THE SWOT ANALYSIS

ANALYSIS AND INTERPRETATION OF DATA

CHAPTER – VI

ANALYSIS AND INTERPRETATION OF DATA

Introduction:

Questionnaire base statistical analysis has been perform to understand the results by asking or collecting opinion from various background characteristic of respondents. Mainly comparison has been done between the background variables and objective variables by applying various statistical technique. Analysis has been performed on 250 respondents which is covered under consumer questionnaire and 50 respondents covered under retailer questionnaire.

SWOT Analysis is a powerful technique for understanding your Strengths and Weaknesses, and for looking at the Opportunities and Threats you face.

Used in a business context, it helps you carve a sustainable niche in your market. Used in a personal context, it helps you develop your career in a way that takes best advantage of your talents, abilities and opportunities.

Business SWOT Analysis

What makes SWOT particularly powerful is that, with a little thought, it can help you uncover opportunities that you are well placed to take advantage of. And by understanding the weaknesses of your business, you can manage and eliminate threats that would otherwise catch you unawares.

More than this, by looking at yourself and your competitors using the SWOT framework, you can start to craft a strategy that helps you distinguish yourself from your competitors, so that you can compete successfully in your market.

Overview of the Study Objectives

Strengths:

- What advantages does your company have?
- What do you do better than anyone else?
- What unique or lowest-cost resources do you have access to?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale"?

Consider this from an internal perspective, and from the point of view of your customers and people in your market. Be realistic: It's far too easy to fall prey to "not invented here syndrome". (If you are having any difficulty with this, try writing down a list of your characteristics. Some of these will hopefully be strengths!)

In looking at your strengths, think about them in relation to your competitors - for example, if all your competitors provide high quality products, then a high quality production process is not a strength in the market, it is a necessity.

Weaknesses:

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- What factors lose you sales?

Again, consider this from an internal and external basis: Do other people seem to perceive weaknesses that you do not see? Are your competitors doing any better than you? It is best to be realistic now, and face any unpleasant truths as soon as possible.

Opportunities:

- Where are the good opportunities facing you?
- What are the interesting trends you are aware of?

Useful opportunities can come from such things as:

- Changes in technology and markets on both a broad and narrow scale
- Changes in government policy related to your field
- Changes in social patterns, population profiles, lifestyle changes, etc.
- Local Events

A useful approach for looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities.

Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.

Threats:

- What obstacles do you face?
- What is your competition doing that you should be worried about?
- Are the required specifications for your job, products or services changing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?

Carrying out this analysis will often be illuminating - both in terms of pointing out what needs to be done, and in putting problems into perspective.

Strengths and **weaknesses** are often internal to your organization. **Opportunities** and **threats** often relate to external factors. For this reason the SWOT Analysis is sometimes called Internal-External Analysis and the SWOT Matrix is sometimes called an IE Matrix Analysis Tool.

Table 1: Frequency Percentage Distribution of Background Characteristic of Respondent.		
Background	**Number**	**Percentage**
Gender		
Male	130	52.0
Female	120	48.0
Occupation		
Service	48	19.2
Business	34	13.6
Self employee	15	6.0
Student	109	43.6
House wife	44	17.6
Family Size		
Up to 4 member	157	62.8
More than 4 member	93	37.2
Age		
Up to 20 years	59	23.6
21 – 30 years	130	52.0
31 – 40 years	31	12.4
More than 40 years	30	12.0
Monthly Income (Rs.)		
< 10,000	72	28.8
10,001 – 14,999	59	23.6
15,000 – 19,999	55	22.0
More than 19,999	64	25.6
Total	**250**	**100.0**

TABLE – 1

This table presents the frequency distribution of the background characteristics of the respondents across the categories of Gender, Occupation, Family size, Age and Monthly income. Each of the categories and sub-categories, present a classified view of the data pertaining to the respondents. Total respondent number is 250 for both the product categories and companies selected.

Category wise percentage frequency distribution background characteristics of the respondents, amongst Gender category males are 130 (52.0%) and females are 120 (48%). In occupation Service, Business, Self employee, Student and House wife category 48 (19.2%), 34 (13.6%), 15 (6.0%), 109 (43.6%), and 44 (17.6%) respectively. Similarly in Family size Up to 4 member 157 (62.8%) and More than 4 member 93 (37.2%). In age category Up to 20 years, 21-30 years, 31-40 years and More than 40 years 59 (23.6%), 130 (52.0%), 31 (12.4%) and 30 (12.0%) respectively. In category of Monthly family income Less than Rs. 10,000 72 (28.8%), Rs. 10,000 to Rs. 14,999 59 (23.0%), Rs. 15,000 to Rs. 19,999 55 (22.0%) and More than Rs. 19,999 64 (25.6%).

Table 2: Frequency Percentage Distribution of Describing the frequency of purchase of Chocolate with respect to Background Characteristic of Respondent.

Background	Weekly		Regularly		Occasionally		Rarely		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	28	21.5	36	27.7	52	40.0	14	10.8	130	100.0
Female	24	20.0	39	32.5	41	34.2	16	13.3	120	100.0
Occupation										
Service	13	27.1	9	18.8	21	43.8	5	10.4	48	100.0
Business	5	14.7	14	41.2	13	38.2	2	5.9	34	100.0
Self employee	1	6.7	9	60.0	2	13.3	3	20.0	15	100.0
Student	23	21.1	30	27.5	45	41.3	11	10.1	109	100.0
House wife	10	22.7	13	29.5	12	27.3	9	20.5	44	100.0
Family Size										
Up to 4 member	35	22.3	48	30.6	52	33.1	22	14.0	157	100.0
More than 4 member	17	18.3	27	29.0	41	44.1	8	8.6	93	100.0
Age										
Up to 20 years	15	25.4	15	25.4	19	32.2	10	16.9	59	100.0
21 – 30 years	28	21.5	38	29.2	52	40.0	12	9.2	130	100.0
31 – 40 years	7	22.6	10	32.3	11	35.5	3	9.7	31	100.0
More than 40 years	2	6.7	12	40.0	11	36.7	5	16.7	30	100.0
Monthly Income (Rs.)										
< 10,000	20	27.8	9	12.5	30	41.7	13	18.1	72	100.0
10,001 – 14,999	12	20.3	22	37.3	18	30.5	7	11.9	59	100.0
15,000 – 19,999	11	20.0	18	32.7	19	34.5	7	12.7	55	100.0
More than 19,999	9	14.1	26	40.6	26	40.6	3	4.7	64	100.0
Total	**52**	**20.8**	**75**	**30.0**	**93**	**37.2**	**30**	**12.0**	**250**	**100.0**

