

“A STUDY ON RETAILERS SATISFACTION TOWARDS CADBURY OREO WITH REFERENCE TO SALEM CITY”

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ABSTRACT

Cadbury Dairy Milk is one of the most popular milk chocolates World-wide. Introduced in 1905, it has been the best-selling chocolate over the years. In India it covers 70 percent of the market share. With such a huge population accepting it, Cadbury is a signature of branding and culture. The motto of this paper is to demonstrate how branding and culture together crowns the success of Cadbury. The study would delve in to the functional benefits, brand image of Cadbury Dairy Milk and culture behind its consumption. Based on a primary survey, it suggests the brand image of Cadbury Dairy milk and the paradigm shift in the cultural change with regards to the consumption of this chocolate. It would also examine the elements of brand loyalty, taste, relevance of a brand ambassador, consumption habits and in general consumer behavior.

Keywords: Research, interventions.

1. INTRODUCTION

Marketing is the process of planning and executive the conception, pricing promotion and distribution of ideas, goods and services to create exchanges and satisfy individual and organizational goals.

Marketing activities should be carried out under a well thought out philosophy of effective and socially responsible marketing. There are five competing concepts under which organization can choose to conduct their marketing activities. The production concept, the product concept, the selling/sales concept, the marketing concept, and the social marketing concept.

The customer is the theme of the all business functions. The purpose of business is to create and keep customers. If the customers are not satisfied, a day would come when there will be no customers to do business with. Therefore the customer should be put at the centre of all business activities, cutting across function and hierarchical boundaries.

The marketing concepts hold that the key to achieving organizational goals and consists of being more effective than competitors in integrating marketing activities towards determining and satisfying the needs and wants to target markets.

“Meeting needs profitability”

“Find wants and fill them”

“Love the customers, not the product.

2. METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically, The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled "A study on Retailer satisfaction towards Cadbury Oreo with special reference to Salem City".

Sample size

The sample size in the study is 80.

Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as?

$$\text{Chi - Square} = \frac{\sum (O_i - E_i)^2}{E_i}$$

O_i = Observed frequency, E_i = Expected frequency

In general, the expected frequency for any can be calculated from the following equations

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

3. DATA ANALYSIS AND INTERPRETATION

GENDER OF THE RESPONDENTS

The data collected here represents the gender of the respondents. It shows the number of male and female respondents involved in the data.

Table No - 3.1: Gender Of The Respondents

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	50	63%
2	Female	30	37%
	Total	80	100%

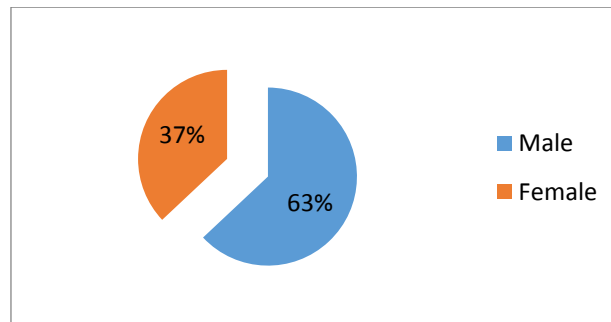
Sources: Primary data

INTERPRETATION

The above table shows that 63% of the respondents are male and remaining 37% of the respondents are female.

Majority 63% of the respondents are male.

Chart No - 3.1: Gender Of The Respondents



DEGREE OF THE RESPONDENTS

Table No - 3.2: Size Of Cadbury

S.NO	Size	No of responses	%of responses
1	Mini	45	56
2	Regular	31	39
3	Double stuff	4	5
	Total	80	100

Source: Primary data

INTERPRETATION

The above table shows that 56% of respondents size preferred Mini, 39% of respondents size preferred Regular, 5% of respondents size preferred Double stuff.

