

## A COMPARATIVE ANALYSIS ON ADVERTISING STRATEGIES OF NESTLE AND CADBURY PRODUCTS IN INDIA

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**Abstract**—The chocolate enterprise of India is ruled through massive agencies: Cadbury and Nestle. Both agencies have a huge variety of products. Cadbury has an extra marketplace percentage than Nestle. Cadbury owns round 67% of the chocolate enterprise whilst Nestle owns round 21%. But each the agencies offer exceedingly the identical type of product. Cadbury sells perk and on the identical time Nestle sells munch that is exceedingly identical as perk each in flavour in addition to rate. There are many such product that are exceedingly the identical. So, the primary goal of the studies paper is for the choice of the emblem of the chocolate. The fundamental elements that may impact the choice of a precise emblem can consist of rate of the product, flavour of chocolate, availability of the product, extraordinary versions with inside the product, the manner the product is promoted and the impact of promoting a product through a well-known celebrity. So, we performed a survey to recognize approximately how can choice of a precise emblem of chocolate: Cadbury or Nestle can range primarily based totally at the above and lots of other elements. The result of the survey in conjunction with conclusions is furnished on the give up of the paper.

**Keywords**—Advertising, Customer Preference, FMCG, Satisfaction Level, Strategy.

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### INTRODUCTION

The origin of chocolate, which is derived from the theorem cacao tree, stretches the back for at least 4000 years. The plant is believed to have originated in South America, the Amazon or Orinoco basin, and is

Aztecs considered to have divine origin ("Theorem," meaning to "the gods of food"). He had a tree with beans as currency -100 beans to buy slaves, 12 of beans to sell to prostitutes, 10 beans to buy a rabbit. In 1544, the Maya nobles visited Prince Philip of Spain and brought cocoa, cocoa jars that were mixed and drinkable, and became popular quickly after that. Spain and Portugal have not exported their favourite beverages to other European countries for nearly a century, and by then, traditionally added sugar and vanilla extracts to make sweeter beverages. Although everyone is French, the first chocolate house opened in London in 1657 1838 years, the Conrad · Fan · Herten (Conrad Van Hutten) invented a revolutionary new technology - cocoa press. His press improved the quality of chocolate by reducing the cocoa butter content, resulting in a smoother consistency. Only 20 later years, gave birth to output the first piece of chocolate bars, and 19 worlds for the remainder century later, to the public discerning launched a new innovative chocolate product. From sweets, to Valentine's heart-shaped boxes, to chocolate brownies, to milk chocolate, our taste in chocolate has been well developed. In the 19 World mid-century, cacao tree planting began in the West African island of Principe and the neighbouring island of Sao Tome, and spread from there to the African continent.

**How is the name deriving?** -- Philip · West Tours West - Germany Tours (Philippe Sylvester Detour), "chocolate special quality characteristics and chocolate", 1685 Nian. "Chocolate," a word entered English from Spanish. How the word is expressed in Spanish is uncertain, and there are many competing explanations. Perhaps the most cited explanation is that "chocolate" from the Nahuatl, the language A Zi Taiwan Croats, from the word "chocolatl", many of which people derive from the Nahuatl word "xocolatl" (pronounced [Kolatl] since the words "composition") "xococ" represents an acid or bitter, "ATL" represents water or drink. but, as William · Brett (William Bright) are pointed out in that kind, "chocolate" a word in the middle of colonial Mexico colonial does not appear, so this is unlikely to be derivatives. Santamaria from Yucatec Maya word "chokol" (heat) and Nahuatl "ATL" (water). recently, Dakin (Dakin) and Weidie Man (Watchman) from another term Watt phrase "chicolatl" is derived from Eastern Nahuatl meaning "play pulp". he

had sparkling stick from the word "chicoli" derived from the word. xocoatl meaning of the word is corn beverage. the word "cacaoua ATL" cocoa average drinks. word "xocolatl" not out now Molina's dictionary.

## **REVIEW OF LITERATURE**

A literature review shows previous research by researchers in the field. Previous studies were reviewed to gain insight into the scope of the study. This will provide researchers with information on what should be done in the research and help narrow down the problem. You can better understand the search problem and use the theory, reports, records, and other information presented in similar research to specify. The main purpose of the study was to measure the brand recognition of TNPL products as follows:

**Lassar (2015)** L imitates the reference of the image dimension to the social dimension, called the social image, and the social image contributes more to the brand equity. It includes consumers do attribution and consumers believe that the contribution made by others typical user of the brand. Social image is defined as a consumer to consumer perception held by social groups respected brand.

