



## COMPARATIVE STUDY ON CONSUMER PREFERENCE TOWARDS NESTLÉ AND CADBURY CHOCOLATES IN CHENNAI CITY

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### ABSTRACT

Nestle India Limited is the Indian subsidiary of Nestle SA, holding a stake of 51% in the company. Nestle India Limited has eight factories in India and is one of the leading branded processed food companies in the country. Nestle is marketing 11 brands of chocolates in India. Cadbury India Limited, which was a subsidiary of Mondelez International Inc., changed its name to Mondelez India Foods Limited during April 2014. This change is in line with the changeover of the name of all subsidiaries of Mondelez International globally. A descriptive study was conducted in Chennai city during March 2018 to study the comparative preference of consumers towards Nestle chocolates and Cadbury Chocolates. The present study was conducted among a sample of 220 respondents selected and data was collected using a structured questionnaire.

**KEYWORDS** : Chocolates, Comparative brand preference, Nestlé, Cadbury

### INTRODUCTION

Nestle India Limited is the Indian subsidiary of Nestle SA, which holds a 51% stake in the company. The company has eight factories in India and is one of the leading branded processed food companies in the country. The company has presence in various four major food product categories

1. Milk products and nutrition – Milk powder, yoghurt, curd, dairy whitener, condensed milk, etc.
2. Beverages – instant coffee, tea, etc.
3. Prepared dishes and cooking aids – noodles, soup, sauces, masala, coconut milk powder, pasta,
4. Chocolates and confectionery – toffees, bar chocolates and mint flavoured confectionery

The company has strong brands like Nescafe, milkmaid, kit kat, etc. and the company is known for product innovation. But in recent years, the company is facing stiff competition from new entrants like Ferrero India and Patanjali Products. The company's market share which was 29% in 2006 has come down to 14%.

Nestle is marketing 11 brands of chocolates and the following table presents details regarding the brands of chocolate marketed by Nestlé India.

**Table 1 Chocolate Brands of Nestlé**

S. No	Brand	Description
1	Kit Kat Dessert Delight	A pack contains 12 unique "finger-tablet" shape shareable cubes and available in selected regions.

**Table 2 Chocolate Brands of Cadbury**

S. No	Brand	Description
1	Cadbury Fuse	<i>Cadbury Fuse</i> is a delectable blend of crunchy peanuts, smooth caramel and a creamy center coated with rich Cadbury milk chocolate. It is a premium product launched in 2016
2	5 Star	5 Star is an excellent blend smooth milk chocolate, caramel and nougat. This favourite brand in India for more than 40 years. 5 Star is available in several varieties: Classic, Fruit & Nut, Crunchy and Chomp and Cadbury 5Star 3D.
3	Cadbury Bournville	This is a bittersweet dark chocolate made of pure cocoa lingers.
4	Cadbury Celebrations	Cadbury Celebrations was launched during Indian festival season in 1997. It is a tempting mix up of chocolates in different shapes, sizes, flavours and packages and positioned chocolate as a replacement for the traditional mithai.
5	Cadbury Dairy Milk	<ul style="list-style-type: none"> <li>• Cadbury Dairy Milk chocolate is made with fresh liquid milk launched in the early 1900s. Cadbury Dairy Milk is now sold in 33 countries, including in the UK, Australia and New Zealand. Available in more than 23 varieties, like Fruit &amp; Nut, Whole Nut, Snack, Caramello and Breakaway.</li> <li>• In 2016 the company launched Marvellous Creations, a unique chocolate bar that surprises consumers with its distinctive form and unpredictable inclusions. Cadbury Dairy Milk Marvellous Creations is available in two flavours in Jelly Popping Candy and Cookie Nut Crunch.</li> <li>• In 2017 the company launched Cadbury Dairy Milk in Lickables, a unique liquid chocolaty treat with a twist of Oreo bits and Wheat crispies that comes with iconic Justice League toy.</li> </ul>

2	Nestlé Munch Nuts	A bas of Munch Nuts has crunchy wafer, delicious peanut creme and roasted peanut bits.
3	Nestlé ALPINO	A pack of Alpino contains two crunchy chocolaty bonbons with a delicious creamy mousse center, each wrapped with a message of love.
4	Nestlé Kit Kat	Nestlé KITKAT is crisp wafer fingers covered with Chocó-layer.
5	Nestlé Bar One	Chocolate bar with nougat taste.
6	Nestlé Munch	Wafer coated with chocolate
7	Nestlé Classic	Classic brown milk chocolate
8	Nestlé Milkybar	White milk chocolate
9	Nestlé Milkybar Choo	White milk chocolate with chewy centre. Milkybar choo comes in four flavours regular, strawberry, choko and mixed fruit.
10	Nestlé Eclairs	Caramel chocolate with milky filling.
11	Nestlé Caramel Eclairs	Caramel rich chocolate with milky filling.

