A STUDY TO IDENTIFY THE POPULAR CHOCOLATE BRAND AT VVIET

BY

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Abstract: Chocolate is one of the most consumed and loved food products in the world. However, different people may have different preferences and opinions about various chocolate brands. This study aims to explore the popularity and perception of different chocolate brands among the students of VVIET college, a reputed engineering institution in Karnataka, India. The study was done between the month of August and September. The study finds that Cadbury is the most popular and preferred chocolate brand among the students, followed by Kit Kat, Munch and other brands. The study also reveals that the students associate different attributes and emotions with different chocolate brands, such as quality, taste, happiness etc. The study concludes that chocolate consumption is influenced by various factors, such as personal preference, availability, affordability, mood, etc., and that chocolate brands need to cater to the diverse needs and expectations of their customers.

Index terms: Brand, Preferences, Attributes.

1. INTRODUCTION

A brand is the sum of how a product or business is perceived by those who experience it— including customers, investors, employees, the media, and more. Branding is the process of shaping these perceptions. A brand, then, is more than just a company's name, logo, product, or price tag. It's more than the marketing and advertising around these things. A brand is the consistent and recognizable feeling that all of these things evoke. Brand management is important for businesses because it involves creating a unique identity for a company's products and services. It can also help build customer loyalty and emotionally connect with the company. Effective brand management increases brand awareness, measures and manages brand equity, drives initiatives that support a consistent brand message, identifies and accommodates new brand products, and effectively positions the brand in the market.

Brands consist of various elements, including:

Brand Name: The unique name that identifies the product or company, like "Apple" or "Coca- Cola.

Logo: A distinctive visual symbol or mark associated with the brand.

Tagline or Slogan: A short and memorable phrase that encapsulates the brand's message or promise, such as Nike's "Just Do It."

Color Palette: Specific colors associated with the brand, often used consistently in branding materials.

Typography: A specific font or typeface chosen to represent the brand.

Brand Mascot: Some brands use characters or mascots to personify their identity, like the Geico gecko or the Michelin Man.

Branding is the process of creating and managing a brand. It involves developing a brand's identity and ensuring it aligns with the company's values and objectives .Effective branding aims to create a unique and memorable image in the minds of consumers, differentiating a product or company from its competitors.

Brand management is the ongoing process of maintaining, improving, and protecting a brand's reputation and image. It involves various activities, such as marketing, advertising, customer engagement, and monitoring customer feedback to ensure that the brand remains strong and relevant.

Key aspects of brand management include:

Brand Strategy: Defining the brand's purpose, target audience, and positioning in the market.

Brand Identity: Creating visual and verbal elements that represent the brand, like logos, color schemes, and slogans.

Brand Communication: Consistently conveying the brand's message and values through various channels, such as advertising, social media, and public relations.

Brand Equity: Building and measuring the value of a brand in the eyes of consumers. A strong brand can command higher prices and customer loyalty.

Brand Extension: Expanding the brand into new product lines or markets while maintaining its core identity.

Brand Monitoring: Continuously assessing customer perceptions and feedback to make necessary adjustments to the brand strategy.

Effective brand management can lead to increased customer trust, loyalty, and ultimately, greater market share and profitability for a company or product. It's a crucial aspect of modern business strategy.

Cadbury, formerly Cadbury's and Cadbury Schweppes, is a British multinational confectionery company owned by Mondelez International since 2010. **It is the second largest confectionery brand in the world after mars.**

1.1 REVIEW OF LITERATURE

Lakshmi, Vidya (2019). This study is conducted in Vadodara city to identify the consumer preference towards the Cadbury and nestle chocolates. According to their research 110 people choose Cadbury chocolate and 40 people are choosing nestle chocolates. It is observed that overall people like to eat Cadbury brand rather than nestle. In this study 54 respondents said Cadbury brand chocolates price is reasonable and 40 respondents said nestle brand chocolate price is reasonable.

Sondhi Neena, Chawla Deepak et.al (2018). The study was conducted on 311 chocolate consumers in National Capital Region. Through this study I get to know that regardless of their demographics, Indians increasingly prefer chocolates over traditional sweets and are consuming it both as a snack food and as a desert.