**Brand equity (2015)** Optical disc by the value of goods or services to customers. Brand equity First perspective From the perspective of financial markets, where the brand value of the assets being evaluated in order to define the relationship between the brand asset definition a set of assets and liabilities associated with the brand name Increase or decrease the customer and the brand's logo, where the word appears in the brand equity marketing literature is to consider different points of view or brand equity; Based on the customer's point of view, the financial perspectives and integrated Observation .

**Aaker (2011)** defines or brand name awareness, "a potential buyer identify or remember, a brand is the ability of members of certain product categories." brand awareness refers to the strength of the brand in the minds of consumers that exist. Brand awareness Ton His range is very wide, from the brand name is recognized, a belief that is not the only one feeling of confidence in the product category.

**Kumar and Shah (2008)** Including consumer behaviour based on the share of consumer products again consumption probability of repeat consumer behaviour, and more to consumer behaviour and other standards to interpret loyalty.

## **NEED FOR THE STUDY:**

Television print media and posters have become the main media for Nestlé and Cadbury advertising. However, because they understand the particularity of the Indian market. Also explored many new ways to convey information to consumers. In the summer, the visibility of chocolate decreases because they disappear in the high-throughput refrigerator, and visicooler can be used for cooling and maintain the visibility of the product. Cadbury Milk announced the launch of a new campaign "kuch achha ho jaaye" based on the iconic "kuch metha ho jaaye". The campaign's goals and roadshows can increase customer awareness and enable them to effectively capture Nestlé's Stuff and Cadbury products. Cadbury may be seasonal and will sell more products and services during the holiday season and Nestle cannot compare with products that have been effectively sold to attract customers. In a sense, Cadbury and Nestlé products are unique to a certain extent, rather than focusing on products. It attempts to use the emotions usually associated with chocolate, and they have adjusted their strategies to the unique needs of the Indian retail sector. Nestlé and Cadbury products have proven the strategy's success

## **STATEMENT OF THE PROBLEM**

This study is conducted to analysis the effectiveness and efficiency of nestle and Cadbury products on the influencing factors that affects the customer's new products purchase decision of nestle and Cadbury chocolates related products and services. New brands are coming, and existing brands are introducing new variants to add up to an already over crowded market. To identify the various elements that has its involvement in the purchasing decision of people in relation to visual marketing. To identify how company can influence public with nestle and Cadbury chocolate products.

## **OBJECTIVES OF THE STUDY**

The objective of the study is to know the comparative analysis of advertising strategies on Nestle and Cadbury Company and how to improve the strategy of advertisement to gain many sales and profit. The Objectives are as follows: -

- To study the advertising strategies on nestle and Cadbury products in India.
- To understand the factors impacting on advertising strategy on nestle and Cadbury products in India.

- To provide some measures to improve advertising strategy on nestle and Cadbury products in India

### **SCOPE OF THE STUDY**

- 1) It is useful in analysing the advertisements strategy of Nestle and Cadbury.
- 2) It is useful in making any improvement in advertisement if required according to the market demands and
- 3) Even it helps in knowing the impact of advertisement on sales of Nestle and Cadbury and its Products.

### **RESEARCH DESIGN**

#### **Sampling:**

The process of drawing a sample from a larger population is called sampling.

Sample means a part of the whole research.

#### **Sample Size:**

It is the type of selecting a sample of respondents out of the available samples for the research, as there are various sampling designs available for the research, for this project I have chosen simple random design for the selection of respondents from the available samples.

#### **Sample Plan:**

The sampling plan consists of 80 respondents who are the uses of Nestle and Cadbury. The sampling method was adopted, and research was carried on in Bangalore.

#### **Tools for data collection:**

- Surveys
- Interview
- Observation

#### **Sources of data**

The information for the investigation fill in as the base for examination, without examination of genuine information on specific induction can't be drawn on the inquiry in the examination, without a significant information it is not workable for a scientist to get the correct discoveries of an investigation, with the end goal of present examination from the two sources have accumulated an information to be specific primary information and secondary information.

- **Primary Information:**

The primary information is that information which have been collected by the researcher for the first time, though the primary data is considered as the fresh data.

- **Secondary Information:**

The secondary information contains information which has been as of now gathered and consented for reason by alternate analysts, this is the information which is promptly accessible material and as of now deciphered factual proclamations and reports whose information might be utilized for his/her investigation.

#### **Some of the major sources from which secondary data have been collected**

- Various websites
- Business line
- Different marketing journals and magazines

Where on the other hand, secondary data is the data which have been already collected by someone else and which is already passed through the statistical process.

