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# An evaluation of advertisements for Cadbury products with special reference to Coimbatore city

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### ABSTRACT

Advertising moves the wheels of marketing. A country like ours is developing in all fields, and this is because of advertising of new and developed ideas. Evaluation the advertising effectiveness is needed to determine whether the proposed advertisement should be used and if so how it might be improved and whether the going campaign should be modified, continued or stopped. Hence the study has been taken up at micro level to bring out the consumer's satisfaction towards the Cadbury products advertisements and the factors which determine the same based on the opinion as expressed by the respondents of Coimbatore Town. The present era is known for mass production and mass distribution. Similar products are available in the market. This involves stiff competition amongst the produces. Many finny therefore adopt vigorous means of sales promotion to maintain their existence in the market, as there are many substitutes in the market. This certainly pores a struggle & the produces & their survival and modern business world. The study brings out sufficient information about the effectiveness of advertisement on the Cadbury products. In the cause of ascertaining the effectiveness of advertisement on Cadbury products advertisement beliefs and opinions of consumers were collected which would help to promote the sales of Cadbury products.

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### Introduction

The present era is known for mass production and mass distribution. Similar products are available in the market. This involves stiff competition amongst the produces. Many finny therefore adopt vigorous means of sales promotion to maintain their existence in the market, as there are many substitutes in the market. This certainly pores a struggle & the produces & their survival and modern business world. However all business man aim to make profit by increasing the sales at a remunerative price policy.

At the same fine, when good quality products are produced or expect services are offered there must be known to the public for this mass c communication is needed as the population is great or the market area is wide. This calls for adaption of sales promotion and advertising as tools to mobile the marketing machinery. Advertising in order to be effective requires the choosing of best medium, model, theme picturisation, Solar, Music and what not in respect of each and every product prepared to be marketed. Hence , an attempt has been made in this study to determine the effectiveness of the media for Cadbury products, advertisements and various factor which influence the media of advertisement and as well as the satisfaction of the consumers on the advertisement.

#### Significance of the study:

The study brings out sufficient information about the effectiveness of advertisement on the Cadbury products. In the cause of ascertaining the effectiveness of advertisement on Cadbury products advertisement beliefs and opinions of consumers were collected which would help to promote the sales of Cadbury products.

This type of qualitative research in the field of marketing is helpful for further investigation is and makes suitable changes in the advertisement. Strategies as adopted by the marketers.

#### Statement of the problem:

Advertisement plays a significant rde in the marketing of every product. Advertisement will not be effective until it reaches the consumers. An impressive advertisement must ultimately induce the prospective consumers to buy the product. Cadbury products are mostly liked by the consumer of all groups and status. The advertisement of Cadbury products will however be considered to be effective only if it reaches the targeted consumers both present and potential

#### Objectives of the study

- To Present a brief profile of the respondents
- To determine the level of satisfaction of the respondents on the Cadbury product advertisements and to determine the factors that are most and least influencing their satisfaction
- To identify the factors influencing the media of advertisement for Cadbury products

#### Company profile: an Overview

In this section an attempt has been made to bring out a profile o the company \_ 'Cadbury India limited', whose advert. Strategy is the key concentration of the study. A one -man business, opened in 1824 by john Cadbury in UK was the foundation of Cadbury limited, now one of the world's largest chocolate producers.

In India Cadbury began its operations in 1948 by importing chocolates and then re-packing them before distribution in the Indian market. After 59 years of existence, today it has five company owned manufacturing facilities and four sales offices.

Currently Cadbury India. Operates in three sectors viz, chocolate confectionery, milk food drinks and in the mints category. Since 1965 Cadbury has also pioneered the development of coco cultivation in India. Cadbury limited has been producing many kinds of chocolates, snacks, beverage etc., the following are the brands of Cadbury limited in India.

#### **Cadbury Worldwide**

Cadbury is the world's largest confectionery company and has a regional presence in beverages in the Americas and Australia with origins stretching back over 200 years, today Cadbury products are enjoyed in almost every country around the world 60,000 people are employed in Cadbury limited.

