



## Consumer satisfaction towards the marketing strategies of Cadbury India Limited with special reference to Erimayur Panchayath

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### Abstract

Consumer satisfaction has become a primary objective of modern marketing practices, particularly in the fast-moving consumer goods (FMCG) industry. In a highly competitive market, firms must focus not only on increasing sales but also on delivering value, quality, and trust to consumers. In this context, the present study examines consumer satisfaction regarding the marketing practices of Cadbury India Limited with special reference to Erimayur Panchayat. Key aspects considered in the study include product quality, pricing strategy, promotional activities, packaging, product availability, brand image, and brand trust.

The study adopts a descriptive research design. Primary data were collected from 125 respondents through a structured questionnaire using Google Forms, while secondary data were gathered from journals, textbooks, company reports, and online sources. Statistical tools such as percentage analysis, Chi-Square Test, and One-Way ANOVA were used for data analysis. The findings reveal that Cadbury enjoys high brand awareness, customer trust, and satisfaction in the study area. Taste and quality are identified as the primary factors influencing purchasing behavior, along with promotional effectiveness and pricing perception. The study concludes that Cadbury holds a strong market position in Erimayur Panchayat, though enhanced marketing initiatives could further improve customer loyalty.

**Keywords:** Consumer satisfaction, marketing practices, brand trust

### Introduction

Marketing is a vital factor in the success and sustainability of business organizations. In the current competitive business world, it is essential to update marketing strategies to suit the changing demands and requirements of the consumer. Consumer satisfaction is the contentment felt by the customer after using the product. It is attained when the perceived performance of the product meets or exceeds the customer's expectations.

In the past few years, the Indian chocolate market has recorded remarkable growth in terms of demand and consumption, largely due to the changing lifestyles, increase in disposable income, and the emergence of a new trend towards branded chocolates. Chocolate is no longer a luxury item but has become a common commodity among the population of different age groups. The opening of retail outlets has enhanced the accessibility of chocolates.

Cadbury India Limited, trading under Mondelez India Foods Pvt. Ltd., is one of the major players in the Indian confectionery market. Cadbury India Limited has achieved brand equity through effective advertising campaigns, innovative product variants, competitive pricing strategy, and distribution network. Cadbury's emotional branding of linking chocolates with celebrations and happiness has enhanced their brand association with consumers.

The objective of the present study is to analyze the satisfaction level of consumers regarding the marketing strategy followed by Cadbury India Limited in Erimayur Panchayat. It is significant to understand the satisfaction level of consumers at a Panchayat level because it helps understand consumer behavior in semi-rural areas and how effectively marketing strategy works in such areas.

### Problem statement

Though Cadbury India Limited has a strong market position in the Indian chocolate market, the level of consumer satisfaction may differ in different geographical areas. The semi-rural areas such as Erimayur Panchayat may show different buying habits, income patterns, price sensitivity, and exposure to promotional activities when compared to the urban market.

Pricing of the product, the availability of the product in local retail shops, the effectiveness of the advertisements, the appeal of the packaging, and the trust in the brand name are some of the factors that may influence the consumer satisfaction in the selected area. It is essential to evaluate whether the marketing strategies adopted by Cadbury India Limited are effective in meeting the consumer satisfaction in the Erimayur Panchayat area.

### Scope of the study

The study is limited to Erimayur Panchayat, and the consumers who are the target for the purchase and consumption of Cadbury products are the main focus of the research. The research is based on the analysis of various marketing factors, such as product quality, taste, price fairness, packaging, visibility, distribution, and trust.

The results of the study can be helpful for understanding the perception of consumers on the micro level, but the results are specific to the geographical area, and the study is not applicable for the broader geographical area. The results of the study are not based on the analysis of the comparative study of the competitors, but the results are specific to Cadbury India Limited.

## Review of literature

Consumer satisfaction has also received considerable attention in the marketing literature as an important variable in determining the performance of businesses. Kotler and Keller stress the fact that satisfaction occurs when the performance of the product meets the expectations of the consumers.

