



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CUSTOMER PREFERENCE TOWARDS CADBURY BRAND OF CHOCOLATES IN MADURAI CITY

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Abstract

The confectionery industry in India, especially the chocolate segment, has witnessed rapid growth driven by urbanization, rising incomes and changing lifestyles. Cadbury continues to dominate the market with strong emotional branding and wide product appeal. This study examines customer preferences, buying behaviour and brand loyalty towards Cadbury chocolates in Madurai city through a survey of 100 respondents. Using convenience sampling and structured questionnaires, the research analyses demographic profiles, product preferences, influencing factors, satisfaction levels and loyalty patterns. Key findings indicate that Dairy Milk is the most

preferred product (70%), taste and quality are the top drivers (average ratings 4.8 and 4.5) and a majority of consumers exhibit strong brand loyalty with 70% recommending Cadbury always or often. The study highlights Cadbury's success in tier-2 cities while suggesting strategies for health-focused innovations, targeted promotions and enhanced availability to sustain leadership amid growing competition.

Keywords: Customer Preference, Cadbury Chocolates, Brand Loyalty, Consumer Behaviour, Taste and Quality, Madurai City, Emotional Branding



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Introduction

In today's competitive business environment, customer preference determines the success of any brand. The Indian chocolate industry has grown significantly due to urbanization, rising disposable incomes, westernization of food habits and a large youth population. Chocolates have shifted from occasional luxury items to everyday indulgences.

Cadbury has established itself as the market leader in India through iconic products like Dairy Milk, 5 Star, Perk, Gems, and Silk, supported by memorable campaigns such as "Kuch Meetha Ho Jaye." Madurai, a culturally rich tier-2 city in Tamil Nadu, offers a unique mix of traditional and modern consumers, including students, professionals, and homemakers. This study focuses on analysing customer preferences, buying behaviour, and brand loyalty towards Cadbury chocolates in Madurai city, addressing challenges from competitors like Nestlé, Amul, and Mars.

Objectives

- To study customer preferences towards Cadbury chocolates in Madurai city.
- To study the buying behaviour of consumers with respect to chocolates.
- To find the role of taste, price, quality, and advertising in shaping consumer preference for Cadbury.
- To evaluate the extent of brand loyalty among Cadbury customers.

- To compare Cadbury with competing chocolate brands in terms of popularity and preference.

2. Research Methodology

2.1 Research design

The population comprises chocolate consumers in Madurai city. A sample of 100 respondents (Students, Working Professionals, Homemakers and Traders) was selected using convenience sampling.

2.2 Sources of Data

Primary Data:

Structured questionnaires and personal interviews.

Secondary Data:

Journals, books, company reports, magazines, newspapers and online resources.

2.3 Sample Size

The study is based on 100 respondents selected from urban and semi-urban consumers.

2.4 Sampling Technique

Convenience sampling method was used due to accessibility of respondents

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2.5 Tools Used for Analysis

Percentage analysis, tables and charts were used to interpret the data and present findings clearly.

2.6 Variables Studied

Customer preference is influenced by taste/flavour, quality of ingredients, price, brand reputation, packaging, availability, promotional offers and emotional connect.

Key Factors Influencing Customer Preference for Cadbury Chocolates Literature and consumer studies consistently highlight the following drivers:

Taste and Quality: Universally ranked as the strongest factors, with Cadbury’s creamy texture and consistent standards creating high satisfaction.

- **Emotional Branding and Advertising:** Campaigns linking chocolate to celebrations and happiness build deep loyalty.
- **Affordability and Packaging:** Small packs and attractive designs appeal to youth and middle-income groups.
- **Availability and Distribution:** Wide retail presence supports impulse and repeat purchases.
- **Brand Loyalty:** Strong emotional attachment makes consumers prefer Cadbury even when alternatives are available.

Data Analysis and Interpretation

Table 1: Frequency of Chocolate Consumption

Frequency	No. of Respondents	Percentage
Daily	15	15
2-3 times a week	25	25
Once a week	20	20
Once in 2 weeks	15	15
Once a month	10	10
Only on special occasions	15	15
Total	100	100

Sources: Primary Sources

From the above table reveals that 15% of the respondents are consumed chocolates daily, 25% of the respondents are consumed chocolates 2-3 times a week, 20% of the respondents are consumed chocolates once a week, 15% of the respondents are consumed chocolates once in 2 weeks, 10% of the respondents are consumed chocolates once a month and 15% of the respondents are consumed chocolates only on special occasions. It is interpreted that majority 25% of the respondents are consumed chocolates 2-3 times a week. The following chart was also drawn up to explain the above fact more clearly.