- It is a world's No.1 confectionery company
- It is a world's No.2 Gums company
- It is a world's No.3 beverage

#### **Purpose & vision**

##### **Core purpose:**

The core purpose of Cadbury limited has always been "working together to create brands which people love" the core purpose captures the spirit of what they are trying to achieve as a business. They are trying to achieve as a business. They collaborate and work as teams to convert products in to brands.

##### **Vision**

Cadbury India has defined its vision as "life full of Cadbury and Cadbury full of life". Cadbury India participates in many areas of consumers' life through a cache of products & service offerings-be it chocolates or snacks or gum

#### **Corporate Social Responsibility**

Cadbury India has a tradition of caring for the environment and enriching the quality of lives of the communities, through a variety of results oriented programmes.

##### **Commitment to the environment:**

Migratory birds stop over at Bangalore factory, where a dam has been constructed to store the rainwater. Pioneering coco a cultivation I India Installing 28 solar powered streetlight it's outside the Bangalore factory

##### **Growing Community Value**

- Salaam program (Tsunami regeneration Programmed)
- Cadbury India has Partnered with vastly to give the child a supportive environment to live and study in society.
- Cadbury India supports the building of Neo-natal ward at Thane's municipal hospital, for primitive & critically ill new burns.
- In 1999 launched the community initiative programmed under the banner nutrition, education, security love at malapert.

#### **Environment, Health & Safety Policy**

Cadbury India aims to ensure that its business activities not only minimizes its impact on the environment but also looks after the health & safety interest of its employees, in addition to seeking opportunities to improve the local environment & the communities in which they operate.

##### **Awards**

- Cadbury India received Effies 2006' award from advertising club of member for 'Papp Pass Ho Gaya' advertising campaign of Daily milk.
- Cadbury India received a Bronze award at the canes won international advertisement festival 4 Partnering with mobile phone operator in 2005 to provide exam results in SMS to school children.
- Bourn vita won the Readers Diced Trusted Brands Gold Award the vitamin health supplement category in India in 2006.
- Cadbury India's Bangalore factory has received the "Sulaksha Pulaski" safety award from the national safety council – Karnataka.

- Cadbury daily milk, Bourn vita have achieved the distinction of a "Super brand" as awarded by the super brands India council.

#### **Research Methodology**

##### **Data Source**

The Study was mainly based on primary data. First hand information was collected and used in the study. Convenient sampling method was adopted in the selection of respondents. Data was obtained from a sample of 150 respondents residing in Coimbatore city. Considerable data has also been tapped from secondary sources, been tapped from Secondary sources, such as newspapers, Magazine and internet.

##### **Collection of Primary Data:**

A Structured questionnaire was used for the collection of data. The gathered Information was transferred to master table to facilitate further analysis.

##### **Tools for Analysis:**

After the data have been collected, the researcher turns to the task of analyzing them. The analysis of the data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing statistical inferences.

Simple percentage and Chi-square test have been used in this study for analysis.

##### **Test of Hypothesis:**

The quantity of  $X^2$  is described as the magnitude of discrepancy between the theory and observation. In the present study following null hypothesis has been formulated & tested in respect of the personal factors.

There is no significant relationship between the level of satisfaction & the personal factors. The personal factors taken into consideration were Gender, Age, Educational qualification, Monthly Income

Chi-Square test was applied to test the hypothesis formulated formula for hypothesis.

$$X^2 = \sum(O - E)^2 / E$$

Where, O = Observed frequency, E = Expected frequency

The above table Exhibits that the 51% of the respondents comes under the category of male and 49% of the respondents comes under the category of female, 58% of the respondents comes under the age group of below 20years, 33% of the respondents comes under the age group of 20-30 years, 5% of the respondents comes under the age group of above 50 years and 4% of the respondents comes under the age group of 30-50years. 52% of the respondents were in college level, 23% of respondent were in school level, 19% of respondent were others and 6 % of respondent are illiterate.