Kotler and Keller (2016) [2] Kotler and Keller emphasized that effective marketing strategies play a crucial role in influencing consumer satisfaction and brand loyalty. Their study highlighted the importance of product quality, pricing strategies, promotional activities, and distribution channels in shaping consumer perceptions. They argued that companies that successfully integrate these marketing mix elements can enhance customer satisfaction and long-term brand relationships. The authors also pointed out that consumer satisfaction leads to repeat purchase behavior and positive word-of-mouth promotion.

Kumar and Singh (2018) [3] Kumar and Singh examined consumer satisfaction with confectionery products in India. The study found that factors such as product taste, packaging, brand reputation, and promotional campaigns significantly influence consumer preferences. The researchers noted that Cadbury has successfully established a strong emotional connection with consumers through innovative advertising strategies. They concluded that consistent product quality and effective promotional techniques increase customer satisfaction and brand loyalty. Sharma and Verma (2019) [6] Sharma and Verma studied the impact of marketing strategies on consumer buying behavior in the chocolate industry. Their findings revealed that promotional strategies such as advertisements, celebrity endorsements, and festive marketing campaigns strongly influence purchasing decisions. The study also highlighted that consumers prefer brands that maintain quality and provide value for money. The authors concluded that marketing communication plays a significant role in enhancing customer satisfaction.

Gupta (2020) [1] Gupta analyzed the relationship between brand image and consumer satisfaction in the FMCG sector. The study revealed that strong brand positioning and consistent marketing strategies help companies build trust among consumers. Cadbury was identified as one of the brands that effectively maintains its market leadership through innovative product development and attractive packaging. The study concluded that positive brand image directly contributes to higher levels of customer satisfaction. Patel and Shah (2021) [4] Patel and Shah investigated consumer perception towards chocolate brands in India. The study found that availability, product variety, pricing strategy, and promotional activities significantly influence customer satisfaction. The authors highlighted that Cadbury's wide distribution network and strong brand identity contribute to its popularity among consumers. The research also suggested that companies should continuously adapt their marketing strategies to changing consumer preferences.

Reddy and Rao (2022) [5] Reddy and Rao examined the role of marketing strategies in the FMCG sector with a focus on consumer satisfaction. The study revealed that integrated marketing communication and digital marketing strategies have become important tools for attracting and retaining customers. The authors emphasized that companies like

Cadbury maintain customer satisfaction by combining traditional advertising with digital promotions and social media engagement.

The above literature provides a strong theoretical foundation to study the level of satisfaction among consumers due to the marketing strategies adopted by Cadbury in the context of the current study.

## Research methodology

### Research Objectives

- To examine the level of brand awareness of Cadbury products among consumers and the effectiveness of promotional strategies in creating brand visibility.
- To evaluate consumer satisfaction towards the taste and quality of Cadbury products, which influence their purchasing decisions.

### Research Design

The research design employed was descriptive research to analyze the consumer satisfaction towards the marketing strategies of Cadbury Chocolate Company. The reason behind using descriptive research was that it only focuses on describing the characteristics of the respondents, their opinions, and their level of satisfaction.

Primary data was collected using a structured questionnaire consisting of 30 questions. The questionnaire was sent to the consumers of Erimayur Panchayat through Google Forms. For collecting secondary data, textbooks, research journals, company reports, and credible websites were used to gather data from the internet.

For the sampling of the population, non-probability convenience sampling was used due to time and accessibility limitations. The sample size of the population was 125, consisting of people from diverse groups of the population based on their ages, occupations, and income levels.

Percentage analysis was used to analyze the data collected from the sample of the population. Chi-Square Test was also used to check the relationship between the sample of the population and their level of satisfaction using the One-Way ANOVA test to check the difference between the groups.

### Population and Sampling

#### Target Population

The target population would be consumers of Cadbury products in the area of residence of the consumers of Erimayur panchayat.

#### Sampling Technique

Non-Probability - Convenience sampling was used as a strategy.