Prete Del, Margherita, Samoggia, Antonella (2020). This study is conducted to identify the chocolate consumption and purchasing behavior review. Through this study I found that customers are looking towards the quality and brand of the chocolate over the price of chocolates.

Puska, Adis et.al (2018). This study is conducted to identify the the impact of chocolate brand image satisfaction and value on brand loyalty. The research was conducted in Bosnia and Herzegovina and they have taken 432 respondents based on a snowball sample. Through this study I find out that the brand satisfaction towards chocolates has the greater impact on brand loyalty.

Deshmukh Prathamesh et.al (2020). Through this study I get to know that more people prefer the chocolates. The chocolate was being done for different reasons to increase all over nutrient concentration, addition of specific nutrients and increase shelf life.

1.2 SIGNIFICANCE OF THE STUDY:

• This study was carried out to find out the consumer preferences, behavior and perceptions related to chocolate brands.
• This study helps to measure customer loyalty towards different brands of chocolates.
• This study helps to understand expectations and requirements of customers.

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1.3 OBJECTIVES OF THE STUDY:

1. To identify the popular chocolate brand at VVIET.
2. To examine which brand of chocolate is most preferred in VVIET.
3. To understand the preferences of customers towards chocolates.

1.4 RESEARCH METHODS :

Research design	Descriptive research
Sampling technique	Simple random sample
Sampling unit	A study on popular chocolate brand at **VVIET.**
Sample size	20
Research instrument	Structured questionnaire
Data collection	Through google forms

For this research study, the research design i employed is descriptive, which allows me to systematically describe and analyze the factors influencing consumer perceptions and preferences related to chocolate brands. To ensure the randomness of the sample, utilized a random sampling technique. Collected data from these respondents using Google Forms, an efficient and user- friendly online survey tool. This method of data collection allows for structured and standardized responses, ensuring the reliability and consistency of the information gathered. Taken a sample of twenty respondents to gain insights into the significance of chocolate brands. With this well- structured approach, It aims to provide a comprehensive understanding of the significance of chocolate brands, shedding light on consumer behaviors and preferences in this delicious domain.

1.5 LIMITATIONS OF THE STUDY :

• The constraint of limited time poses a challenge in terms of data collection, as it restricts the ability to

gather a large number of responses.

• The study's sample size of twenty respondents may be considered relatively small, which could limit the generalizability of the findings to a larger population.

• The study's findings may be time-sensitive, as consumer preferences and perceptions of chocolate brands can change over time due to trends, marketing efforts, or external events.