46% of the respondents are doing different type of occupation other than the professional, Government, private employment. 21% of the respondents comes under the category of private employee 16% of the respondents comes under the category of Professionals 15% of the respondents comes under the category of government employee and 3% of the respondents comes under the category of Business.

The above table states that 51% of the respondents are getting below 10000, 32% of the respondents are getting 10000-20000, 17% of the respondents are getting above 20000. 55% of the respondents belong to below 4 members, 43% of the respondents belong to 4-6 members and 3% of the respondents belong to above 6 members.

The above table states that 37% of the respondents are purchasing Cadbury products daily, 23% of the respondents are purchasing once in a week 21% of the respondents are

purchasing occasionally and 19% of the respondents are purchasing more than once in a week. Majority of the respondents are purchasing Cadbury products daily.

The above table states that 52% of respondents were aware of Cadbury products through TV, 17% of respondents were aware of Cadbury products through news paper, 17% of respondents were aware of Cadbury products through banner & posters and 14% of respondents were aware of Cadbury products through radio. Majority 52% of respondents were aware of Cadbury products through TV.

The above table states that 59% of respondent were influenced by TV advertisement, 18% of respondents were influenced by radio advertisement, 15% of respondents were influenced by news paper and 8% of respondents were influenced by banner and posters. Majority 59% of respondents were influenced by TV.

The above table shows that the majority 51% of respondents are satisfied with Cadbury advertisement, 31% of respondents are highly satisfied with Cadbury advertisement, 11% of respondents are neutral, 5% of the respondent are dissatisfied with Cadbury advertisement and 2% of the respondents were highly dissatisfied with Cadbury advertisement. The majority 51% of respondents are satisfied with Cadbury advertisement.

The table exhibits that 58% of respondents are strongly agree that the Cadbury advertisement is informative, 27% of respondents are agree that the Cadbury advertisement informative, 9% of respondents are neutral, 5% of the respondent are disagree about the statement the Cadbury advertisement is informative and 1% of the respondents were strongly disagree about the statement the Cadbury advertisement informative. The majority 58% of respondents are strongly agree that the Cadbury advertisement informative.

The above table describes that 34% of the respondents select Cadbury for taste, 23% of the respondents select Cadbury for ingredient and 19% of the respondents select Cadbury for quality, 18% of the respondent select Cadbury for advertisement and 6% of the respondents select Cadbury for varieties. The majority 34% of the respondents select Cadbury for taste.

#### **Chi square test analysis:**

#### **Relationship between Gender and Satisfaction about Cadbury products advertisement**

##### **Null Hypothesis [H0]**

There is no significant relationship between Gender and Satisfaction about Cadbury product advertisement.

##### **Alternative Hypothesis [H1]**

There is significant relationship between Gender and Satisfaction about Cadbury product advertisement.

The table indicates that calculated value (19.194) is more than the table value (9.488). Therefore framed alternative hypothesis is accepted. Hence, there is a significant relation between the gender and Satisfaction about the Cadbury product advertisement.

#### **Relationship between Age and Satisfaction about Cadbury products Advertisement**

##### **Null Hypothesis [H0]**

There is no significant relationship between Age and Satisfaction about Cadbury product advertisement.

##### **Alternative Hypothesis [H1]**

There is significant relationship between Age and Satisfaction about Cadbury product advertisement.

The table indicates that calculated value (29.663) is less than the table value (21.026). Therefore framed Null hypothesis is accepted. Hence, there is no significant relation between Age and Satisfaction about the Cadbury product advertisement.

#### **Relationship between Educational Qualification and Satisfaction about Cadbury products advertisement**

##### **Null Hypothesis [H0]**

There is no significant relationship between Educational qualification and Satisfaction about Cadbury product advertisement.

##### **Alternative Hypothesis [H1]**

There is significant relationship between Educational qualification and Satisfaction about Cadbury product advertisement.