TABLE – 2

This table presents the percentage distribution of frequency of purchase of the Chocolate with respect to the background characteristics of the respondents. More percentage of male and female respondents prefer to buy chocolate occasionally and a significant percentage of female respondents would buy it regularly too. Self-employed prefer to buy it regularly, Business, Service people and students would largely buy it occasionally, however housewives would buy it regularly. As per the family size, both categories respondents would buy it occasionally largely. While all the age groups of 20 to 40 years would buy chocolate occasionally, respondents in the age groups of 40 and above would rather buy it regularly. More percentage of respondents in the income groups of 10001 to 14999 & more than 19999 buy it regularly whereas others would largely buy it occasionally.

Table 3: Frequency Percentage Distribution of Describing the frequency of purchase of Milk products with respect to Background Characteristic of Respondent.

Background	Weekly		Regularly		Occasionally		Rarely		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	6	4.6	46	35.4	19	14.6	59	45.4	130	100.0
Female	9	7.5	67	55.8	18	15.0	26	21.7	120	100.0
Occupation										
Service	2	4.2	16	33.3	6	12.5	24	50.0	48	100.0
Business	3	8.8	8	23.5	11	32.4	12	35.3	34	100.0
Self employee	-	-	4	26.7	6	40.0	5	33.3	15	100.0
Student	5	4.6	59	54.1	9	8.3	36	33.0	109	100.0
House wife	5	11.4	26	59.1	5	11.4	8	18.2	44	100.0
Family Size										
Up to 4 member	8	5.1	65	41.4	25	15.9	59	37.6	157	100.0
More than 4 member	7	7.5	48	51.6	12	12.9	26	28.0	93	100.0
Age										
Up to 20 years	7	11.9	28	47.5	7	11.9	17	28.8	59	100.0
21 – 30 years	7	5.4	57	43.8	15	11.5	51	39.2	130	100.0
31 – 40 years	1	3.2	14	45.2	9	29.0	7	22.6	31	100.0
More than 40 years	-	-	14	46.7	6	20.0	10	33.3	30	100.0
Monthly Income (Rs.)										
< 10,000	4	5.6	28	38.9	7	9.7	33	45.8	72	100.0
10,001 – 14,999	2	3.4	29	49.2	12	20.3	16	27.1	59	100.0
15,000 – 19,999	2	3.6	26	47.3	8	14.5	19	34.5	55	100.0
More than 19,999	7	10.9	30	46.9	10	15.6	17	26.6	64	100.0
Total	**15**	**6.0**	**113**	**45.2**	**37**	**14.8**	**85**	**34.0**	**250**	**100.0**

TABLE – 3

This table presents the percentage distribution of frequency of purchase of the Milk products with respect to the background characteristics of the respondents. More percentage of male respondents prefer to buy milk product rarely whereas female respondents would buy it regularly. Self-employed prefer to buy it occasionally; Business and Service people would largely buy it rarely, however housewives and students would buy it regularly. As per the family size, both categories respondents would buy it regularly. Respondents of all the age groups would buy milk products regularly. More percentage of respondents except in the income groups of < 10000 who prefer to buy it rarely, respondents of all other age groups would buy it regularly.

Chi-square Result of Table 2 & 4 Over all comparison of Describing the frequency of purchase of Chocolate and Milk products using chi square statistics										
Products	Weekly		Regularly		Occasionally		Rarely		Total	
	No	%	No	%	No	%	No	%	No	%
Chocolate	52	20.8	75	30.0	93	37.2	30	12.0	250	100.0
Milk Product	15	6.0	113	45.2	37	14.8	85	34.0	250	100.0
Chi square result	Calculated Value: 78.541, df: 3, p-value: 0.000									

Hypotheses: There is no association amongst opinion given regarding the define parameter between chocolate and milk product.

From the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent for purchase of chocolate and milk product. Here by rejecting our hypotheses we conclude that, it does make significant difference in the opinion given for both products.

Table 4: Frequency Percentage Distribution of Buying preference to buy for Milk products and Chocolate of Cadbury with respect to Background Characteristic of Respondent.										
Background	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	2	1.5	67	51.5	6	4.6	55	42.3	130	100.0
Female	4	3.3	52	43.3	6	5.0	58	48.3	120	100.0
Occupation										
Service	1	2.1	30	62.5	2	4.2	15	31.3	48	100.0
Business	1	2.9	21	61.8	1	2.9	11	32.4	34	100.0
Self employee	1	6.7	6	40.0	2	13.3	6	40.0	15	100.0
Student	3	2.8	43	39.4	5	4.6	58	53.2	109	100.0
House wife	-	-	19	43.2	2	4.5	23	52.3	44	100.0
Family Size										
Up to 4 member	3	1.9	82	52.2	5	3.2	67	42.7	157	100.0
More than 4 member	3	3.2	37	39.8	7	7.5	46	49.5	93	100.0
Age										
Up to 20 years	-	-	22	37.3	2	3.4	35	59.3	59	100.0
21 – 30 years	5	3.8	60	46.2	7	5.4	58	44.6	130	100.0
31 – 40 years	-	-	20	64.5	1	3.2	10	32.3	31	100.0
More than 40 years	1	3.3	17	56.7	2	6.7	10	33.3	30	100.0
Monthly Income (Rs.)										
< 10,000	4	5.6	29	40.3	1	1.4	38	52.8	72	100.0
10,001 – 14,999	-	-	24	40.7	5	8.5	30	50.8	59	100.0
15,000 – 19,999	1	1.8	29	52.7	3	5.5	22	40.0	55	100.0
More than 19,999	1	1.6	37	57.8	3	4.7	23	35.9	64	100.0
Total	**6**	**2.4**	**119**	**47.6**	**12**	**4.8**	**113**	**45.2**	**250**	**100.0**

Table 5: Frequency Percentage Distribution of Buying preference to buy for Milk products and Chocolate of Nestle with respect to Background Characteristic of Respondent.

