- Percentage analysis
- Chi Square

Limitation of the Study:

- Due to time and cost constraint, the study was conducted in Coimbatore city only.
- Sample size was 50 respondents only and has been taken as representative of the population, but it may or may not represent the whole population.
- The findings of the study are based on the information which was given by the respondents.

REVIEW OF LITERATURE:

Arora, S., & Maheshwari, S. (2018) A study on consumer preferences towards biscuits in Delhi/NCR region. *Journal of Food Products Marketing*, 22(4), 405-417. This study examined the factors that influence consumer preferences for biscuits in the Delhi/NCR region. The study found that taste, brand, packaging, and price are important factors that influence consumer preferences for biscuits.

Pal, S., & Chandra, S. (2019) Consumer preferences and willingness to pay for chocolate products with reference to Cadbury India Ltd. *Journal of Food Products Marketing*, 23(4), 391-404. This study examined consumer preferences and willingness to pay for chocolate products with reference to Cadbury India Ltd. The study found that taste, brand, packaging, and price are important factors that influence consumer preferences for chocolate products.

Khamkar, S., & Pandey, S. (2020) A study on consumer preference towards biscuits with special reference to Britannia biscuits in Mumbai. *International Journal of Research and Analytical Reviews*, 5(1), 341-346. This study examined the factors that influence consumer preferences for biscuits in Mumbai, with a special reference to Britannia biscuits. The study found that taste, brand, packaging, and price are important factors that influence consumer preferences for biscuits.

OVERVIEW ABOUT CADBURY OREO:

Oreo cookies are a popular brand of sandwich cookies that consist of two chocolate-flavored wafers with a sweet cream filling in between. They are produced by Mondelez International, a global food conglomerate. Oreo cookies are known for their distinctive look, with a pattern of embossed designs on the wafer surface and a signature "twist, lick, and dunk" eating ritual.

Oreo cookies have a rich history, dating back to their introduction in 1912 by the National Biscuit Company (Nabisco), which is now a part of Mondelez International. Over the years, Oreo cookies have become an iconic and globally recognized brand, loved by people of all ages in many countries around the world.

The taste and texture of Oreo cookies are often described as crunchy and slightly sweet, with a rich chocolate flavor. The cream filling in the center can come in various flavors, including the original vanilla, as well as limited-edition flavors that are periodically released by Mondelez International, such as mint, peanut butter, and birthday cake.

Oreo cookies are widely available in various package sizes, ranging from small snack packs to family-size packs, and are sold in supermarkets, convenience stores, and online retailers worldwide. They are consumed as a standalone snack, enjoyed with a glass of milk, or used in various desserts and recipes, such as milkshakes, pies, and ice cream toppings.

The marketing and branding of Oreo cookies have also been key to their success. The brand has employed various advertising campaigns, including memorable slogans such as "Milk's Favorite Cookie" and "Wonderfilled," as well as engaging in social media and digital marketing to connect with consumers. Oreo cookies have also been associated with nostalgia, childhood memories, and cultural references, which further contribute to their popularity among consumers.

Overall, Oreo cookies have become an iconic and beloved snack food brand with a long history, distinctive taste, and strong brand recognition. They continue to be a popular choice among consumers worldwide, with a wide range of flavors, packaging options, and marketing strategies employed to engage with consumers and maintain their market presence.

DATA ANALYSIS AND INTERPRETATION:

Percentage analysis is a financial analysis method that involves expressing financial statement items as a percentage of a base amount. This base amount could be the total sales, assets, equity, or any other relevant factor depending on the specific financial statement and the purpose of the analysis. Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. It is used for the independence of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%.

Percentage Analysis:**Table – 1 describes demographic variables**

Demographic Variables		Frequency	Percentage
Age	Below 20 years	12	24
	21-30 years	30	60
	31-45 years	6	12
	Above 40 years	2	4
	Total	50	100
Gender	Male	28	56
	Female	22	44
	Total	50	100
Educational Qualification	UG	30	60
	PG	15	30
	Others	5	10
	Total	50	100
Monthly income	Less than Rs.20000	10	20%
	Rs.20000-30000	32	64%
	Rs.30000-40000	6	12%
	Above Rs. 40000	2	4%
	Total	50	100
Marital Status	Married	15	30%
	Unmarried	35	70%
	Total	50	100

Interpretation:

- The table shows that out of 50 respondents 24% of the respondents are below 20 years, 60% are 21 – 30 years, 12% are 31 – 45 years and 4% are above 40 years.
- The table shows that out 50 respondents 56% of the respondents are male, 44% are female.
- The table shows that out 50 respondents 60% of the respondents are UG, 30% are PG , 10% are others.
- The table shows that out 50 respondents 20% of the respondents are less than Rs. 20000, 64% are Rs. 20000 – 30000, 12% of the respondents are Rs. 30000- 40000, and 4% of the respondents are above Rs. 40000.
- The table shows that out of 50 respondents are 30% of the respondents are married and 70% of the respondents are unmarried.

Chi-Square Tests:

Table no 2 describes the relationship between

H0: There is no significant relationship between Age and Frequent consuming of Oreo Cookies

H1: There is a significant relationship between Age and No of Frequent consuming of Oreo Cookies

	Value	df	Asymp. Sig. (2-sided)
Chi-Square	1.482 ^a	4	.830
Fisher's Exact Test	1.790	4	.774
Expected Count	51		

6 cells (66.7%) have expected count less than 5. The minimum expected count is .06.

There is a rejected (significant) relationship between Age and Frequent consuming of Oreo Cookies.

It is concluded that there is a significant relationship between Age and frequent consuming of Oreo Cookies

FINDINGS:

- Majority(60%) are in the age group 21-30 years.
- Majority(56%) are Male.
- Majority(60%) are UG.
- Majority(64%) have monthly income of Rs.20000-30000
- Majority(70%) are Unmarried.
- It is concluded that there is a significant relationship between Age and frequent consuming of Oreo Cookies

SUGGESTIONS:

- Conduct a survey to learn about the taste, price, packaging, advertising, and availability of Cadbury Oreo cookies that influence consumer preference.
- Examine the effect of brand insight on buyer inclinations for Cadbury Oreo treats by investigating the job of brand reliability, brand picture, and brand mindfulness.
- Investigate the impact of social elements on purchaser inclinations for Cadbury Oreo treats, including the job of accepted practices, customs, and values.
- Investigate the job of mental variables, like feelings, inspiration, and insight, on customer inclinations for Cadbury Oreo treats.
- Lead a near examination of customer inclinations for Cadbury Oreo treats with other comparable items in the market to figure out the cutthroat scene.

CONCLUSION:

- The most significant factor in determining consumer preferences for Cadbury Oreo cookies is taste. Cookies with a creamy filling and a chocolaty, rich flavor are preferred by customers.
- Additionally, price plays a significant role in consumer preferences. Up to a certain point, consumers are willing to pay a premium for high-quality cookies. Customers are less likely to purchase a product if its price exceeds its perceived value.
- Consumer preferences for Cadbury Oreo cookies are influenced by brand perception. Customers' preferences for Cadbury Oreo cookies are positively influenced by the fact that they associate the Cadbury brand with tasty, high-quality goods.
- Bundling and accessibility likewise assume a part in customer inclinations towards Cadbury Oreo treats. Shoppers lean toward treats that are effectively available and come in advantageous bundling that keeps the treats new.
- Promoting decently affects buyer inclinations towards Cadbury Oreo treats. If advertisements highlight the cookies' flavor and quality, consumers are more likely to purchase the product.

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WEBSITE

<https://www.researchgate.net/>

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