Majority 56% of the respondents are said like mini size Cadbury cookies

Chart No - 3.2: Age Of The Respondents

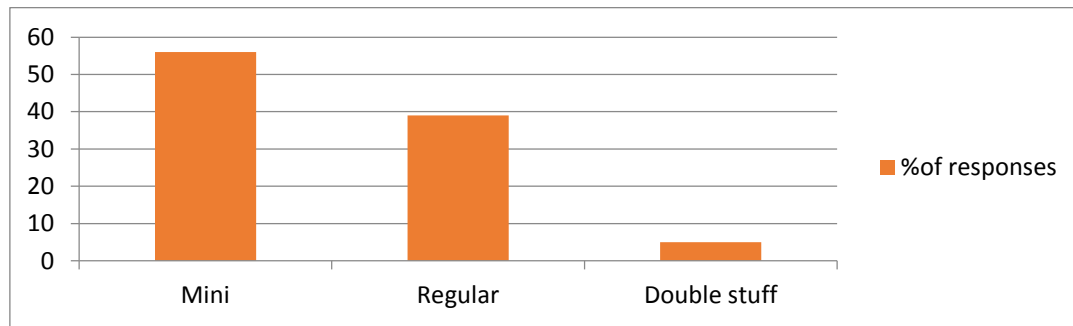


Table No - 3.3: Nature Of Outlet

S.NO	Nature of outlet	No of responses	% of responses
1	Bakery	26	33
2	Teashop	24	30
3	Supermarket	18	22
4	Departmental store	12	15
	Total	80	100

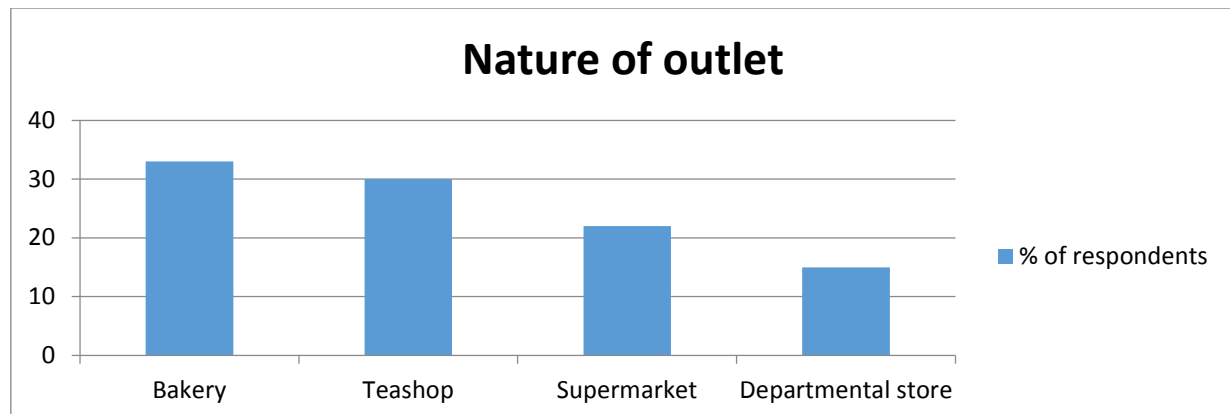
Source: Primary data

INTERPRETATION

The table highlights that,33% of respondents of outlet at bakery,30% of respondents of outlet at Teashop,22% of respondents of outlet at Supermarket,15% of respondents of outlet at Departmental store.

Majority 33% of the respondents nature of outlet at Bakery

CHART NO - 3.3: Nature Of Outlet



VARITIES OF CADBURY BISCUITS DO YOU MOSTLY SALE

.Table No - 3.4: Varities Of Cadbury Biscuits Do You Mostly Sale

S.NO	Varieties	No of responses	%of responses
1	Chocolate Oreo	27	34
2	Coconut Delight Oreo	18	23
3	Strawberry Milkshake Oreo	14	17
4	Green Tea Oreo	21	26