Background	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	13	10.0	31	23.8	45	34.6	41	31.5	130	100.0
Female	40	33.3	23	19.2	23	19.2	34	28.3	120	100.0
Occupation										
Service	7	14.6	15	31.3	16	33.3	10	20.8	48	100.0
Business	6	17.6	6	17.6	10	29.4	12	35.3	34	100.0
Self employee	2	13.3	2	13.3	6	40.0	5	33.3	15	100.0
Student	29	26.6	25	22.9	24	22.0	31	28.4	109	100.0
House wife	9	20.5	6	13.6	12	27.3	17	38.6	44	100.0
Family Size										
Up to 4 member	36	22.9	36	22.9	38	24.2	47	29.9	157	100.0
More than 4 member	17	18.3	18	19.4	30	32.3	28	30.1	93	100.0
Age										
Up to 20 years	11	18.6	13	22.0	17	28.8	18	30.5	59	100.0
21 – 30 years	30	23.1	25	19.2	29	22.3	46	35.4	130	100.0
31 – 40 years	6	19.4	9	29.0	12	38.7	4	12.9	31	100.0
More than 40 years	6	20.0	7	23.3	10	33.3	7	23.3	30	100.0
Monthly Income (Rs.)										
< 10,000	18	25.0	11	15.3	22	30.6	21	29.2	72	100.0
10,001 – 14,999	12	20.3	12	20.3	10	16.9	25	42.4	59	100.0
15,000 – 19,999	9	16.4	19	34.5	19	34.5	8	14.5	55	100.0
More than 19,999	14	21.9	12	18.8	17	26.6	21	32.8	64	100.0
Total	**53**	**21.2**	**54**	**21.6**	**68**	**27.2**	**75**	**30.0**	**250**	**100.0**

TABLE – 4 & 5

This table presents percentage distribution of buying preference for Milk products and Chocolate of Cadbury with respect to Background Characteristic of Respondent. The overall data show that across the background categories the preference for Cadbury chocolate and milk products is better than Nestle. As far as Gender is concerned, percentage of male and females preferring to buy Cadbury Chocolate & Milk products is more than that of Nestle. Importantly 33.3% of female respondents do not prefer to buy either chocolate or milk product of nestle. Occupation wise data also reveal the same trends. The overall preference for Cadbury product is clearly overtaking Nestle. While students and housewives prefer to buy Cadbury for both products, others prefer to buy Cadbury chocolate more. Family size wise Cadbury chocolate and milk products are preferred more than Nestle in families with below 4 and more than 4 members. The same facts are revealed in the other two categories of age and family income.

Chi-square Result of Table 4 & 5 Comparison for Buying preference to buy for Milk products and Chocolate of Cadbury and Nestle using chi square statistics										
Brand	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Cadbury	6	2.4	119	47.6	12	4.8	113	45.2	250	100.0
Nestle	53	21.2	54	21.6	68	27.2	75	30.0	250	100.0
Chi square result	Calculated Value: 108.74, df: 3, p-value: 0.000									

Hypotheses: There is no association amongst opinion given regarding the define parameter between chocolate and milk product.

From the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent for buying preference to buy for Milk products and Chocolate of Cadbury and Nestle. Here by rejecting our hypotheses we conclude that, it does make significant difference in the opinion given for both products.

Table 6: Frequency Percentage Distribution for Awareness of Chocolate & Milk Products of Cadbury & Nestle.*					
Cadbury			**Nestle**		
Products	**No**	**%**	**Products**	**No**	**%**
Dairy Milk	210	84.0	Cerealac	10	4.0
Bonvita	166	66.4	Bonvita	9	3.6
Perk	164	65.6	Perk	7	2.8
5 Star	144	57.6	Millo	96	38.4
Dilate	93	37.2	Complan	39	15.6
Games	21	8.4	Milk Bar	37	14.8
Echalairs	41	16.4	Echalairs	77	30.8
Bites	27	10.8	Bar one	17	6.8
Coco drink / Chocolate powder	6	2.4	Every day	25	10.0
Munch	6	2.4	Munch	153	61.2
Fruits & Nuts	6	2.4	Polo	16	6.4
Kit-kat	6	2.4	Kit-Kat	119	47.6
			Milk maid	15	6.0
			Coffee byte	8	3.2
			Nescafe	123	49.2
Other	21	8.4	Other	24	10.6

* Percentage may not add to 100 due to multiple responses.

TABLE – 6

This table presents percentage distribution of Awareness of Chocolate & Milk Products of Cadbury & Nestle. It is seen that the brand Dairy Milk of Cadbury has the highest awareness among 84% of respondents. This is followed by two other Cadbury brands; Bournvita and Perk with 66.4 & 65.6% respectively. In Nestle, on the other hand brand Munch has the highest awareness among 61.2% of respondents.

Table 7: Percentage Frequency Distribution of Factors Which Make you Purchase Particular Brand for Chocolate and Milk Products Amongst Cadbury & Nestle.										
Factors	Chocolate		Milk Product		Both		No response		Total	
	No	%	No	%	No	%	No	%	No	%
Cadbury										
Taste	92	38.5	10	4.2	137	57.3	11	4.4	250	100.0
Brand Image	94	44.5	23	10.9	91	43.1	3	1.4	250	100.0
Price	73	37.2	19	9.7	104	53.1	54	21.6	250	100.0
Emotion / Attachment	112	78.3	12	8.4	19	13.3	107	42.8	250	100.0
New variety	102	54.5	9	4.8	74	39.6	63	25.2	250	100.0
Nestle										
Taste	64	31.2	59	28.8	80	39.0	45	18.0	250	100.0
Brand Image	48	27.0	59	33.1	71	39.9	72	28.8	250	100.0
Price	57	31.3	28	15.4	97	38.8	68	27.2	250	100.0
Emotion / Attachment	54	47.4	42	36.8	18	15.8	136	54.4	250	100.0
New variety	71	43.6	18	11.0	74	45.4	87	34.8	250	100.0

TABLE – 7

This table shows percentage distribution of Factors that make you purchase particular Brand for Chocolate and Milk Products amongst Cadbury & Nestle. For both Cadbury and Nestle, the factor that makes respondents purchase its Chocolate is Emotion/Attachment, the same for its Milk product for Cadbury is Brand image and that of Nestle is again Emotion/Attachment. However most respondents would purchase both Chocolate and Milk product of Cadbury for its Taste and that of Nestle is price.

