**“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, ithas 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,interterventions

**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 then 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.

**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 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.

No. of Respondents

Percentage = ……………………………… X 100

Total Respondents

**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?

Chi – Square =

Oi = Observed frequency, Ei = Expected frequency

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

E =

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

**3.DATA ANALYSIS AND INTERPRETATION**

**1) 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**

**2) 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**

**4) 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**

**VARITIES OF CADBURY BISCUITS DO YOU MOSTLY SALE**

**5) 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**

**6) 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**

**7) 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**

**8) 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**

**9)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, 32% 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**

**10) 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**

**11) 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**

H0: There is no significance relationship between level of satisfaction and size ofCadbury.

**ALTERNATIVE HYPOTHESIS**

H1: 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** |
| R1C1 | 20 | 15.11 | 23.91 | 1.58 |
| R1C2 | 10 | 9.75 | 0.06 | 0.006 |
| R1C3 | 4 | 5.36 | 1.84 | 0.34 |
| R1C4 | 5 | 8.77 | 14.21 | 1.620 |
| R2C1 | 5 | 8.13 | 9.79 | 1.204 |
| R2C2 | 6 | 5.25 | 0.56 | 0.106 |
| R2C3 | 4 | 2.88 | 1.25 | 0.434 |
| R2C4 | 7 | 4.78 | 4.92 | 1.029 |
| R3C1 | 7 | 7.75 | 0.56 | 0.072 |
| R3C2 | 4 | 5 | 1 | 0.2 |
| R3C3 | 3 | 2.75 | 0.06 | 0.021 |
| R3C4 | 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 are accept the null hypothesis. There is no relation between Level of satisfaction and Size of the Cadbury cookies

**4.RESULTS AND DISCUSSION**

**4.1FINDINGS**.

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

**4.2 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

**4.3 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.

**5. REFERENCES**

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