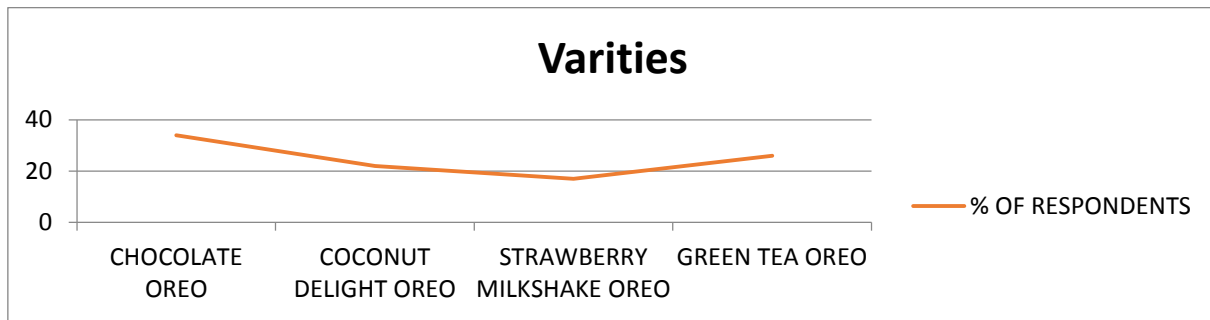
Source: Primary data

INTERPRETATION

The above table highlights,34% of respondents sale the chocolate Oreo,23% of respondents sale the Coconut Delight Oreo,17% of respondents sale the Strawberry Milkshake Oreo,26% of respondents sale the Green Tea Oreo

Majority of 34% of respondents sale the chocolate oreo

Chart No - 3.4: Varieties Of Cadbury Biscuits Do You Mostly Sale



IMPROVE THE MARKET PENETRATION

Table No - 3.5: Improve The Market Penetration

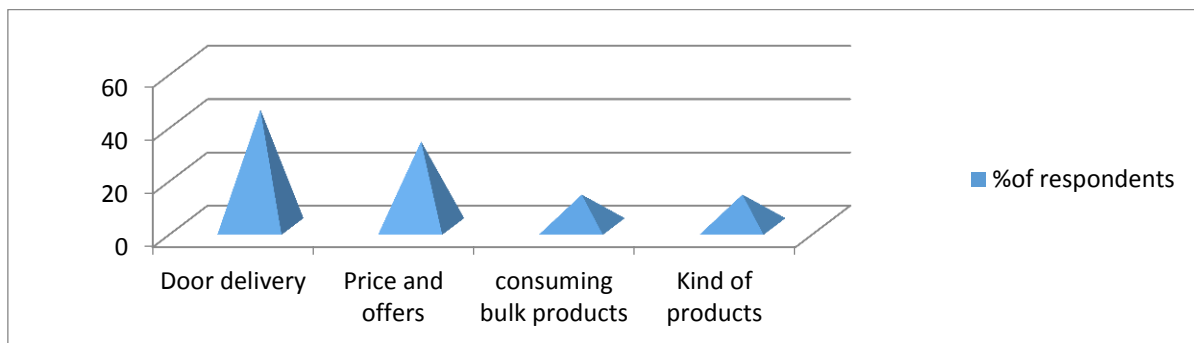
S.NO	Market Penetration	No of responses	%of responses
1	Door delivery	35	44
2	Price & Offers	25	32
3	Consuming bulk purchase	10	12
4	Kind of products	10	12
	Total	80	100

Source: Primary data

INTERPRETATION

The above table highlights, 44% of respondents improve the penetration of Door delivery, 32% of respondents improve the penetration of Price % Offers, 12% of respondents improve the penetration of Consuming bulk purchase, 12% of respondents improve the penetration of Kind of products. Majority of 44% of respondents improve the penetration.