1.6 ANALYSIS AND INTERPRETATION:
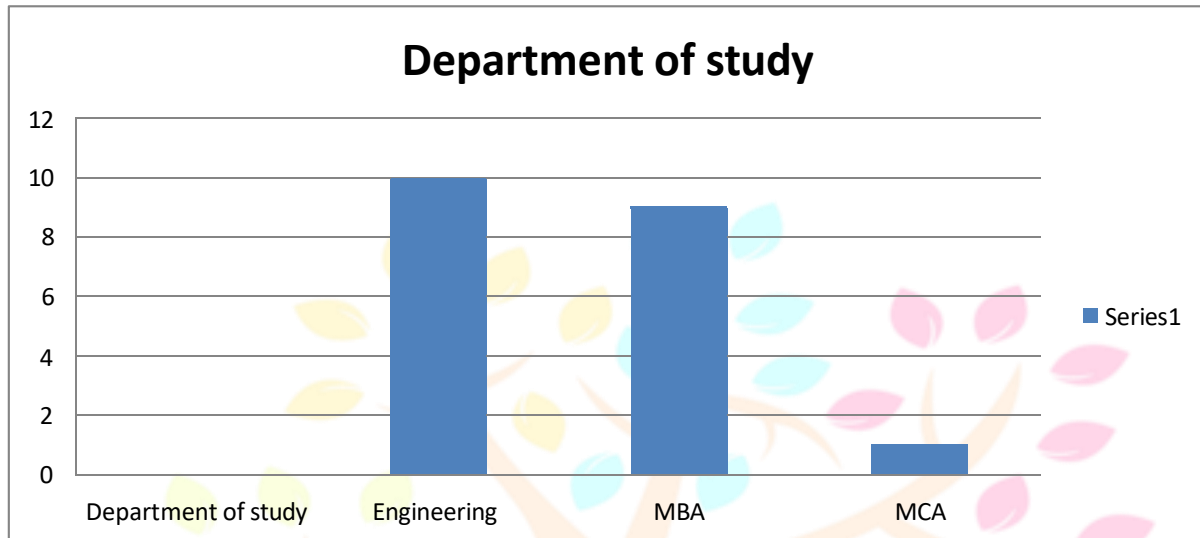
1. Gender of respondents

GENDER	MALE	FEMALE
	5	15
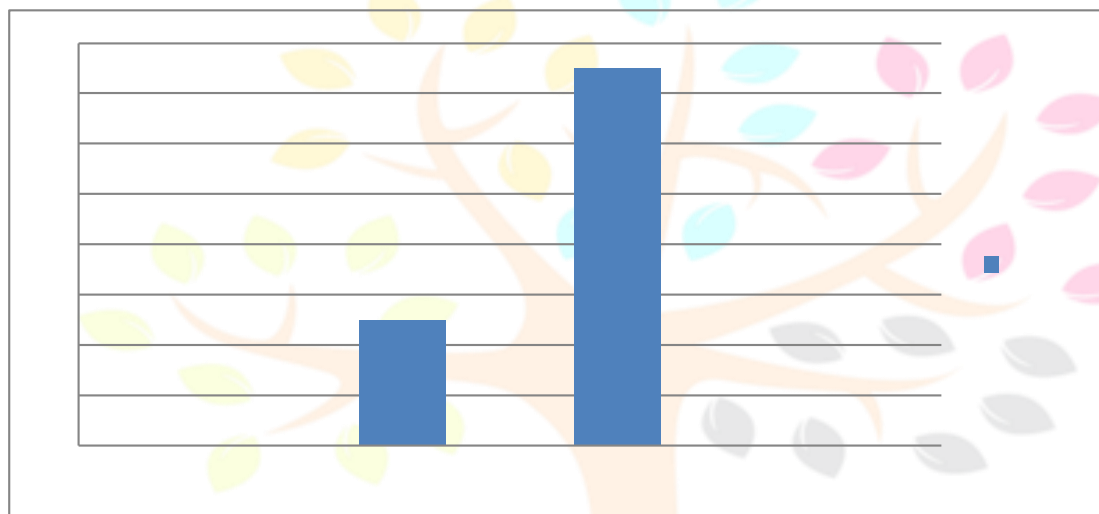
For this study the females are responded more than the males so based on the higher number of female respondents it may be suggestive that females consume more chocolates.

2. Department of study

Department of study	Engineering	MBA	MCA
	10	9	1

The higher response rate are from Engineering and MBA students suggests that these groups might be more inclined or motivated to participate in surveys or research compared to MCA students.