#### Sample Size

The sample size of the consumers was 125, which was considered to be adequate to assess the level of satisfaction.

### Analysis and Interpretation

**Table 1:** Brand Awareness and Effectiveness of Promotional Strategies

Particulars	No. of Respondents	Percentage (%)
Very Aware / Highly Effective	60	48%
Somewhat Aware / Moderately Effective	40	32%
Neutral	15	12%

Less Aware / Less Effective	7	5.6%
Not Aware / Not Effective	3	2.4%
Total	125	100%

From the above table, it is observed that 48% of respondents are highly aware of Cadbury products and feel promotional strategies are very effective. 32% are moderately aware and find promotions somewhat effective. About 12% are neutral, while a small percentage (8% combined) are either less aware or unaware. This indicates that Cadbury’s promotional strategies successfully create brand visibility for the majority of consumers.

**Table 2:** Consumer Satisfaction Towards Taste and Quality of Cadbury Products

Particulars	No. of Respondents	Percentage (%)
Very Satisfied	55	44%
Satisfied	45	36%
Neutral	15	12%
Dissatisfied	7	5.6%
Very Dissatisfied	3	2.4%
Total	125	100%

From the table, it is inferred that 44% of respondents are very satisfied with the taste and quality of Cadbury products, and 36% are satisfied. Around 12% are neutral, while 8% are dissatisfied to some extent. This shows that the majority of consumers are satisfied with Cadbury’s taste and quality, which likely influences their purchasing decisions positively.

**Findings**

**1. High Brand Awareness Among Consumers:** The study indicates that 48% of respondents are highly aware of Cadbury products, while 32% are moderately aware. This shows that the brand enjoys strong recognition among consumers. Effective promotional strategies have contributed significantly to creating brand visibility.

**2. Promotional Strategies Are Effective:** Consumers perceive Cadbury’s promotions, advertisements, and marketing campaigns as effective. Majority of the respondents believe promotional activities influence their purchasing behavior. Only a small fraction of consumers remains unaware, indicating room for improvement.

**3. High Consumer Satisfaction on Taste and Quality:** Most respondents (44% very satisfied, 36% satisfied) expressed satisfaction with Cadbury’s taste and product quality. This demonstrates that product attributes meet consumer expectations. Consumer satisfaction is likely a key factor driving repeat purchases.

**4. Minor Areas of Dissatisfaction:** Around 8% of respondents reported dissatisfaction or neutrality regarding taste, quality, or promotional effectiveness. This indicates that while the overall response is positive, some consumers expect improvements. Focused strategies may be needed to address these concerns.

**Suggestions**

**1. Enhance Promotional Reach:** Cadbury can explore digital marketing, social media campaigns, and in-store promotions to target consumers who are less aware.

Expanding marketing channels can improve brand visibility. Effective promotions can convert neutral or unaware consumers into loyal customers.

**2. Introduce Product Innovations:** Respondents’ minor dissatisfaction suggests opportunities for innovation. Cadbury may consider new flavors, healthier variants, or packaging improvements. This can attract new consumers while retaining existing ones.

**3. Regular Consumer Feedback:** Implementing structured feedback mechanisms, surveys, or focus groups can help monitor consumer satisfaction. Feedback can guide quality improvements and promotional strategies. Engaging consumers in product development increases brand loyalty.

**4. Strengthen Marketing-Product Alignment:** Ensure promotional messages reflect the actual taste and quality experience. Consistency between marketing promises and product experience can reduce dissatisfaction. Clear communication reinforces trust and encourages repeat purchases.

**Conclusion**

The study concludes that Cadbury enjoys high brand awareness and overall consumer satisfaction in terms of taste and quality. Promotional strategies are largely effective in creating brand visibility and influencing purchase decisions. Minor dissatisfaction among a small segment highlights opportunity for product innovation and improved communication. By strengthening marketing initiatives and actively responding to consumer feedback, Cadbury can maintain its competitive position and further enhance consumer loyalty.

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