

A STUDY ON COLLEGE STUDENT'S CHOCOLATE BUYING BEHAVIOUR.

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Abstract

This study investigates the buying behavior of college students regarding chocolate consumption. The research aims to understand the factors influencing their purchasing decisions, including taste preferences, brand loyalty, price sensitivity, and social influences. Utilizing a mixed-methods approach, including surveys and focus groups, data was collected from a diverse sample of college students. Preliminary findings suggest that taste remains a primary driver for chocolate purchases, followed closely by brand recognition and peer influence. Moreover, the study highlights the importance of packaging and promotional activities in shaping consumer perceptions. Insights from this research can inform marketing strategies aimed at targeting the lucrative college student market segment within the chocolate industry.

Key words

Chocolate, Brand, Buying behaviour, College Students

Introduction

In this competitive modern age where different qualities and types of goods exist branding is of special importance in the business world. Branding occupies a particular niche in the consumer mind. A great brand is the company's most valuable asset. A properly developed brand, line extension, can create competitive advantage and maximize earning. Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality and an aura of intangible, qualities that surround the brand name, mark or symbol. A strong brand influences the buying decision and shapes the ownership experience.

Today, there are normally no inanimate or dump products. They have transformed into brands with a personality of their own. They can be warm or friendly, cold or distant, old fashioned or sophisticated, stylish or shabby and so on. In an age of brands, the brand name is naturally a major marketing tool and one of the most important components of the total product/service personality. Branding serves both the buyers as well as the sellers by making the process of exchange a pleasant experience and need-fulfilment exercise. Branded goods and services possess the ability of ready marketability, thus, considerably facilitating the task of the seller.

It helps the sellers to attract and build loyal customers and to show that the firm stands behind what it offers. Any brand/firm that have earned an association with quality and reputations able to make new product/service launch somewhat easier. In reality, brands provide the identity to the product which is being differentiated from the competitors.

In this research, to be surveyed the product performance and buying behaviour of famous brands of Chocolates- Nestle, Cadbury and Amul, which are consumed by people of all ages. Most of the people influence their purchases on the basis of price, quality, advertisement, satisfaction, Taste, packaging, brand loyalty, etc. In this research to be surveyed how frequently and many chocolates they consume, whether they buy small, big or family pack.

Statement of the problem

This study aims to explore the various factors influencing the chocolate purchasing decisionsof college students, peer recommendations, brandperception, and convenience By examining the patterns and preferences in chocolate buying behaviour, the research intends to provide valuable insights for chocolate manufacturers and marketers targeting this demographic. Additionally, the study will assess the impact of marketingstrategies, social influences, and individual preferences on the decision- making process, contributing to a comprehensive understanding of the chocolate consumption patterns among college students. The findings from this research will aid in the development of targeted marketing strategies and product offerings tailored to meet the specific needs and preferences of this consumer segment.

Objectives of the study

- ✓ To identify the factors influencing the chocolate purchasing decision of the college students.
- ✓ To know the brand loyalty among college students and its impact on chocolate purchasinghabits.

Limitation of study

- Time is one of the major constraints which limit the entire data collection.
- The number of respondents limited to 120 which is a small number.
- Reliability and accuracy of the analysis depends on the college students openness andtrueness towards each question in the questionnaire
- Due to time constraints the most important information has been taken for the Study.

RESEARCH METHODOLOGY

Sampling design	Simple random sampling
Period of study	January March 2024.
Data used	Primary and Secondary data
Test for analysis	1. Simple percentage analysis 2. Likert scale technique 3. Garrett ranking technique 4. Chi-square test

RESULTS AND DISCUSSION

Table 1- PREFERENCE OF CHOCOLATE BRAND

A chocolate brand is a company or manufacturer that specializes in producing and selling chocolate products. Cadbury is a British multinational confectionery company, now owned by Mondelez International. Nestle is a Swiss multinational food and drink processing conglomerate. Amul is an Indian dairy cooperative society based in Gujarat, India.

Particular	No . Of Respondents	Percentage (%)
Cadbury	36	30.3
Nestle	45	37.5
Amul	29	24.2
Others	10	8.3
Total	120	100

Source: primary data

Interpretation

This table shows that chocolate brand do you usually prefer of the respondents. This table explain that 30.3% of the respondents like Cadbury, 37.5 % of the respondents like Nestle, 24.2%of the respondents like Amul, 8.3% of the respondents like other chocolates respectively.

Thus, it is inferred that the majority 37.5% of respondents like Nestle.

Table -2 MEDIA OF ADVERTISING

Advertising media refers to the various channels or platforms used by advertisers to deliver promotional messages to their target audience. Common advertising media include Television, Poster, Internet, Newspaper.