Chart No - 3.5: Improve The Market Penetration



OPINION FOR CADBURY OREO TASTE

Table No - 3.6: Opinion For Cadbury Oreo Taste

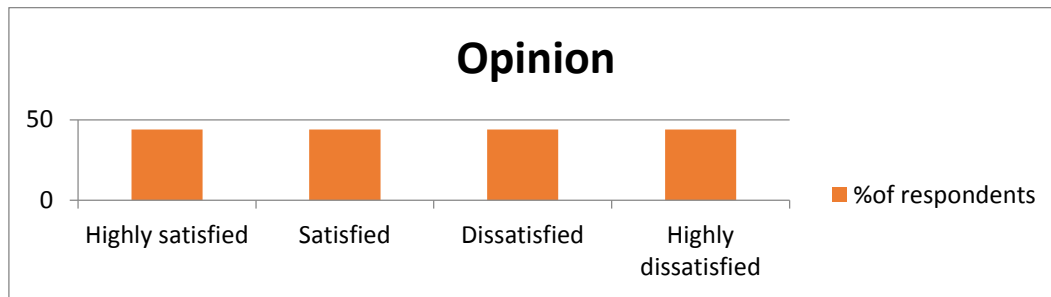
S.NO	Opinion	No of responses	%of responses
1	Highly satisfied	35	44
2	Satisfied	24	30
3	Dissatisfied	11	14
4	Highly Dissatisfied	10	12
	Total	80	100

Source: Primary data

INTERPRETATION

The above table shows that, 44 % of respondents opinion is highly satisfied, 30% of respondents opinion is Satisfied, 14% of respondents opinion is Dissatisfied and 12% of respondents opinion is highly dissatisfied. Majority 44% of respondents opinion is highly satisfied.

Chart No - 3.6: Opinion For Cadbury Oreo Taste



CONSUMERS BUY OREO FOR REASONS

Table No - 3.7: Consumers Buy Oreo For Reasons

S.NO	Customer Buy	No of responses	%of responses
1	Reasonable prices	34	42
2	Advertisement	24	30
3	Quality	11	14
4	Taste	11	14
	Total	80	100

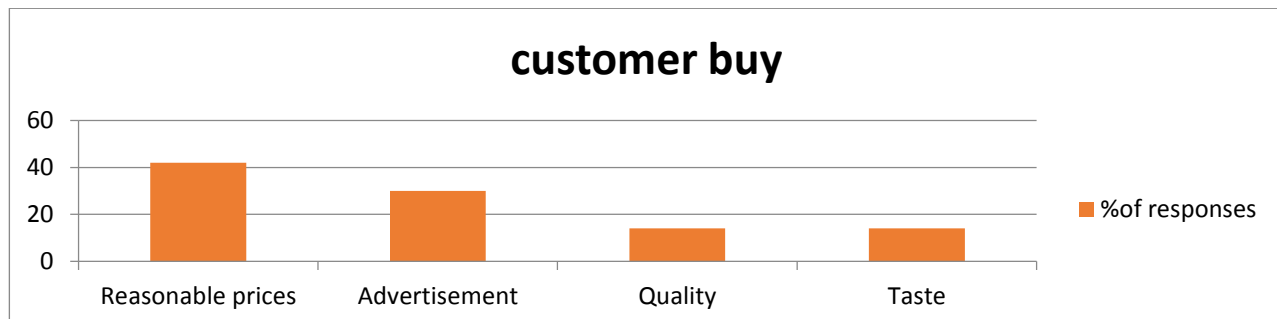
Source: Primary data

INTERPRETATION

The above table shows that,42% of respondents reasons for reasonable prices,30% of respondents reasons for Advertisement,14% of respondents reasons for Quality,14% of respondents reasons for Taste.

Majority 42% of respondents customer buy for reasonable prices.

Chart No - 3.7: Consumers Buy Oreo For Reasons



THE SALES OF CADBURY OREO INCREASED IN YOUR SHOP

Table No - 3.8: The Sales Of Cadbury Oreo Increased In Your Shop

S.NO	Sales Increased	No of responses	%of responses
1	Quality standards	31	39
2	Availability of any time	25	31
3	Affordable price levels	12	15
4	Promotional purchase	12	15
	Total	80	100