Chi-square Result of Table 7 for Test Comparison for Buying behaviour for Milk products and Chocolate of Cadbury and Nestle using chi square statistics										
Brand	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Cadbury	11	4.4	92	38.5	10	4.2	137	57.3	250	100.0
Nestle	45	18.0	64	31.2	59	28.8	80	39.0	250	100.0
Chi square result	Calculated Value: 75.431, df: 3, p-value: 0.000									

Hypotheses: For the Test factor, there is no association amongst product of Cadbury and Nestle for Buying behaviour for Milk products and Chocolate.

From the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent for buying preference to buy for Milk products and Chocolate of Cadbury and Nestle with respect to Test factor. Here by rejecting our hypotheses we conclude that, it does make significant difference in the opinion given for both products.

Chi-square Result of Table 7 for Brand Image Comparison for Buying behaviour for Milk products and Chocolate of Cadbury and Nestle using chi square statistics										
Brand	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Cadbury	3	1.4	94	44.5	23	10.9	91	43.1	250	100.0
Nestle	72	28.8	48	27.0	59	33.1	71	39.9	250	100.0
Chi square result	Calculated Value: 94.029, df: 3, p-value: 0.000									

Hypotheses: For the factor Brand Image, there is no association amongst product of Cadbury and Nestle for Buying behaviour for Milk products and Chocolate.

From the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent for buying preference to buy for Milk products and Chocolate of Cadbury and Nestle with respect to Brand image factor. Here by rejecting our hypotheses we conclude that, it does make significant difference in the opinion given for both products.

Chi-square Result of Table 7 for Price Comparison for Buying behaviour for Milk products and Chocolate of Cadbury and Nestle using chi square statistics										
Brand	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Cadbury	54	21.6	73	37.2	19	9.7	104	53.1	250	100.0
Nestle	68	27.2	57	31.3	28	15.4	97	38.8	250	100.0
Chi square result	Calculated Value: 5.543, df: 3, p-value: 0.1361									

Hypotheses: For the Price factor, there is no association amongst product of Cadbury and Nestle for Buying behaviour for Milk products and Chocolate.

From the above result, we do not found significant calculated value and this calculated value is not significant, so we can say that there is no association for the opinion given by respondent for buying preference to buy for Milk products and Chocolate of Cadbury and Nestle with respect to Price factor. Here by accepting our hypotheses we conclude that, it does not make significant difference in the opinion given for both products.

Chi-square Result of Table 7 for Emotion/ Attachment Comparison for Buying behaviour for Milk products and Chocolate of Cadbury and Nestle using chi square statistics										
Brand	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Cadbury	107	42.8	112	78.3	12	8.4	19	13.3	250	100.0
Nestle	136	54.4	54	47.4	42	36.8	18	15.8	250	100.0
Chi square result	Calculated Value: 40.420, df: 3, p-value: 0.000									

Hypotheses: For the Emotion/ Attachment factor, there is no association amongst product of Cadbury and Nestle for Buying behaviour for Milk products and Chocolate.

From the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent for buying preference to buy for Milk products and Chocolate of Cadbury and Nestle with respect to Emotion/ Attachment factor. Here by rejecting our hypotheses we conclude that, it does make significant difference in the opinion given for both products.

Chi-square Result of Table 7 for New varity Comparison for Buying behaviour for Milk products and Chocolate of Cadbury and Nestle using chi square statistics										
Brand	**None**		**Chocolate**		**Milk product**		**Both**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Cadbury	**63**	**25.2**	**102**	**54.5**	**9**	**4.8**	**74**	**39.6**	**250**	**100.0**
Nestle	**87**	**34.8**	**71**	**43.6**	**18**	**11.0**	**74**	**45.4**	**250**	**100.0**
Chi square result	**Calculated Value: 12.387, df: 3, p-value: 0.0062**									

Hypotheses: For the New varity factor, there is no association amongst product of Cadbury and Nestle for Buying behaviour for Milk products and Chocolate.

From the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent for buying preference to buy for Milk products and Chocolate of Cadbury and Nestle with respect to New variety factor. Here by rejecting our hypotheses we conclude that, it does make significant difference in the opinion given for both products.

Table 8: Percentage Frequency Distribution Regarding Ever Seen Advertisement of Cadbury & Nestle with respect to Background Characteristic of Respondent.

Background	None		Cadbury		Nestle		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	8	6.2	6	4.6	4	3.1	112	86.2	130	100.0
Female	2	1.7	4	3.3	2	1.7	112	93.3	120	100.0
Occupation										
Service	3	6.3	2	4.2	-	-	43	89.6	48	100.0
Business	1	2.9	-	-	-	-	33	97.1	34	100.0
Self employee	1	6.7	2	13.3	1	6.7	11	73.3	15	100.0
Student	3	2.8	6	5.5	5	4.6	95	87.2	109	100.0
House wife	2	4.5	-	-	-	-	42	95.5	44	100.0
Family Size										
Up to 4 member	8	5.1	6	3.8	4	2.5	139	88.5	157	100.0
More than 4 member	2	2.2	4	4.3	2	2.2	85	91.4	93	100.0
Age										
Up to 20 years	2	3.4	1	1.7	1	1.7	55	93.2	59	100.0
21 – 30 years	6	4.6	7	5.4	5	3.8	112	86.2	130	100.0
31 – 40 years	-	-	2	6.5	-	-	29	93.5	31	100.0
More than 40 years	2	6.7	-	-	-	-	28	93.3	30	100.0
Monthly Income (Rs.)										
< 10,000	3	4.2	5	6.9	2	2.8	62	86.1	72	100.0
10,001 – 14,999	2	3.4	2	3.4	-	-	55	93.2	59	100.0
15,000 – 19,999	-	-	-	-	2	3.6	53	96.4	55	100.0
More than 19,999	5	7.8	3	4.7	2	3.1	54	84.4	64	100.0
Total	**10**	**4.0**	**10**	**4.0**	**6**	**2.4**	**224**	**89.6**	**250**	**100.0**