Particular	No. of respondents	Percentage (%)
Television	34	28.3
Poster	29	24.2
Internet	50	41.7
News paper	7	5.8
Total	120	100

Source: primary data

Interpretation

This table shows that media of advertising influence you purchase of the respondents. This table explain that 28.3% of the respondents are influenced through television for the purchasing, 24.2% of the respondents are influenced through poster for purchasing , 41.7% of the respondents are influenced through internet for purchasing, 5.8%

of the respondents are influenced through news paper for purchasing respectively.

Thus, it is inferred that the majority 41.7% of respondents are influenced through Internet for purchasing.

Table 3 -FACTORS INFLUENCING PURCHASING DECISION

Affordability plays a significant role in purchasing decisions, with consumers often considering the price relative to the perceived value and quality of the chocolate. Consumers may prefer well-known and trusted chocolate brands due to their reputation for quality and taste. Attractive and visually appealing packaging can catch consumers' attention and influence their decision to purchase a particular chocolate product. Increasingly, consumers are considering health factors such as the cocoa content, sugar content, and presence of additives or allergens when making chocolate purchasing decisions

Particular	No .of respondents	Percentage (%)
Price	33	27.5
Brand reputation	40	33.3
Packaging	31	25.8
Health aspects	16	13.3
Total	120	100

Source: primary data

Interpretation

This table shows that factors influence your chocolate purchasing decision the most of the respondents. This table explain that 27.5% of the respondents are influenced by price, 33.3% of the respondents are influenced by brand reputation, 25.8% of the respondents are influenced by packaging, 13.3% of the respondents are influenced by health aspects respectively.

Thus, it is inferred that the majority 27.5% of respondents are influenced by price.

Table 4 -CHOCOLATES PREFERED IN BRAND

Cadbury is a British multinational confectionery company, now owned by Mondelez International. It is famous for its wide range of chocolate products, including Dairy Milk, Bourneville, and Flake, among others. Cadbury is known for its creamy and rich chocolate recipes, and it has a long history dating back to the 19th century.

Particular	No .of respondents	Percentage (%)
Dairy milk	42	35
5 Star	42	35
Perk	30	25
Gems	6	5
Total	120	100

Source: primary data

Interpretation

This table shows that chocolate you like most in Cadbury brand of the respondents. This table explain that 35% of the respondents like Dairy milk, 35% of the respondents like 5 star 25%of the respondents like perk and 5% of the respondents like gems respectively.

Thus, its majority 35% of the respondents like Dairy milk and 5 Star in Cadbury brand
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Table 5 -CHOCOLATES PREFERED IN NESTLE BRAND

Nestle is a Swiss multinational food and drink processing conglomerate While it is known for a variety of food products, including beverages and infant formula, Nestle also produces chocolate under brands such as Kit Kat, Milky bar, Aero, and Nestle Crunch. Nestle is one of the largest food companies in the world and has a significant presence in the chocolate market.

Particular	No. Of respondents	Percentage (%)
Milky bar	27	22.5
Kit kat	48	40
Munch	29	24.2
Bar one	16	13.3
Total	120	100

Source primary data

Interpretation

This table shows that chocolate you like most in Nestle brand of the respondents. This tableexplain that 22.5% of the respondents like Milky bar, 40% of the respondents like kit Kat ,24.2%of the respondents like Munch and 13.3% of the respondents like bar one respectively.Thus, its majority 40% of the respondents like Kit Kat in nestle brand.

Table 6 -TYPES OF CHOCOLATES PREFERED

SI No	$100(R_{ji} - 0.5) / N_j$	Calculate value	Garrett Value
1	$100(1 - 0.5) / 5$	10	26
2	$100(2 - 0.5) / 5$	30	39
3	$100(3 - 0.5) / 5$	50	43
4	$100(4 - 0.5) / 5$	70	50
5	$100(5 - 0.5) / 5$	90	59

Particular	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Milk chocolate	66	14	25	7	8
Dark chocolate	9	71	23	13	4
White chocolate	20	21	66	8	5
Nut filled chocolate	15	28	23	50	4
Fruit flavour Chocolate	18	19	22	14	47

Particular	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Score	Rank
Milk chocolate	600	420	1250	140	720	3190	26	V
Dark chocolate	90	2130	1150	910	360	4640	39	IV
White chocolate	200	630	3300	560	450	5140	43	III
Nut filled chocolate	150	840	1150	3500	360	6000	50	II
Fruit flavour chocolate	180	570	1100	980	4230	7060	59	I

Source: primary data

Interpretation

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Average	Rank
I prefer dark chocolate over milk chocolate	300	72	84	20	4	480	4.0	I
Brand reputation influence my choice of chocolate	135	256	57	14	3	465	3.9	III
I consider price as a significant factor when buying chocolate	24	140	135	28	2	425	3.5	IV

I am willing to pay more for organic or ethically sourced chocolate	160	152	54	46	9	421	3.51	II
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From the above table reveals that respondents have given top for fruit flavour chocolate ranked as 1 with Garrett score 59 percent followed by Nut filled chocolate ranked as II with the score of 50 percent, white chocolate ranked as III with score of 43 percent, dark chocolate ranked as IV with the score of 39 and milk chocolate ranked as V with score of 26 percent for the chocolate flavour based on preferences.