The table indicates that calculated value (49.373) is less than the table value (21.026). Therefore framed Null hypothesis is accepted. Hence, there is no significant relation between Educational qualification and Satisfaction about the Cadbury product advertisement.

#### **Relationship between Monthly Income and Satisfaction about Cadbury Products advertisement**

##### **Null Hypothesis [H0]**

There is no significant relationship between Monthly income and Satisfaction about Cadbury product advertisement.

##### **Alternative Hypothesis [H1]**

There is significant relationship between Monthly income and Satisfaction about Cadbury product advertisement.

The table indicates that calculated value (76.630) is less than the table value (26.296). Therefore framed Null hypothesis is accepted. Hence, there is no significant relation between Monthly income and Satisfaction about the Cadbury product advertisement.

#### **Summary of findings**

1. 51% of the respondents come under the category of male
2. 58% of the respondents come under the age group of below 20years.
3. 52% of the respondents were in college level
4. 46% of the respondents come under the category of others
5. 51% of the respondents are getting below 10000 Monthly salary
6. 55% of the respondents belong to below 4 members in the family.
7. 37% of the respondents are purchasing Cadbury products daily
8. 52% of respondent were aware of Cadbury products through TV
9. 59% of respondent were influenced by TV advertisement
10. 51% of respondents are satisfied with Cadbury advertisement.
11. 58% of respondents are strongly agree that the Cadbury advertisement informative
12. 34% of the respondents select Cadbury for its taste.
13. There is no significant relation between Age and Satisfaction about the Cadbury Product advertisement.
14. There is no significant relation between Educational qualification and Satisfaction about the Cadbury product advertisement
15. There is no significant relation between Monthly income and Satisfaction about the Cadbury product advertisement.

#### **Conclusion**

Advertising moves the wheels of marketing. A country like ours is developing in all fields, and this is because of advertising of new and developed ideas. Evaluation the advertising effectiveness is needed to determine whether the proposed advertisement should be used and if so how it might be improved and whether the going campaign should be modified, continued or stopped. Hence the study has been taken up at

micro level to bring out the consumer's satisfaction towards the Cadbury products advertisements and the factors which determine the same based on the opinion as expressed by the respondents of Coimbatore Town. The consumers of the Cadbury products in the Coimbatore city were satisfied about overall performance of advertisement of the Cadbury products.

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**Table showing Personal profile of the Respondents**

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	77	51.3	51.3	51.3
Female	73	48.7	48.7	100.0
Total	150	100.0	100.0	
Age group	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20 Years	87	58.0	58.0	58.0
20 - 30 Years	50	33.3	33.3	91.3
30 - 50 Years	6	4.0	4.0	95.3
Above 50 Years	7	4.7	4.7	100.0
Total	150	100.0	100.0	
Educational qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Illiterate	9	6.0	6.0	6.0
School Level	35	23.3	23.3	29.3
College Level	78	52.0	52.0	81.3
Others	28	18.7	18.7	100.0
Total	150	100.0	100.0	
Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Government Employee	22	14.7	14.7	14.7
Private Employee	31	20.7	20.7	35.3
Business	4	2.7	2.7	38.0
Professional	24	16.0	16.0	54.0
Others	69	46.0	46.0	100.0
Total	150	100.0	100.0	
Monthly income	Frequency	Percent	Valid Percent	Cumulative Percent
Below Rs. 10,000	76	50.7	50.7	50.7
Rs. 10,000 to Rs.20,000	48	32.0	32.0	82.7
Above Rs. 20,000	26	17.3	17.3	100.0
Total	150	100.0	100.0	
No of members	Frequency	Percent	Valid Percent	Cumulative Percent
Below 4 Members	82	54.7	54.7	54.7
4 - 6 Members	64	42.7	42.7	97.3
Above 6 Members	4	2.7	2.7	100.0
Total	150	100.0	100.0	