TABLE – 8

This table shows percentage distribution for viewing of Advertisement of Cadbury & Nestle with respect to Background Characteristic of Respondent. It can be seen that more percentage of female respondents has seen the advertisement of both the brands. Occupation wise Business class people and Housewives are exposed to advertisement of both the brands more than the others. The percentage for the same is more in case of families with more than 4 members as compared to families with less than those members. In Age group, there is no significance for the same in the age groups up to 20 years, 31 – 40 years and more than 40 years who have seen the advertisement of both the brands. The income groups of Rs. 10,001 – 14,999 and 15,000 – 19,999 have seen the advertisement of both the brands more than the other ones.

Table 9: Percentage Frequency Distribution of Source of Information for Chocolate and Milk Products Amongst Cadbury & Nestle.								
Source of Information	**Chocolate**		**Milk Product**		**Both**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Cadbury								
News paper	38	19.1	22	11.1	139	69.8	199	100.0
Magazine	69	38.3	19	10.6	90	50.0	180	100.0
Television	22	9.3	3	1.3	212	89.5	237	100.0
Hording	87	43.3	30	14.9	84	41.8	201	100.0
Internet	11	26.2	3	7.1	28	66.7	42	100.0
Nestle								
News paper	27	15.3	38	21.5	112	63.3	117	100.0
Magazine	23	14.0	56	34.1	85	51.8	164	100.0
Television	12	5.4	12	5.4	197	89.1	221	100.0
Hording	50	29.6	46	27.2	73	43.2	169	100.0
Internet	7		5		21		33	100.0

TABLE – 9

This table shows percentage distribution of Source of Information for Chocolate and Milk Products Amongst Cadbury & Nestle. It can be seen that respondents generate awareness for the Chocolate and Milk product of both the brands more from the Hoardings. However taken together they resort to Television to generate awareness of both the products of both the brands.

Rating scale	Cadbury				Nestle			
	Chocolate		Milk product		Chocolate		Milk product	
	No	%	No	%	No	%	No	%
Very effective	96	38.4	38	15.2	33	13.2	43	17.2
Effective	90	36.0	108	43.2	83	33.2	87	34.8
Somewhat effective	35	14.0	60	24.0	94	37.6	76	30.4
Not effective	29	11.6	44	17.6	40	16.0	44	17.6
Total	**250**	**100.0**	**250**	**100.0**	**250**	**100.0**	**250**	**100.0**
Chi-square Result	**Calculated Value: 59.789, df: 3, p-value: 0.000**				**Calculated Value: 4.453, df: 3, p-value: 0.216**			

Table 10: Percentage Frequency Distribution and Chi-square result of Rating Scale About Advertisement for Chocolate and Milk Products Amongst Cadbury & Nestle.

TABLE – 10

This table shows percentage distribution of Rating Scale About Advertisement for Chocolate and Milk Products Amongst Cadbury & Nestle. It is seen that most percentage of respondents think that Cadbury advertisements are either very effective of effective for Chocolate and that of Milk products is effective, whereas in case of Nestle, most respondents think that ads are some what effective for Chocolates and effective for Milk products.

Chi-square result of Table – 10:

Hypotheses: There is no association amongst opinion given regarding the define parameter between chocolate and milk product of Cadbury and Nestle.

For Cadbury from the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent about the effective advertisement for Milk products and Chocolate of Cadbury. Here by rejecting our hypotheses we conclude that, opinion about above parameter does make difference for effective advertisement for Milk products and Chocolate of Cadbury .

For Nestle from the above result, we found non-significant calculated value and this calculated value is not significant, so we can say that there is no association for the opinion given by respondent about the effective advertisement for Milk products and Chocolate of Cadbury. Here by accepting our hypotheses we conclude that, opinion about above parameter does not make difference for effective advertisement for Milk products and Chocolate of Nestle .

Table 11: Percentage Frequency Distribution about Promotion Schemes do Change decision to buy Milk Products & Chocolates with respect to Background Characteristic of Respondent.

Background	Yes		No		Don't know		Total	
	No	%	No	%	No	%	No	%
Gender								
Male	62	50.8	44	36.1	16	13.1	122	100.0
Female	60	51.7	45	38.8	11	9.5	116	100.0
Occupation								
Service	18	40.9	21	47.7	5	11.4	44	100.0
Business	9	27.3	20	60.6	4	12.1	33	100.0
Self employee	7	53.8	3	23.1	3	23.1	13	100.0
Student	60	56.6	34	32.1	12	11.3	106	100.0
House wife	28	66.7	11	26.2	3	7.1	42	100.0
Family Size								
Up to 4 member	71	48.0	63	42.6	14	9.5	148	100.0
More than 4 member	51	56.7	26	28.9	13	14.4	90	100.0
Age								
Up to 20 years	29	50.9	24	42.1	4	7.0	57	100.0
21 – 30 years	67	55.8	32	26.7	21	17.5	120	100.0
31 – 40 years	9	29.0	20	64.5	2	6.5	31	100.0
More than 40 years	17	56.7	13	43.3	-	-	30	100.0
Monthly Income (Rs.)								
< 10,000	44	63.8	18	26.1	7	10.1	69	100.0
10,001 – 14,999	35	63.6	14	25.5	6	10.9	55	100.0
15,000 – 19,999	23	41.8	27	49.1	5	9.1	55	100.0
More than 19,999	20	33.9	30	50.8	9	15.3	59	100.0
Total	**122**	**51.3**	**89**	**37.4**	**27**	**11.3**	**238**	**100.0**