3. Which brand of chocolate you aware of ?

Dairymilk	Kitkat	Perk	Munch	5star
12	7	1	0	0

Awareness of chocolates
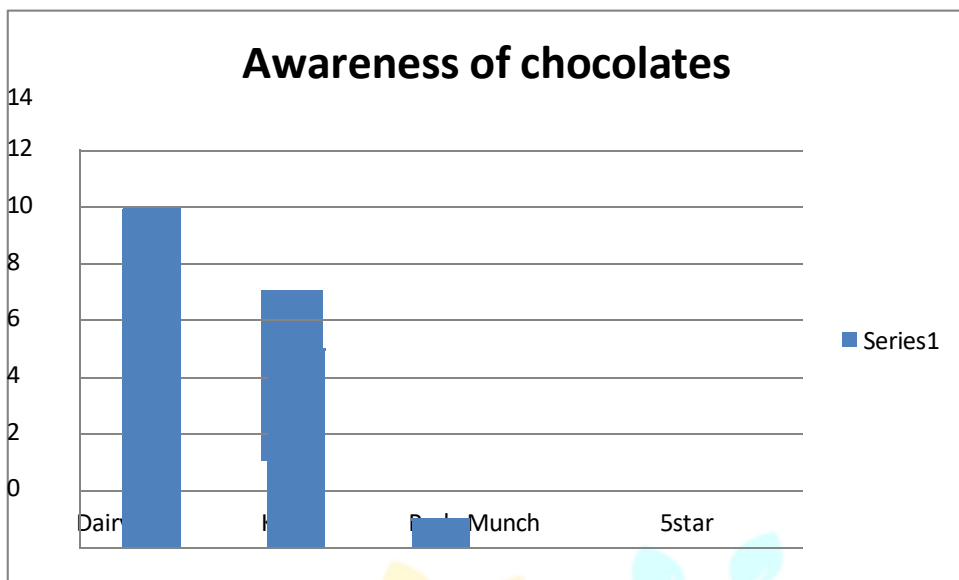
By this above bar graph we can say that more people are aware of dairy milk chocolate and kit Kat chocolate compared to other brands of chocolates. These two chocolates are more popular and recognizable through effective advertisements among the general population.

4. Which brand of chocolate you prefer?

Dairymilk	Kitkat	Perk	Munch	5star
12	7	0	0	1

Most preferred chocolate
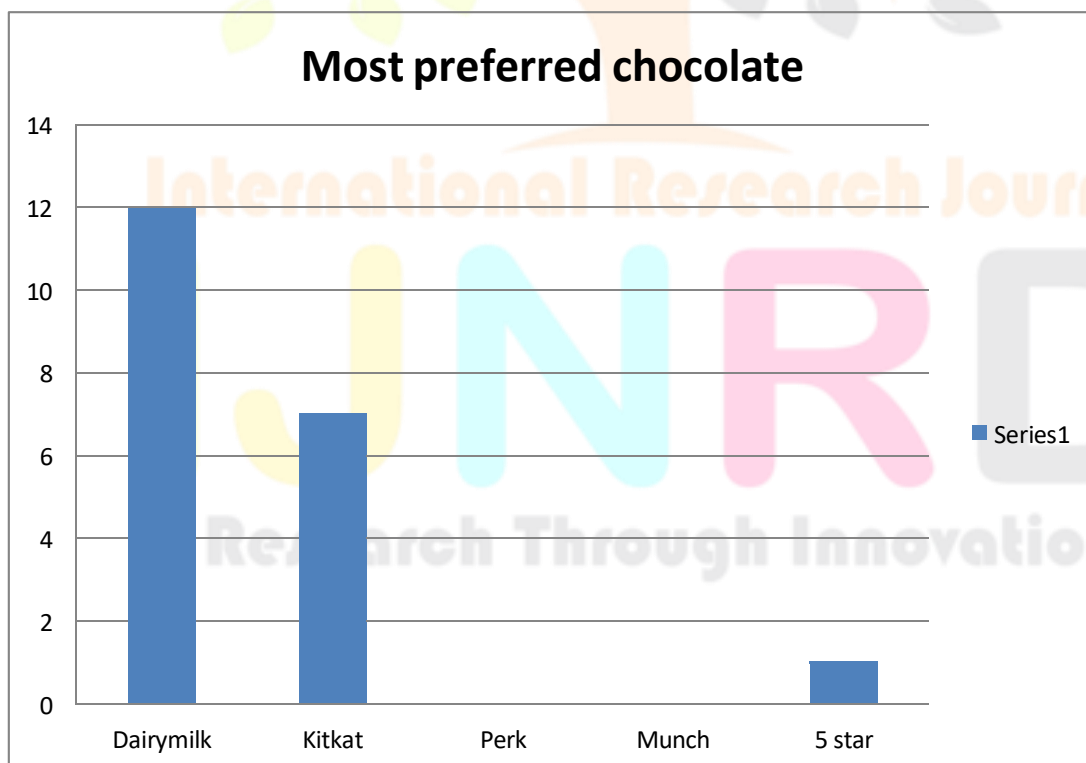
From the above data we can interpret that among the five brands of chocolates more people are likely to prefer and choose dairy milk and kit Kat. By this we can say that these two chocolate brands are favored by a larger portion of the population.

