



Buying Behaviour of Consumers For Different Brands of Milk Chocolates

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ABSTRACT

The customer is king. The term consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resource (time, money, effort) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it.

KEYWORDS

INTRODUCTION

The term consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resource (time, money, effort) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it.

Information about the pattern of consumption in various segments of society and dynamics of consumer behaviour are central to the understanding for developing new concepts in marketing. The essence of modern marketing concept is that all elements of business should be geared towards identifying and satisfying the needs of the consumers.

RESEARCH METHODOLOGY

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and explains why only a particular method of technique has been used. It also helps to understand the assumption underlying various techniques and the criteria by which they can decide that certain technique will be applicable to certain problems and other will not. Therefore in order to solve a research problem, it is necessary to design a research methodology for the problem as the some may differ from problem to problem. This chapter focuses on the various techniques, methods and assumptions used in this study

HYPOTHESIS:-

Ho= Various factors (image of product, paying capacity, price of product, packaging of product brand awareness, influence of advertisement) effect the consumer buying behaviour for milk chocolates bar.

H1= NO effect of various factors (image of product, paying capacity, price of product, packaging of product, brand awareness, influence of advertisement) on consumer purchase in milk chocolate bars.

B) RESEARCH DESIGN:-

To analysis the buying behaviours of the residents of Kurukshetra **Sample Survey Methods** has been employed through

other methods are also important. To collect data, a number of techniques are employed under the sample survey method i.e. questionnaire.

A) Area of study:-

The area of the study is different markets of Kurukshetra in order to collect the Primary data from the respondents.

B) Objective of the Research:-

1. To study the brand preferences of consumers from the three brands of chocolates i.e. Amul, Cadbury, Nestle available in the market.
2. To find the extent of brand loyalty of consumers that exists among different chocolate brands.
3. To study the influence of various aspects on buying behaviour. These factors are:-

- Price
 - Taste
 - Brand name
 - Packaging
4. To study the usage & brand awareness of chocolates product in among the residents of Kurukshetra.
 5. To study the consumer preference for different chocolate products.

C) SELECTION OF SAMPLE:-

It becomes impossible to contact each and every individual of the population due to limitations of essential resources like time and money..

Keeping in the view the objectives and resource limitation of the study, 100 respondents were considered.

Respondents 100(Youths of age group 18-35)

The selected sample is representative of the population and is accurate and practicable.

E) COLLECTION OF DATA:

I Primary data collection:

Primary data is the data which is collected through observation or direct communication with the respondent in one form or another. These are several methods for primary data collection like Observation Method, Interview Method, through schedules, through questionnaires and so on.

II Secondary data collection methods:

Secondary data is collected through

- Magazines
- Journals
- Portals

F) STATISTICAL & ANALYTICAL TOOLS

CHI – SQUARE TEST
GROUP CORRELATION

T-TEST .

LIKERT SCALE:-

Analysis. Let us take the hypothesis as:-

$H_0 =$ There is correlation between various influencing factors like price, taste, packaging, brand name etc. on buying behaviour of consumers for chocolate.

$H_1 =$ There is no correlation between various factors like price, taste, packaging, brand name etc on buying behaviour of consumers for chocolate.

X Dx	Y Dy	CAD-BURY	AMUL	NES-TLE				
		+1	0	-1	f	f_{dy}	f_{dy}^2	f_{dx}
PRICE	+2	8 (16)	4 (0)	4 (-8)	16	32	64	8
TASTE	+1	19 (19)	3 (0)	16 (-16)	48	48	48	3
PACKAGING	0	3 (0)	5 (0)	1 (0)	9	0	0	0
BRAND NAME	-1	7 (-7)	1 (0)	10 (10)	18	-18	18	3
OTHER	-2	3 (-6)	2 (0)	4 (8)	9	-18	36	2
	f	40	25	35	100	44	166	16
	f_{dx}	40	0	-35	5			
f_{dx}^2	40	0	35	75				
	f_{dxdy}	22	0	-6	16			

Coefficient of Correlation =

$$r = \frac{N \sum f_{dxdy} - \sum f_{dx} \sum f_{dy}}{\sqrt{N \sum f_{dx}^2 - (\sum f_{dx})^2} \sqrt{N \sum f_{dy}^2 - (\sum f_{dy})^2}}$$

$$r = \frac{100 \times 16 - (44)(5)}{\sqrt{100 \times 75 - (05)^2} \sqrt{100 \times 66 - (44)^2}}$$

$$r = \frac{1600 - 220}{146.6 \times 149.62}$$

$$r = \frac{1380}{10470.3} = +0.132$$

Hence it has been proved that there is a correlation between various factors and buying behaviour of consumers.

For Nestle

Let us take the hypothesis that customer 60% of consumers consumes chocolate more than once a week.

	Frequency	X	$\frac{(x)^2}{(X-\bar{X})^2}$
More than one per day	5x5	25	5.76
Daily one	9x4	36	73.96
3-4 per week	16x3	48	424.36
Weekly	3x2	6	457.96
Rarely	2x1	2	654.16
TOTAL		132	1607.2

$$X_i = 27.4$$

$$s = \sqrt{\frac{\sum X^2}{n-1}}$$

$$s = \sqrt{1607.2} = 20.05$$

$$t = \frac{|\bar{X} - \mu|}{s} \sqrt{n}$$

$$= \frac{|27.4 - 21|}{20.05} \sqrt{5}$$

$$= 6.4 / 20.05 \times \sqrt{5}$$

$$= 0.715$$

$$t_{cal} = 0.715$$

$$v = n - 1$$

$$= 5 - 1$$

$$v = 4$$

$$t_{table} 0.05 = 4.604$$

so $t_{table} > t_{calculated}$.