TABLE – 11

This table shows percentage distribution about Promotion Schemes Changing decision to buy Milk Products & Chocolates with respect to Background Characteristic of Respondent. There is no difference in gender as far as the belief that promotion schemes changing the decisions to buy Milk product and Chocolate is concerned and both large percentage of male & female respondents think that schemes do change their decisions to buy. Service class and business class more number of respondents do not believe in the same thing whereas, respondents of self-employed, student and housewife categories believe that schemes do their decisions. In family size, again both the categories more percentage of respondents have the same belief. Except the age group of 30 – 40 years, more number of respondents in all age groups have the same belief. Income wise, more percentage of respondents in families with income less than 10000 and 10001 – 14999 have the same belief, whereas the other most respondents in other two categories do not believe in the same.

Table 12: Percentage Frequency Distribution of Factors Which Affect Your Decisions to buy Chocolate and Milk Products Amongst Cadbury & Nestle.

Factors	Chocolate		Milk Product		Both		Total	
	No	%	No	%	No	%	No	%
Cadbury								
Window display or decoration	93	49.2	9	4.8	87	46.0	189	100.0
Festive season or Mood	159	71.3	9	4.0	55	24.7	223	100.0
Packaging	68	35.1	15	7.7	111	57.2	194	100.0
Remembrance of Advertisement	82	46.6	19	10.8	75	42.6	176	100.0
Word or Mouth from dealer	69	46.0	35	23.3	46	30.7	150	100.0
Attractive name of a brand	73	49.3	1	0.7	74	50.0	148	100.0
Other	6	25.0	1	4.2	17	70.8	24	100.0
Nestle								
Window display or decoration	52	30.2	54	31.4	66	38.4	172	100.0
Festive season or Mood	109	58.6	31	16.7	46	24.7	186	100.0
Packaging	41	23.7	20	11.6	112	64.7	173	100.0
Remembrance of Advertisement	24	16.1	43	28.9	82	55.0	149	100.0
Word or Mouth from dealer	36	25.5	56	39.7	49	34.8	141	100.0
Attractive name of a brand	27	22.1	38	31.1	57	46.7	122	100.0
Other	12	46.2	3	11.5	11	42.3	26	100.0

TABLE – 12

This table shows percentage distribution about Factors that affect decisions to buy Chocolate and Milk Products amongst Cadbury & Nestle. It is observed that for Chocolate and Milk powder of Cadbury as well as Nestle, most of the respondents take festive season or mood and Word of mouth communication respectively as more important factors affecting their buying individually. Whereas packaging as a factor affects the decisions for both the products in Cadbury.

Table 13: Frequency Percentage Distribution About Satisfaction level regarding availability of quantities or Size of Milk products and Chocolate of Cadbury with respect to Background Characteristic of Respondent.

Background	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	11	8.5	27	20.8	18	13.8	74	56.9	130	100.0
Female	10	8.3	31	25.8	13	10.8	66	55.0	120	100.0
Occupation										
Service	1	2.1	11	22.9	9	18.8	27	56.3	48	100.0
Business	5	14.7	5	14.7	1	2.9	23	67.6	34	100.0
Self employee	3	20.0	7	46.7	1	6.7	4	26.7	15	100.0
Student	9	8.3	22	20.2	15	13.8	63	57.8	109	100.0
House wife	3	6.8	13	29.5	5	11.4	23	52.3	44	100.0
Family Size										
Up to 4 member	16	10.2	35	22.3	20	12.7	86	54.8	157	100.0
More than 4 member	5	5.4	23	24.7	11	11.8	54	58.1	93	100.0
Age										
Up to 20 years	3	5.1	8	13.6	9	15.3	39	66.1	59	100.0
21 – 30 years	11	8.5	36	27.7	13	10.0	70	53.8	130	100.0
31 – 40 years	3	9.7	9	29.0	5	16.1	14	45.2	31	100.0
More than 40 years	4	13.3	5	16.7	4	13.3	17	56.7	30	100.0
Monthly Income (Rs.)										
< 10,000	8	11.1	12	16.7	8	11.1	44	61.1	72	100.0
10,001 – 14,999	5	8.5	16	27.1	8	13.6	30	50.8	59	100.0
15,000 – 19,999	4	7.3	7	12.7	10	18.2	34	61.8	55	100.0
More than 19,999	4	6.3	23	35.9	5	7.8	32	50.0	64	100.0
Total	**21**	**8.4**	**58**	**23.2**	**31**	**12.4**	**140**	**56.0**	**250**	**100.0**

TABLE – 13

This table shows percentage distribution about Satisfaction level regarding availability of quantities or Size of Milk products and Chocolate of Cadbury with respect to Background Characteristic of Respondent. It can be seen that across all the predefined background characteristic categories, more percentage of both male and female respondents are satisfied with the availability of quantities or Size of Milk products and Chocolate of Cadbury.

Table 14: Frequency Percentage Distribution About Satisfaction level regarding availability of quantities or Size of Milk products and Chocolate of Nestle with respect to Background Characteristic of Respondent.