Mondelez India Foods Private Limited has been operating in India for over 6 decades when the operations were inaugurated in 1948 as an importer of chocolates. The headquarters in located in Mumbai and sales offices are located in New Delhi, Mumbai, Kolkata and Chennai. Manufacturing facilities located at Induri (Pune), Malanpur (Gwalior), Baddi (Himachal Pradesh) and Sri City. The company has presence in various five major food product categories namely chocolates, cookies, gums, beverages and candies. Mondelez India Foods Private Limited is marketing 9 brands of chocolates and the following table presents details regarding the brands of chocolate marketed by Mondelez India Foods Private Limited.

6	Cadbury Dairy Milk Silk	<ul style="list-style-type: none"> <li>• Cadbury Silk is a premium chocolate launched as a sub brand of Cadbury Dairy Milk in 2010 with 3 variants – Milk Chocolate, Fruit &amp; Nut and Roast Almond. Silk stands for the best tasting chocolate with its appeal lying in its softness, smoothness and easier melt in the mouth.</li> <li>• A new variant Orange Peel was added to the portfolio in 2011.</li> <li>• In 2014 the company launched Caramello country's first liquid center-filled chocolate.</li> <li>• In 2015, the company launched Bubbly, a new and unique chocolate bar brimming with 'bubble inside and bubble outside. Recent</li> <li>• In 2017, the company launched Cadbury Dairy Milk Silk Oreo, which brings biscuit and chocolate category under one product.</li> </ul>
7	Cadbury Choclairs	The Legendary Éclairs was launched in 1971 was renamed in 2013 as Cadbury Choclairs to ensure that the name of the legendary candy remained consistent globally. Cadbury Choclairs is delicious with a layer of pure caramel to a heart of rich Cadbury chocolate.
8	Cadbury Gems	It is a crunchy shell candy with delicious Cadbury chocolate inside and was introduced in India in 1968.
9	Cadbury Perk	Perk is a chocolate positioned as a snack introduced in India in 1996, is an enjoyable combination of chocolate and wafer. In 2013, the company launched Perk Double and recently in 2017, Xtra Chocolaty Cadbury Perk was launched which is a Combination of crisp wafer and delicious.

**OBJECTIVES**

The objectives of the study were to study the opinion of respondents towards Nestle and Cadbury chocolates, to identify the major strengths of Nestle chocolates and Cadbury chocolates and to find the important factor influencing respondents in buying chocolates.

**METHODOLOGY**

A descriptive study was conducted in Chennai city during March 2018 to study the comparative preference of consumers towards Nestle chocolates and Cadbury Chocolates. The study was conducted among a sample of 220 respondents selected and data was collected using a structured questionnaire.

The following table presents the profile of sample respondents.

**Table 3 Profile of the Respondents**

General	Categories	Frequency	Percentage
Gender	Male	114	51.82
	Female	106	48.18
Age	Below 20 years	86	39.09
	21-40 years	78	35.45
	41-60 years	46	20.91
	Above 60 years	10	4.55
Educational qualification	Schooling	89	40.46
	UG Degree	58	26.36
	PG Degree	47	21.36
	Professional Degree	26	11.82
Occupation	Govt. Employee	24	10.90
	Private employee	66	30.00
	Business	55	25.00
	House Wife	43	19.55
	Student	32	14.55

51.82 per cent of the respondents are male and the rest 48.18 per cent are female. Majority of the respondents are in the age group of less than 20 and educational qualification of majority of the respondents is schooling. 30 per cent of the respondents are private sector employees.

**FINDINGS**

1. 42 % of the respondents prefer Nestlé chocolates and 58% prefer Cadbury chocolates.
2. According to the opinion of 82 per cent of the respondents variety and choice is the major strength of Nestlé.
3. According to the opinion of 88 per cent of the respondents taste is the major strength of Cadbury.
4. Regarding taste out of the 220 respondents 148 prefer Cadbury and 72 prefer Nestlé.
5. Regarding texture out of the 220 respondents 114 prefer Cadbury and 106 prefer Nestlé.
6. Regarding advertising out of the 220 respondents 102 prefer Cadbury and 118 prefer Nestlé.
7. Regarding package out of the 220 respondents 94 prefer

Cadbury and 126 prefer Nestlé.

8. Nestlé Kit Kat is the most preferred brand of Nestlé for the respondents.
9. 5 Star is the most preferred brand of Cadbury for the respondents.
10. 53% of consumers consume chocolates s more than once in a week.
11. The most important factor as per the opinion of respondents while purchasing any chocolate is taste of that chocolate.

**CONCLUSION**

Cadbury chocolates are the most preferred brand of chocolates for the respondents followed by and Nestlé chocolates. Variety is strength of Nestlé and taste is the strength of Cadbury. Regarding taste majority of the respondents prefer Cadbury chocolates and Nestlé Kit Kat is the most preferred brand of Nestlé for the respondents. Nestlé Kit Kat is the most preferred brand of Nestlé for the respondents and 5 Star is the most preferred brand of Cadbury for the respondents.

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