## 5. Which chocolate do you purchase regularly?

Dairymilk	Kitkat	Perk	Munch	5star
11	8	1	0	0
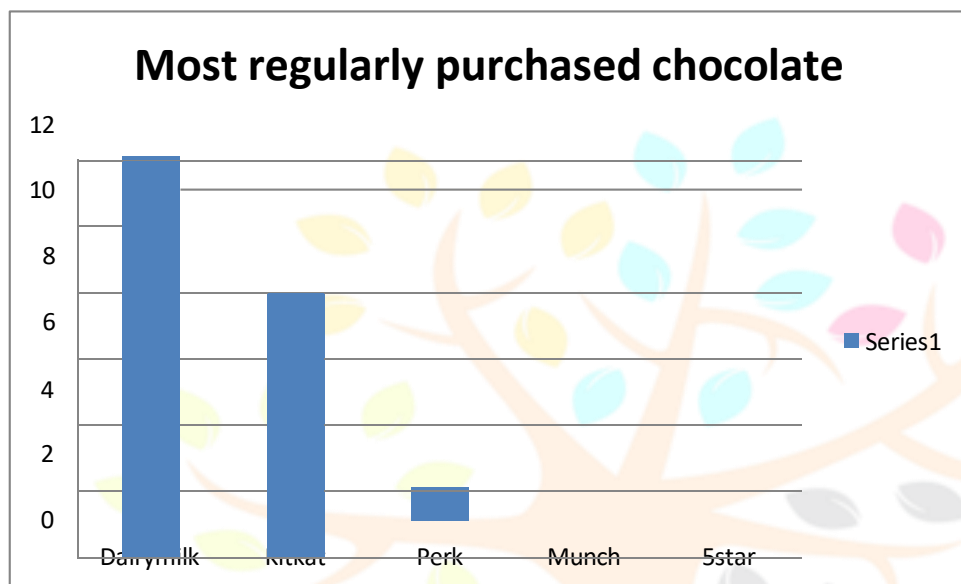
Among the Dairy Milk chocolate, Kit Kat, Perk and other brand of chocolates a greater number of people tend to buy Dairy Milk and kit Kat regularly. By this we can understand that these two brands, Dairy Milk and Kit Kat, are more commonly chosen and bought by consumers on a consistent basis compared to Perk or other chocolate brands.

6. Why you repeat the purchase of same chocolate?

Quality	Price	Easily available
17	2	1
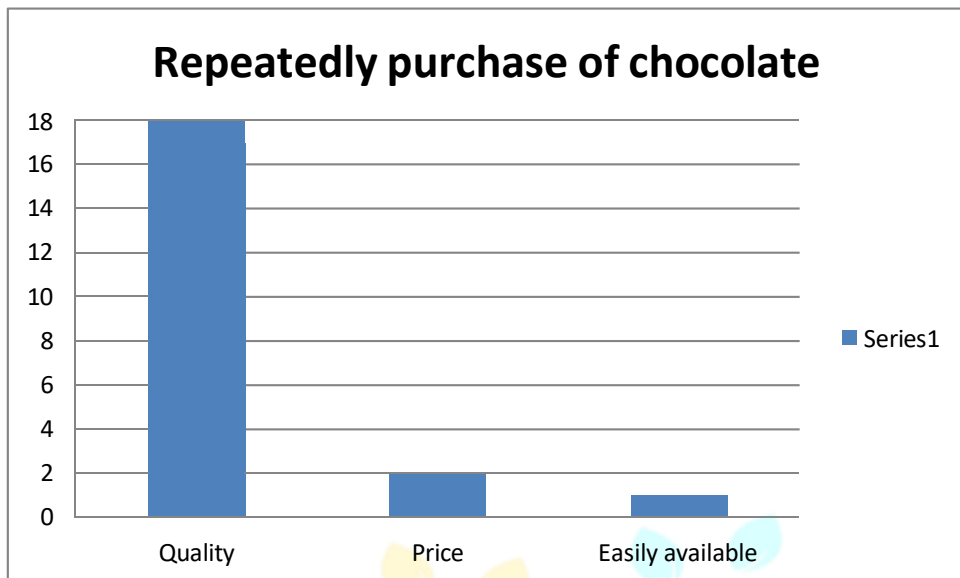
From the above graph we can see that because of quality and price more people are repeatedly consuming the chocolates. This means that people tend to choose a specific chocolate brand, primarily because they believe it offers good quality chocolate, and it is reasonably priced. These factors are significant considerations when making a choice about which chocolate to buy.