Source: calculated from primary data

**Table Showing Frequency of Purchase**

Frequency	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	55	36.7	36.7	36.7
Once in a week	35	23.3	23.3	60.0
More than once in a week	29	19.3	19.3	79.3
Occasionally	31	20.7	20.7	100.0
Total	150	100.0	100.0	

Source: calculated from primary data

**Table Showing Media of Awareness about Cadbury**

Media	Frequency	Percent	Valid Percent	Cumulative Percent
Television	78	52.0	52.0	52.0
Radio	26	17.3	17.3	69.3
News paper	21	14.0	14.0	83.3
Banners and Posters	25	16.7	16.7	100.0
Total	150	100.0	100.0	

Source: calculated from primary data

**Table Showing Media influenced to buy Cadbury products**

Media	Frequency	Percent	Valid Percent	Cumulative Percent
Television	89	59.3	59.3	59.3
Radio	27	18.0	18.0	77.3
Newspaper	22	14.7	14.7	92.0
Banners and Posters	12	8.0	8.0	100.0
Total	150	100.0	100.0	

Source: calculated from primary data

**Table showing respondents' opinion about Satisfaction level of Cadbury advertisement**

Satisfaction level	Frequency	Percent	Valid percent	Cumulative percent
Highly Satisfied	46	30.7	30.7	30.7
Satisfied	77	51.3	51.3	82.0
Neutral	16	10.7	10.7	92.7
Dissatisfied	8	5.3	5.3	98.0
Highly dissatisfied	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Source: calculated from primary data

**Table showing respondents' opinion about Advertisements Informativeness**

Agreeability	Frequency	Percent	Valid percent	Cumulative percent
Strongly agree	87	58.0	58.0	58.0
Agree	40	26.7	26.7	84.7
Neutral	14	9.3	9.3	94.0
Disagree	7	4.7	4.7	98.7
Strongly disagree	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Source: calculated from primary data

**Table Showing Factor influence to purchase Cadbury products**

Factor	Frequency	Percent	Valid Percent	Cumulative Percent
Quality	29	19.3	19.3	19.3
Ingredient	34	22.7	22.7	42.0
Taste	51	34.0	34.0	76.0
Varieties	9	6.0	6.0	82.0
Advertisement	27	18.0	18.0	100.0
Total	150	100.0	100.0	

Source: calculated from primary data

### Relationship between Gender and Satisfaction about Cadbury products advertisement

Gender	Satisfaction about Cadbury product advertisement					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Male	23	33	0	10	11	77
Female	15	27	16	7	8	73
Total	38	60	16	17	19	150

Source: calculated from primary data

### Relationship between Age and Satisfaction about Cadbury products Advertisement

Age	Satisfaction about Cadbury product advertisement					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Below 20 Years	26	32	4	12	13	87
20 - 30 Years	12	18	12	4	4	50
30 - 50 Years	0	3	0	1	2	6
Above 50 Years	0	7	0	0	0	7
Total	38	60	16	17	19	150

Source: calculated from primary data

Degree of freedom= 12, Calculated value = 29.663, 5% level of Table Value = 21.026

### Relationship between Educational Qualification and Satisfaction about Cadbury products advertisement

Educational Qualification	Satisfaction about Cadbury product advertisement					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Illiterate	3	5	0	1	0	9
School Level	19	6	0	6	4	35
College Level	16	30	16	7	9	78
Others	0	19	0	3	6	28
Total	38	60	16	17	19	150

Source: calculated from primary data

Degree of freedom = 12, Calculated value = 49.373, 5% level of Table Value = 21.026

### Relationship between Monthly Income and Satisfaction about Cadbury Products advertisement

Monthly Income	Satisfaction about Cadbury product advertisement					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Below Rs. 10,000	21	26	12	8	9	76
Rs. 10,000 to Rs.20,000	16	22	0	3	7	48
Above Rs. 20,000	1	12	4	6	3	26
Total	38	60	16	17	19	150

Source: calculated from primary data

Degree of freedom = 16, Calculated value = 76.630, 5% level of Table Value = 26.296