Background	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	16	12.3	28	21.5	21	16.2	65	50.0	130	100.0
Female	19	15.8	15	12.5	26	21.7	60	50.0	120	100.0
Occupation										
Service	5	10.4	15	31.3	8	16.7	20	41.7	48	100.0
Business	6	17.6	5	14.7	5	14.7	18	52.9	34	100.0
Self employee	1	6.7	4	26.7	1	6.7	9	60.0	15	100.0
Student	19	17.4	13	11.9	21	19.3	56	51.4	109	100.0
House wife	4	9.1	6	13.6	12	27.3	22	50.0	44	100.0
Family Size										
Up to 4 member	26	16.6	31	19.7	29	18.5	71	45.2	157	100.0
More than 4 member	9	9.7	12	12.9	18	19.4	54	58.1	93	100.0
Age										
Up to 20 years	12	20.3	8	13.6	4	6.8	35	59.3	59	100.0
21 – 30 years	13	10.0	22	16.9	33	25.4	62	47.7	130	100.0
31 – 40 years	3	9.7	6	19.4	7	22.6	15	48.4	31	100.0
More than 40 years	7	23.3	7	23.3	3	10.0	13	43.3	30	100.0
Monthly Income (Rs.)										
< 10,000	14	19.4	12	16.7	8	11.1	38	52.8	72	100.0
10,001 – 14,999	8	13.6	11	18.6	12	20.3	28	47.5	59	100.0
15,000 – 19,999	5	9.1	6	10.9	11	20.0	33	60.0	55	100.0
More than 19,999	8	12.5	14	21.9	16	25.0	26	40.6	64	100.0
Total	**35**	**14.0**	**43**	**17.2**	**47**	**18.8**	**125**	**50.0**	**250**	**100.0**

TABLE – 14

This table shows percentage distribution about Satisfaction level regarding availability of quantities or Size of Milk products and Chocolate of Nestle with respect to Background Characteristic of Respondent. It can be seen that across all the predefined background characteristic categories, more percentage of both male and female respondents are satisfied with the availability of quantities or Size of Milk products and Chocolate of Nestle.

Chi-square Result of Table 13 & 14 Over all comparison of Describing the frequency of Satisfaction level regarding availability of quantities or Size of Milk products and Chocolate of Cadbury and Nestle.										
Products	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Cadbury	21	8.4	58	23.2	31	12.4	140	56.0	250	100.0
Nestle	35	14.0	43	17.2	47	18.8	125	50.0	250	100.0
Chi square result	Calculated Value: 9.859, df: 3, p-value: 0.0198									

Hypotheses: There is no association amongst satisfaction level regarding the define parameter between Cadbury and Nestle.

From the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association in satisfaction level given by respondent for available quantities or size of chocolate and milk product. Here by rejecting our hypotheses we conclude that, it does make significant difference in the opinion given for both products regarding satisfaction level.

Table 15: Percentage Frequency Distribution and Chi-square result of Rating Scale About Packaging of Chocolate and Milk Products Amongst Cadbury & Nestle.

Rating scale	Cadbury				Nestle			
	Chocolate		Milk product		Chocolate		Milk product	
	No	%	No	%	No	%	No	%
Highly satisfied	72	28.8	32	12.8	33	13.2	42	16.8
Satisfied	125	50.0	146	58.4	127	50.8	124	49.6
Somewhat satisfied	24	9.6	34	13.6	51	20.4	43	17.2
Not satisfied	29	11.6	38	15.2	39	15.6	41	16.4
Total	**250**	**100.0**	**250**	**100.0**	**250**	**100.0**	**250**	**100.0**
Chi-square Result	**Calculated Value: 19.945, df: 3, p-value: 0.0002**				**Calculated Value: 1.847, df: 3, p-value: 0.6048**			

TABLE – 15

This table shows percentage distribution about Packaging of Chocolate and Milk Products Amongst Cadbury & Nestle. It can be observed that most percentage of respondents are satisfied by the packaging of Chocolate and Milk products of both Cadbury as well as Nestle.

Chi-square result of Table – 15:

Hypotheses: There is no association amongst opinion given regarding the define parameter between chocolate and milk product of Cadbury and Nestle.

For Cadbury from the above result, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent about the packaging of Milk products and Chocolate of Cadbury. Here by rejecting our hypotheses we conclude that, opinion about above parameter does make difference for satisfaction in packaging for Milk products and Chocolate of Cadbury .

For Nestle from the above result, we found non-significant calculated value and this calculated value is not significant, so we can say that there is no association for the opinion given by respondent about the packaging for Milk products and Chocolate of Cadbury. Here by accepting our hypotheses we conclude that, opinion about above parameter does not make difference for satisfaction in packaging for Milk products and Chocolate of Nestle .

Table 16: Frequency Percentage Distribution and Chi-square result of Opinion Regarding the Availability amongst Milk products and Chocolate available in India & Other Countries of Cadbury & Nestle.

Brand	None		Chocolate		Milk product		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Product Availability										
Cadbury	57	22.8	41	16.4	12	4.8	140	56.0	250	100.0
Nestle	56	22.4	29	11.6	13	5.2	152	60.8	250	100.0
Chi square result	**Calculated Value: 2.599, df: 3, p-value: 0.4576**									
Choice Availability										
Cadbury	31	12.4	34	13.6	6	2.4	179	71.6	250	100.0
Nestle	52	20.8	35	14.0	24	9.6	139	55.6	250	100.0
Chi square result	**Calculated Value: 21.159, df: 3, p-value: 0.0001**									

TABLE – 16

This table shows percentage distribution of opinion regarding the availability of Milk products and Chocolate in India & other Countries for Cadbury & Nestle. Most percentage of respondents believes that there is a difference in Milk products and Chocolate available in India & Other Countries of Cadbury & Nestle.

Chi-square result of Table – 16:

Hypotheses: Amongst the product Cadbury and Nestle, opinion about the product availability and choice of the product for chocolates and milk products are alike.

For Product Availability from the above result, we found non-significant calculated value and this calculated value is not significant, so we can say that there is no association for the opinion given by respondent about the product availability. Here by accepting our hypotheses we conclude that, respondents are having similar response regarding product availability of Cadbury and Nestle. While for product choice , we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent about the choice of product of Cadbury and Nestle. Here by rejecting our hypotheses we conclude that, opinion about above parameter does make difference regarding choice of product.

Table 17: Percentage Frequency Distribution About From Where, Buying of Milk Products & Chocolates.						
Buying Place	**Yes**		**No**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**
Regular retail shop	215	86.0	35	14.0	250	100.0
Special store like (Custom shop, Dollar shop etc.)	107	42.8	143	57.2	250	100.0
Medical store	134	53.6	116	46.4	250	100.0
Super market	172	68.8	78	31.2	250	100.0
Other	15	6.0	235	94.0	250	100.0

TABLE – 17

This table shows percentage distribution for the place of buying Milk Products & Chocolates. Most of the respondents buy Chocolate and Milk products from Regular retail shops, Medical stores and Super markets, whereas most of them do not buy from Special stores like; Customs shop or a Dollar shop.