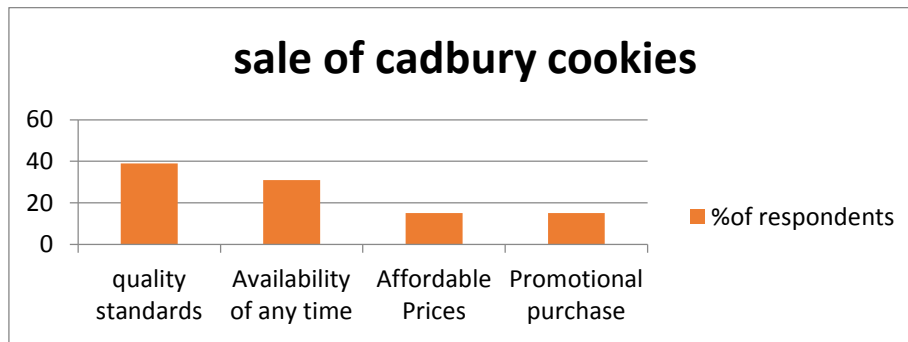
Source: Primary data

INTERPRETATION

The above table shows that 39%of respondents sales increased by quality standards,31% of respondents sales increased by Availability of any time,15% of respondents sales increased by Affordable prices and 15% of respondents sales increased by Promotional Purchase.

Majority 39% of the respondents are said sale of Cadbury cookies in quality standard.

Chart No - 3.8: The Sales Of Cadbury Oreo Increased In Your Shop



OPINION ABOUT SALES OF OREO

Table No - 3.9: Opinion About Sales Of Oreo

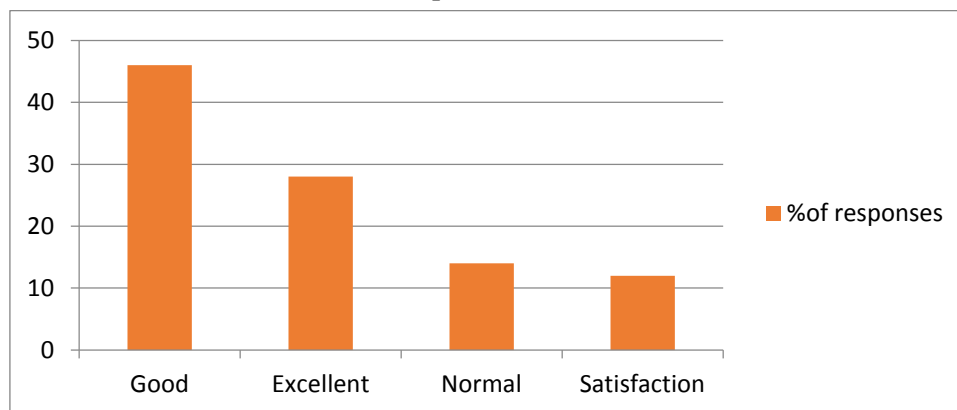
S.NO	Levels	No of responses	%of responses
1	Good	37	46
2	Excellent	22	28
3	Normal	11	14
4	Satisfaction	10	12
	Total	80	100

Source: Primary data

INTERPRETATION

The above table shows that level of satisfaction with sales condition 46% of the respondents are said Good, 28% of the respondents are said Excellent, 14% of the respondents are said Normal, 12% of the respondents are said Satisfaction. Majority 46% of the respondents are said good level of satisfaction with sales condition

Chart No - 3.9: Opinion About Sales Of Oreo



EFFECTIVE MEDIA TO ADVERTISE

Table No - 3.10: Effective Media To Advertise

S.NO	Effective Media	No of responses	%of responses
1	TV	32	40
2	Newspaper	22	27
3	Magazines	15	19
4	Other	11	14
	Total	80	100