**DATA ANALYSIS:**

The analysis plan contains a description of the research problem and the various steps to be taken in the analysis. The analysis plan is intended as a starting point for analysis. It ensures targeted analysis. Tools used for data analysis and interpretation Statistical Tools-Statistics is an imposed form of mathematics. It is a collection of facts and is largely influenced by numerical representations. Estimate the accuracy of collection in a systematic manner based on reasonable criteria. These data are used to identify the company's potential impact.

**LIMITATIONS OF THE STUDY:**

1. The study is limited to only advertisement of the Nestle and Cadbury or products rather than covering other Chocolate companies.
2. The study is limited to the available data.
3. It is limited to responses given by respondents.
4. It covers only advertisement part of operation and does not concentrate on any other operations.

**DATA ANALYSIS AND INTERPRETATIONS:**

**AGE WISE CLASSIFICATION OF THE RESPONDENTS**

A question has been asked to elect and arrange the data according to the age of respondents. The result is shown in the following table

**TABLE 1: AGE WISE CLASSIFICATION OF THE RESPONDENTS**

<i>S. No.</i>	<i>Age</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Below- 20years	60	60%
2	20-30 years	36	36%
3	30-40 years	4	4%
4	40 and above	-	-
	Overall	100	100

As shown in above table it is revealed that majority (60%) of respondents comes under the age group of below 20 years. Since, chocolate is consumed more by this category only.

**2. GENDER WISE CLASSIFICATION OF THE RESPONDENTS**

A question has been asked to know the Male and Female respondents of my research study. Response for which has been given below

**TABLE 2: GENDER WISE CLASSIFICATION OF THE RESPONDENTS**

<i>S. No.</i>	<i>Gender</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Male	55	55%
2	Female	45	45%
	Overall	100	100

From the table and analysis, we found that majority (55%) of the respondents belong to the Male gender.

**3. QUALIFICATION LEVEL OF RESPONDENTS**

A question has been asked to respondents to know their qualification level. The response for which has been shown in the following table.

**TABLE 3: QUALIFICATION LEVEL OF RESPONDENTS**

<i>S. No.</i>	<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Metric and below	19	19%
2	Undergraduate	46	46%
3	Graduate	23	23%
4	others	12	12%
	Overall	100	100

From the above table it is found that majority (46%) of the respondents of the qualification level is Undergraduate.

#### **4. OCCUPATION LEVEL OF RESPONDENTS**

A question has been asked to know the occupation of the respondents. The response for which have been summarized and shown in following table.

**TABLE 4: OCCUPATION LEVEL OF RESPONDENTS**

<i>S. No.</i>	<i>Occupation</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Student	76	76%
2	Employee	17	17%
3	Housewife	-	-
4	Others	7	7%
	Overall	100	100

The above table and analysis reveal that there are maximum number of respondents in the sample size i.e. (76%) are students. Since, they are the people who like to consume chocolates more.

#### **5. DESIREMENT LEVEL OF RESPONDENTS TO EAT CHOCOLATES**

A question has been asked to know their desire to eat chocolates. The response for the which has shown in the following table

**TABLE 5: DESIREMENT LEVEL OF RESPONDENTS TO EAT CHOCOLATES**

<i>S. No.</i>	<i>Desired to Each Chocolate</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Yes	92	92%
2	No	8	8%
	Overall	100	100

From the above table and analysis, it interprets that majority (92%) of the responder's desire to eat chocolates.

#### **6. RESPONDENTS CHOOSING DIFFERENT BRANDS OF CHOCOLATES**

A question has been asked to know the prefer chocolate level of respondents. The response from which has been summarized as in the following table.

**TABLE 6: RESPONDENTS CHOOSING DIFFERENT BRANDS OF CHOCOLATES**

<i>S. No.</i>	<i>Chocolates</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Diary milk	45	45%
2	Nestle	40	40%
3	5-star	5	5%
4	Milky bar	10	10%
	Overall	100	100

From the above table and analysis, we can figure out that most of the respondents (40%) are choosing Dairy Milk and (40%) of respondents are choosing Nestle Chocolates. Since, the choosing behaviour may depend on the different attribute of the chocolates.

**7. RESPONDENTS AWARENESS OF NESTLE AND CADBURY**

A question has been framed and asked to know the respondent awareness towards the chocolate Nestle and Cadbury.

**TABLE 7: RESPONDENTS AWARENESS OF NESTLE AND CADBURY**

<i>S. No.</i>	<i>Aware of NESTLE and CADBURY</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Yes	85	85%
2	No	15	15%
	Overall	100	100

From the table and analysis, it is figured out that Maximum number of respondents (85%) are aware of Nestle and Cadbury.