Hence hypothesis is accepted. This proves that 60% of consumer consumes more than one chocolate of Nestle per week.

Amul

Let us take the hypothesis that customer 60% of consumers consumes chocolate more than once a week.

	Frequency	X	$\frac{(x)^2}{(X-\bar{X})^2}$
More than one per day	4x5	20	10.24
Daily one	6x4	32	51.84
3-4 per week	11x3	33	262.44
Weekly	3x2	6	116.64
Rarely	1x1	1	249.64
TOTAL		84	690.8

Hence hypothesis is accepted. This proves that 60% of consumer consumes more than one chocolate of Amul per week.

Let us take the hypothesis that there is association between change in prices of chocolate and buying behavior of consumers for chocolates.

By applying Chi-Square..... OBSERVED

Price Influence on Chocolate purchase					
CHOCOLATE BRANDS	High	High Avg.	Average	Avg. Low	Low
Cadbury	5	9	11	8	7
Nestle	5	8	9	7	6
Amul	3	6	7	4	5
Total	13	23	27	19	18

EXPECTED

Price Influence on Chocolate purchase					
CTV Brand	High	High Avg.	Average	Avg. Low	Low
Cadbury	5.2	9.2	10.8	7.6	7.2
Nestle	4.5	8.05	9.45	6.65	6.3
Amul	3.25	5.75	6.75	4.75	4.5
Total	13	23	27	19	18

observed Value	Expected value	(O-E) ²	(O-E) ² /E
5	5.2	.01	.01
5	4.5	.25	.06
3	3.25	.125	.04
9	9.2	.04	.004
8	8.05	.025	.003
6	5.75	.125	.022
11	10.8	.04	.004
9	9.45	.2025	.02
7	6.75	.125	.02
8	7.6	.16	.02
7	6.65	.1225	.02
4	4.75	.5625	.12
7	7.2	.04	.01
6	6.3	.09	.014
5	4.5	.25	.04


χ^2 Calculated = 0.437
 $V = (r-1)(c-1) = (5-1)(3-1) = 8$
 for $V = 8$ $\chi^2_{0.05}$ table value = 15.58


Let us take the hypothesis that customer are satisfied with the present brands of chocolate in Kurukshetra.


By applying Likert Scale.....

	Cadbury	Nestle	Amul
Fully satisfied	11x5 = 55	10x5 = 50	7x5 = 35
Satisfied	13x4 = 25	11x4 = 44	8x4 = 32
Neutral	8x3 = 24	6x3 = 18	5x3 = 15
Dissatisfied	5 x 2 = 10	5x2 = 10	3x2 = 6
Fully dissatisfied	3 x 1 = 3	3x1 = 3	2x1 = 2
	144	125	90

So as per the scale obtained the ranking of various brands of chocolate is as under :-

 = Rank 1

 = Rank 2

 = Rank 3

RESULTS

The study of consumer are buying behaviour in chocolates states among all the three to brands i.e. Cadbury, Nestle and Amul. The brand at first place is Cadbury, the Nestle (2nd) and last is Amul. Among all these three Cadbury is having the largest market share i.e. 40%, Nestle 35% and Amul 25%. In order to we find that-

* The buying behaviour of consumer for different brands of milk chocolate bars is effected by various factors like price, taste, packaging, brand etc. as shown in Analysis and Interpretation part, in the form of group correlation.

- With the help of t-test it has also been proved that more than 60% of consumers consume milk chocolate bars more than once in a week
- If there will be change in price level of milk chocolate bars, then it will affect the buying behaviour of consumers and this finding has been proved with the help of Chi-Square Test (χ^2).
- The most important factor which consumers consider while purchasing any milk chocolate bars is Taste of that chocolate. They give preference to other factors also, but most important thing is taste.
- The buying behaviour of consumers is also affected by the different type of advertisements. And the most influencing media is electronic media, and from reference group friends are at most influencing position.
- Quality is the most important factor which consumers consider while switching over to any other brand of milk chocolate bars.

Consumers of Kurukshetra are more attracted towards the foreign brands like Cadbury and Nestle and demand that more number of foreign milk chocolate bars should be available in the market, like some milk chocolate bars brands of Swiss and French chocolates. As this thing shows that consumer of Kurukshetra are more satisfied with the foreign brands and hence demand more of it. But brands like Amul are not able to get proper place in the market in spite that good advertisement is being done by Amul also.

One another finding of the research is that consumers of milk chocolate bars of Kurukshetra are quite hesitant towards the use of unfamiliar brands, whose advertisement they do not see on different type medias.

conclusion

From the study it can be concluded that Foreign Brands like Cadbury and Nestle has an edge over Indian brand like Amul. Which is calculate as with the help Likert scale And the Value comes out for Cadbury brand is 144 . But if we talk about Nestle Brand the value comes out is 125. And for Amul this value comes out to be 90. Which grades foreign brands to be Higher as compare to Indian brand of milk chocolate bar. Another conclusion of the study is that change in price has a substantial effect on the buying behaviour of consumer for milk chocolate bars as the calculated value in Chi-Square test was .437and the table value comes out to be 15.58 which shows that calculated value is lesser than table value, hence the null hypothesis is selected that there is positive relation between change in price level and purchasing decision of the consumers for milk chocolate bars.

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