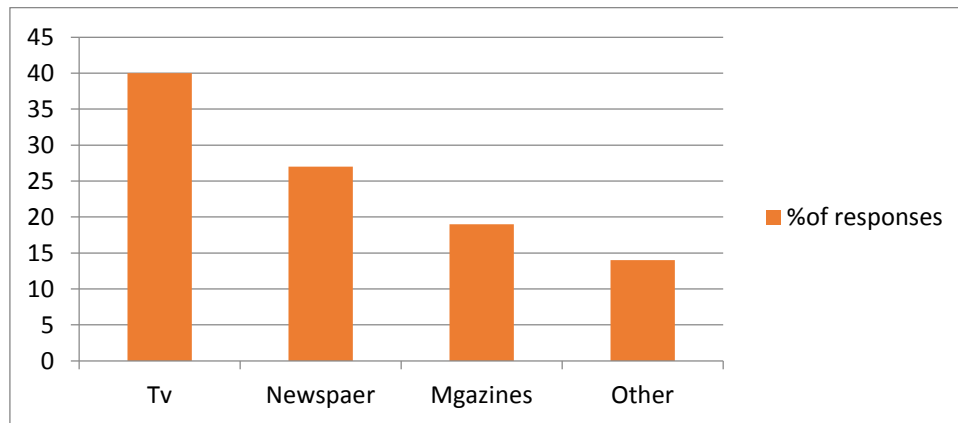
Source: Primary data

INTERPRETATION

The above table shows that 40% of respondents effective media to advertise Television, 27% of respondents effective media to advertise Newspaper, 19% of respondents effective media to advertise Magazines and 14% of respondents effective media to advertise Other.

Majority 40% of the respondents are said TV mostly effective media to advertise Cadbury cookies.

Chart No - 3.10: Effective Media To Advertise



SIZE OF CADBURY

Table No - 3.11: Size Of Cadbury

Size	No of responses	%of responses
Mini	45	56
Regular	31	39
Double stuff	4	5
Total	80	100

Source: Primary Data

NULL HYPOTHESIS

H_0 : There is no significance relationship between level of satisfaction and size of Cadbury.

ALTERNATIVE HYPOTHESIS

H_1 : There is significant relationship between level of satisfaction and size of Cadbury .

Table No - 3.12: Chi Square Test

Particulars	O	E	$(O-E)^2$	$(O-E)^2 / E$
R_1C_1	20	15.11	23.91	1.58
R_1C_2	10	9.75	0.06	0.006
R_1C_3	4	5.36	1.84	0.34
R_1C_4	5	8.77	14.21	1.620
R_2C_1	5	8.13	9.79	1.204
R_2C_2	6	5.25	0.56	0.106
R_2C_3	4	2.88	1.25	0.434
R_2C_4	7	4.78	4.92	1.029
R_3C_1	7	7.75	0.56	0.072
R_3C_2	4	5	1	0.2
R_3C_3	3	2.75	0.06	0.021
R_3C_4	6	4.5	2.25	0.5
Calculated Value				7.112

Degree of freedom : $(r - 1) (c - 1)$
: $(3 - 1) (4 - 1) = 6$

Level of significance : 5%

Table value : 12.592

Calculated value : 7.112

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis. There is no relation between Level of satisfaction and Size of the Cadbury cookies

4. RESULTS AND DISCUSSION

FINDINGS.

- Majority 63% of the respondents are male.
- Majority 39% of the respondents are said under the age group of below 30.
- Majority 33% of the respondents are purchased at Bakery.
- Majority 34% of the respondents are said mostly sale chocolate Oreo.
- Majority 44% of the respondents are technique create Door Delivery to improve the market.
- Majority 44% of the respondents are said highly satisfied in Cadbury Oreo taste.
- Majority 42% of the respondents said to buy for reasonable prices.
- Majority 39% of the respondents are said sale of Cadbury cookies in quality standard.
- Majority 50% of the respondents are said good in level of satisfaction with sales condition.
- Majority 60% of the respondents are said TV mostly effective media to advertise Cadbury cookies.
- Majority 56% of the respondents are said like mini size Cadbury cookies.

SUGGESTIONS

Most of the respondents opinion about Cadbury Oreo are taste and favorable for the customers.

In these cookies is one of the varieties of other biscuits.

That advertisement is favoring for Cadbury Oreo with the at present market level.

Cadbury Oreo biscuits is branding of sales promotion also retailer preference with each and every year.

Finally, the project research market penetration has varieties of good quality biscuit items engage in the market by retailers attractive

5. CONCLUSION

"A study on Retailer satisfaction towards Cadbury Oreo reference to Salem District" helped to know the status of the product. Also has revealed the requirements of the customer, the profile, characteristics, and taste of the retailer, satisfaction level of the equipment & how often they buy the product. Cadbury Oreo has a good market share in the total shopping market in Salem city. Carrying out relevant sales promotional activities can increase the equipment demand in Salem city with regard to various brands in the market. This study has helped the researcher to gain good experience and more information about Cadbury Oreo in Salem city.

6. REFERENCES

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