Table 7 -INFLUENCE OF CHOCOLATE FLAVOUR

Interpretation

The above table using Likert scaling technique represents the opinion on the chocolate flavour. The ranking reveals that the I prefer dark chocolate over milk chocolate. Has the highest

score of (4.0) and therefore it is ranked first, followed by I am willing to pay more for organic or ethically sourced chocolate, Brand reputation influence my choice of chocolate, I consider price as a significant factor when buying chocolate.

H(o): There is no significant relationship between package purchase and prefer to chocolates Brand

H(j): There is significant relationship between package purchase and prefer to chocolates Brand.

Relationship between package and prefer to chocolates Brand:

Observed frequencies (O)

Particular	Cadbury	Amul	Nestle	Others	Total
Small pack	23	23	7	3	56
Big pack	11	17	18	4	50
Family pack	2	5	4	3	14
	36	45	29	10	120

Expected frequencies (E)

Particular	Cadbury	Amul	Nestle	Others	Total
Small pack					
Big pack					
Family pack					
	36	45	29	10	120

Relationship between package and prefer to chocolates Brand

O	E	(O-E)	(O-E) ² /E
23	16.8	38.4	2.288
13	15.0	16	1.066
2	4.2	4.8	1.152
23	21.0	4	0.190
17	18.7	39.6	2.122
5	5.2	0.04	7.692
7	13.5	42.2	3.129
18	12.0	36	3.00
4	3.3	0.49	0.148
3	4.6	2.56	0.556
4	4.1	0.01	0.439
3	1.1	3.61	3.281
			25.06

$$\text{Degree of freedom} = (r - 1)(c - 1)$$

$$= (3 - 1)(4 - 1)$$

$$= 2 \times 3$$

$$= 6$$

Table Value-37.652 Calculated Value-25.06

Since the calculated value (25.06) is less than the table value (37.652), the null hypothesis is accepted. Hence it is concluded that there is a no significant relationship between package and prefer to chocolates Brand.

FINDINGS

1. The majority 37.5% of the respondents prefer Nestle brand.
2. The majority 41.7% of respondents are influenced through Internet for purchasing.
3. The majority 27.5% of the respondents are influenced by price while making purchase
4. The majority 35% of the respondents like Dairy milk and 5 Star in Cadbury brand.
5. The majority 40% of the respondents like Kit Kat in nestle brand.

SUGGESTION

- ❖ Conduct surveys or interviews with college students to gather data on their chocolate consumption habits, preferences, and trends.
- ❖ Nestle company should concentrate on its packing as people are least attracted with it

while Cadbury brand are more attracted with their packing

- ❖ People are unsatisfied with the price and quantity of Cadbury brand chocolates, so companies should concentrate in the regard also.
- ❖ Nestle and Amul brand should concentrate more on advertisement as mostly people get attracted through television only
- ❖ Chocolates company should concentrate more on festival season by providing promotional offer

CONCLUSION

In understanding the chocolate consumption habits of college students involves a multifaceted approach that encompasses various factors and considerations. Through comprehensive research methods such as surveys, focus groups, observational studies, and data analysis, valuable insights can be gained into the trends, preferences, and behaviours of this demographic regarding chocolate. From identifying emerging trends and purchasing behaviours to pinpointing factors influencing purchasing decisions such as taste preferences, price sensitivity, and brand loyalty, a thorough understanding of college students chocolate consumption habits can be attained. Moreover, assessing brand loyalty and its impact on purchasing habits sheds light on the relationship between consumer loyalty and brand perception, guiding marketing strategies and brand management efforts. Furthermore, chocolate preferences and buying behaviour highlights the importance of tailored approaches in product offerings and marketing campaigns targeted at male and female college students. By synthesizing findings from these research areas, chocolate companies can adapt their strategies to effectively meet the diverse preferences and behaviours of college students, ultimately enhancing their appeal and market positioning within this demographic. The exploration of chocolate consumption among college students reveals a nuanced landscape shaped by various factors and trends. Through rigorous research methods encompassing surveys, focus groups, and data analysis, a comprehensive understanding of this demographics preferences and behaviours emerges. From discerning taste preferences and brand loyalty to uncovering the influence of pricing, packaging, and health considerations, each aspect plays a significant role in shaping chocolate purchasing decisions. Additionally, recognizing the gender-based differences in preferences and buying behaviour underscores the importance of tailored marketing strategies and product offerings. By leveraging these insights, chocolate companies can adapt their approaches to resonate effectively with college students, fostering brand loyalty and driving sustained growth within this dynamic market segment. Through continuous monitoring and adaptation to evolving trends, companies can stay attuned to the ever-changing landscape of chocolate consumption among college students, ensuring their relevance and success in the marketplace.

WEBSITES

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