**8. HOW OFTEN THE RESPONDENTS ARE GOING TO CONSUME THE NESTLE AND CADBURY**

A question has been asked to know how often that respondents are consuming Nestle Chocolates. The response for which has been summarized and shown in the following table.

**TABLE 8: HOW OFTEN THE RESPONDENTS ARE GOING TO CONSUME THE NESTLE AND CADBURY**

<i>S. No.</i>	<i>Often, they consume</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Daily	31	31%
2	Weekly	30	30%
3	Monthly	9	9%
4	Occasionally	30	30%
	Overall	100	100

From the analysis and table, the majority (31%, 30%, and 30%) of respondents are going to consume the chocolate in the manner of Daily, Occasionally, and weekly.

### 9. DURATION OF AWARENESS TOWARDS NESTLE AND CADBURY

A question has been asked to know from how many years the respondents are aware of Chocolates. The respondents for which have been summarized and shown in the following table.

**TABLE 9: DURATION OF AWARENESS TOWARDS NESTLE AND CADBURY**

<i>S. No.</i>	<i>Duration of awareness</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	One year	15	15
2	3 years	15	15
3	Past 5 years	30	30
4	Past 10 years	40	40
	Overall	100	100

Since, Nestle and Cadbury is not a new brand its a few decades old. So, majority (40%) of respondents are aware of Nestle and Cadbury from past 10 years.

### 10. RESPONDENTS OPINION ABOUT PRICE OF NESTLE AND CADBURY

A question has been asked to the respondent feeling towards the price of Chocolates. The response for this has been summarized in the following table.

**TABLE 10: RESPONDENTS OPINION ABOUT PRICE OF NESTLE AND CADBURY**

<i>S. No.</i>	<i>Price</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Affordable	69	69%
2	Costly	12	12%
3	Very cheap	19	19%
	Overall	100	100

So, from the table and analysis it is found that the maximum (69%) of the respondents feel the price of Nestle and Cadbury is affordable.

### FINDINGS

- The majority (60%) of respondents comes under the age group of below 20 years.
- Since, chocolate is consumed more by this category only.
- The study found that majority (55%) of respondents belong to male gender.
- The majority (46%) of responder's qualification level is Undergraduate.
- The study found that majority (76%) of respondents are students who like to consume chocolates more.
- The majority (92%) of responder's desire to eat chocolates, so it is a good sign to company.
- Most of the respondents (40%) are choosing Dairy Milk and (40%) are choosing Nestle and Cadbury. Since, the choosing behaviour may depend on the different attributes of the chocolates.
- The maximum number of respondents (85%) are aware of Nestle and Cadbury.
- The study found that majority (31%, 30% and 30%) of respondents are going to consume the chocolate in the manner of Daily, Occasionally and Weekly.
- Majority (40%) of respondents are aware of Nestle and Cadbury from past 10 years.
- The studies found that majority (67%) of the respondents feel the price of Nestle and Cadbury is Affordable.

## **SUGGESTIONS**

The following Suggestions may bring some advantage to the Nestle and Cadbury and other who are directly and indirectly related to this occupation.

- Nestle and Cadbury can improve its taste. Since, majority of respondents have rated taste as satisfactory. So, they can work on it and reach the excellent level.
- Nestle and Cadbury can go for creative advertisement. So, that consumer can differentiate it from the competitors.
- Nestle and Cadbury can increase its quantity so that it can grab and attract more consumers.
- Company can come out with new flavors, like Strawberry, Honey, Mango and Caramel which will help to attract more consumers.
- In the Nestle and Cadbury chocolate, chocolate layer usually gets melted in summer. So, they should work on their packaging and designing part of the Nestle and Cadbury.

## **CONCLUSION**

From the survey we have found that all respondents are aware of Nestle and Cadbury and from past 10 years they are willing to consume Nestle and Cadbury. We have found that taste of Nestle and Cadbury is good and even quality is satisfactory. They should work on packaging and designing, even customers are expecting Nestle and Cadbury to come out with New Flavours. The study made on the “the impact of the advertisement strategy on Nestle and Cadbury products”. The title of the study has much influencing power which made to have a keen concentration towards it. As there are very tough competitions in the markets and these competitions creates hurdles in the way of success of any product. It has been very much significant to find a better way of promotion of the products to get rid of these competitions successfully. The powerful tool of promotion is advertisement and advertisement strategy. This study concerning the Nestle and Cadbury products has revealed many aspects which of them some are favourable, and some are unfavourable. such as even though the peoples are using the a Nestle and Cadbury products in high quantity and frequency they are not aware of the major brand which is producing these products this may cause major hindrances in the exhibition of brand image of Nestle and Cadbury company.

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