7. If your preferred chocolate is not available would you change the brand ?

postpone the purchase	Buy different chocolate	Go to other shop to search for preferred chocolate
4	6	10
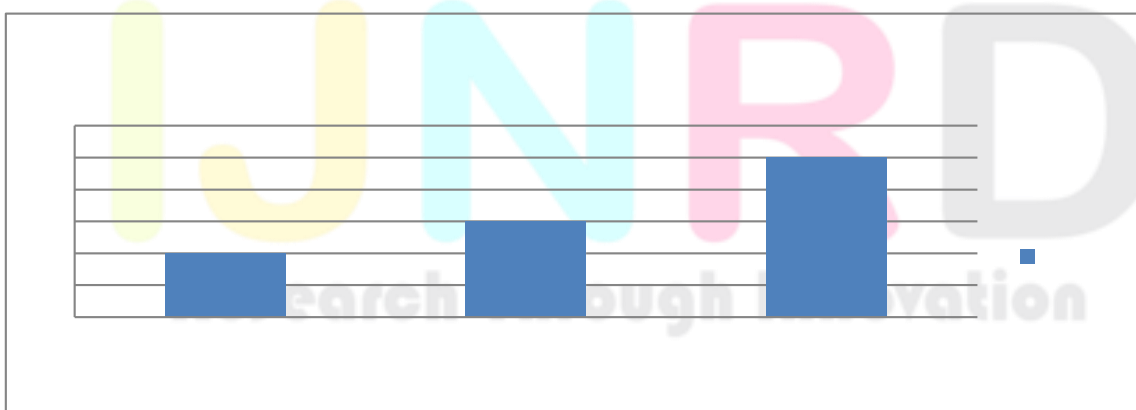
Through this above data we can interpret that a small number of people are willing to delay their chocolate purchase if their preferred brand is unavailable. This indicates that a moderate level of brand loyalty. A slightly large group of people are willing to switch to a different chocolate brand if their preferred one is not available. This shows some flexibility in their choices and lastly the majority of people are more determine to get their preferred chocolate, even if it means going to another shop to find it. This suggests a strong preference for their chosen brand and a higher level of brand loyalty.

1.7 FINDINGS:

• From this study it revealed that the Dairy Milk chocolate was the most preferred choice among the respondents, followed by brand Kit Kat.

• Further analysis showed that taste, quality and affordability were the key factors influencing their preferences.

• The study indicates among the surveyed group, Dairy Milk holds the highest popularity, likely due to its taste and competitive pricing, while other brands are slightly behind.

• Through this study we also get to know that in VVIET more people are aware and regularly buy the Dairy Milk and Kit Kat chocolate.

• The higher level of brand loyalty.

1.8 SUGGESTIONS

• Companies should maintain quality of chocolates to retain the customers.

• Companies should research about the taste and preferences of customers before the manufacturing of the chocolates.

• Through this study conducted in VVIET the more students are preferred to buy the Dairy Milk followed by Kit Kat. So suggesting our college canteen, that stocking these popular chocolates could potentially increase profits by catering to the students preferences.

1.9 CONCLUSION:

On the basis of findings, it can be concluded that there is a higher level of brand loyalty and it can be concluded that satisfied consumer is actually loyal. The conclusion is that consumers should be satisfied with the brand in order to be loyal. Therefore, it is manufacturers of chocolate who should make customers satisfied. Through brand image and by providing greater value they should be able to achieve greater loyalty of customers.

2.0 REFERENCE

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