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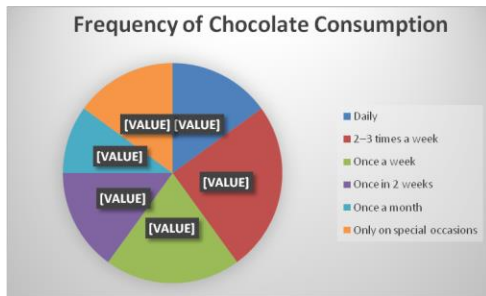


Fig 1: Frequency of Chocolate Consumption

Table 2: Price Perception of Cadbury

Price Perception	No. of Respondents	Percentage
Much more Expensive	10	10
Slightly more Expensive	25	25
About the Same	40	40
Slightly Cheaper	15	15

Sources: Primary Data

From the above table reveals that 10% of the respondents are feels that the Cadbury brand chocolates are much more expensive, 25% of the respondents are feels that the Cadbury brand chocolates are slightly more expensive, 40% of the respondents are feels that the Cadbury brand chocolates are About the same, 15% of the respondents are feels that the Cadbury brand chocolates are Slightly cheaper and 10% of the respondents are feels that the Cadbury brand

chocolates are much more expensive. It is interpreted that majority 40% of the respondents are feels that the Cadbury brand chocolates are about the same to other brands. The following chart was also drawn up to explain the above fact more clearly.

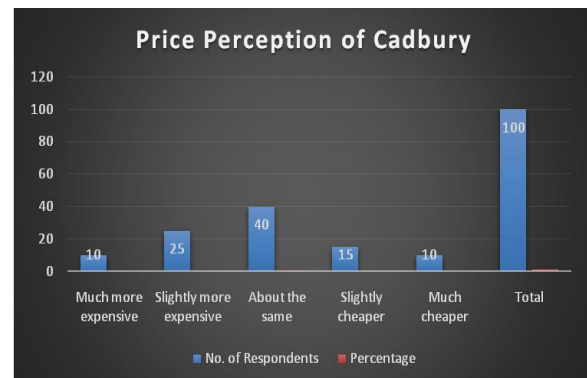


Fig 2: Price Perception of Cadbury

Table 2: Willingness to Try New Cadbury Variants/Flavors

Response	No. of Respondents	Percentage
Yes	50	50
Maybe	34	34
No	16	16
Total	100	100

Sources: Primary Sources

From the above table reveals that 50% of the respondents say yes to try new cadbury variants/flavours, 34% of the respondents say maybe to try new cadbury variants/flavours and 16% of the respondents say no to try new cadbury variants/flavours. It is interpreted that majority 50% of the respondents say yes to try new cadbury variants/flavours. The

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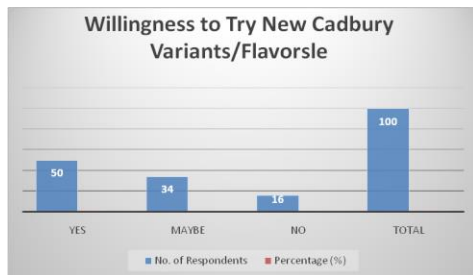


Fig 3: Willingness to Try New Cadbury Variants/Flavorsale

Findings of the Study

- 25% of respondents consume chocolate 2–3 times a week, making it the most common frequency and showing regular indulgence.
- 40% perceive Cadbury as priced about the same as other brands, establishing it as reasonably and competitively priced.
- 25% view Cadbury as slightly more expensive, but only 10% see it as much more expensive, reflecting limited price resistance.
- 20% eat chocolate once a week, reinforcing that chocolate is a frequent treat for a significant portion of consumers.
- Daily consumption stands at 15%, while 15% indulge only on special occasions, indicating varied but generally consistent demand.

Suggestions for the Study

- Target Young Consumers: Focus marketing on the 15–25 age group (35%) with vibrant campaigns, as they form the largest consumer segment.
- Emphasize affordable small/medium bars, competitive pricing, discounts, and BOGO offers to appeal to middle-income consumers.
- Promote top products (Dairy Milk 78%, Silk 56%) while launching new milk chocolate variants, flavours, and healthier low-sugar options.
- Leverage festivals, birthdays, and gifting occasions with special packs, sampling events, and localized Tamil/regional advertising.
- Strengthen availability in local shops, encourage word-of-mouth through loyalty programs, and engage the community via Madurai events like Pongal.

Conclusion

This study provides a comprehensive analysis of customer preferences toward Cadbury chocolates in Madurai City. The findings highlight a young, diverse, and middle-income consumer base with a strong preference for Dairy Milk and Silk, driven by taste and quality. Frequent consumption, especially for everyday and festive occasions, and high brand loyalty (33% seeking Cadbury at other shops, 72% recommending) underscore Cadbury’s strong market position.



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However, challenges include health concerns (low satisfaction with nutritional value) and moderate advertising influence, suggesting areas for improvement. This study offers valuable insights for Cadbury's marketing team, retailers, and policymakers to enhance consumer satisfaction and market share in Madurai's competitive chocolate market.

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