Table 18: Percentage Frequency Distribution for Buying Chocolate and Milk Products from Special Store Other than Regular Retail Shop with respect to Background Characteristic of Respondent.

Background	Cadbury		Nestle		Both		None		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	45	34.6	8	6.2	37	28.5	40	30.8	130	100.0
Female	26	21.7	14	11.7	29	24.2	51	42.5	120	100.0
Occupation										
Service	15	31.3	-	-	12	25.0	21	43.8	48	100.0
Business	13	38.2	5	14.7	6	17.6	10	29.4	34	100.0
Self employee	3	20.0	2	13.3	6	40.0	4	26.7	15	100.0
Student	33	30.3	9	8.3	27	24.8	40	36.7	109	100.0
House wife	7	15.9	6	13.6	15	34.1	16	36.4	44	100.0
Family Size										
Up to 4 member	48	30.6	8	5.1	44	28.0	57	36.3	157	100.0
More than 4 member	23	24.7	14	15.1	22	23.7	34	36.6	93	100.0
Age										
Up to 20 years	16	27.1	6	10.2	12	20.3	25	42.4	59	100.0
21 – 30 years	47	36.2	9	6.9	32	24.6	42	32.3	130	100.0
31 – 40 years	7	22.6	4	12.9	10	32.3	10	32.3	31	100.0
More than 40 years	1	3.3	3	10.0	12	40.0	14	46.7	30	100.0
Monthly Income (Rs.)										
< 10,000	22	30.6	5	6.9	21	29.2	24	33.3	72	100.0
10,001 – 14,999	14	23.7	6	10.2	17	28.8	22	37.3	59	100.0
15,000 – 19,999	18	32.7	7	12.7	11	20.0	19	34.5	55	100.0
More than 19,999	17	26.6	4	6.3	17	26.6	26	40.6	64	100.0
Total	**71**	**28.4**	**22**	**8.8**	**66**	**26.4**	**91**	**36.4**	**250**	**100.0**

TABLE – 18

This table shows percentage distribution for Buying Chocolate and Milk Products of both brands from Special Store Other than Regular Retail Shop with respect to Background Characteristic of Respondent. While most percentage of male respondents would buy Cadbury products form special store, most females would prefer not to buy any of them from a special store. Most percentage of service class, student and housewife respondents would prefer not to buy any of them from a special store, whereas, most percentage of business class ones would buy Cadbury products and self-employed would buy both companies' product from a special store. In family size, more percentage of both the categories of respondents prefer to buy none of them from a special store. Most of the respondents of the age group of 20 years or less, 31 to 40 and more than 40 years prefer to buy none of them from a special store, whereas only the respondents of the age group of 21 to 30 prefer to buy Cadbury products from a special store. Income classification wise most of the respondents do not prefer to buy any of the two products of both the companies from a special store.

Table 19: Percentage Frequency Distribution for Making Substitute of Purchase of Chocolate and Milk Products with respect to Background Characteristic of Respondent.

Background	Pastries		Doughnuts		Other Confectionary		Other		Total*	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	88	74.6	44	37.3	51	43.2	12	10.2	118	100.0
Female	79	80.6	24	24.5	31	31.6	12	12.2	98	100.0
Occupation										
Service	37	82.2	10	22.2	19	42.2	5	11.1	45	100.0
Business	20	69.0	15	51.7	12	41.4	2	6.9	29	100.0
Self employee	13	100.0	2	15.4	5	38.5	1	7.7	13	100.0
Student	69	73.4	30	31.9	31	33.0	14	14.9	94	100.0
House wife	28	80.0	11	31.4	15	42.9	2	5.7	35	100.0
Family Size										
Up to 4 member	102	77.3	37	28.0	56	42.4	16	12.1	132	100.0
> 4 member	65	77.4	31	36.9	26	31.0	8	9.5	84	100.0
Age										
Up to 20 years	38	77.6	22	44.9	16	32.7	3	6.1	49	100.0
21 – 30 years	97	80.2	38	31.4	46	38.0	17	14.0	121	100.0
31 – 40 years	18	69.2	7	26.9	7	26.9	3	11.5	26	100.0
> 40 years	14	70.0	1	5.0	13	65.0	1	5.0	20	100.0
Monthly Income (Rs.)										
< 10,000	57	86.4	18	27.3	36	54.5	1	1.5	66	100.0
10,001 – 14,999	36	70.6	18	35.3	17	33.3	12	23.5	51	100.0
15,000 – 19,999	40	80.0	16	32.0	14	28.0	6	12.0	50	100.0
> 19,999	34	69.4	16	32.7	15	30.6	5	10.2	49	100.0
Total	**167**	**77.3**	**68**	**31.5**	**82**	**38.0**	**24**	**11.1**	**216+**	**100.0**

***Percentage may not add to 100 due to multiple responses.**

+ Out of 250 respondent 34 respondent had not give response.

TABLE – 19

This table shows percentage distribution for Making Substituting purchase of Chocolate and Milk Products with respect to Background Characteristic of respondent. It is observed that Pastries seem to be the nearest substitute of the chocolate and milk products as most percentage of respondents across all the categories shows the readiness for the same.

Table 20: Percentage Frequency Distribution of Duplication of Different Factors for Chocolate and Milk Products Experience by Respondent.

Factors	Cadbury		Nestle		Both		None		Total	
	No	%	No	%	No	%	No	%	No	%
Taste	44	17.6	12	4.8	23	9.2	171	68.4	250	100.0
Packaging	46	18.4	25	10.0	32	12.8	147	58.8	250	100.0
Brand name	31	12.4	10	4.0	33	13.2	176	70.4	250	100.0
Labeling	38	15.2	12	4.8	49	19.6	151	60.4	250	100.0

TABLE – 20

This table shows percentage distribution for Duplication of different factors for Chocolate and Milk products experience by respondent. Respondents largely believe that duplication is not found in the products of both the companies.

Table 21: Percentage Frequency Distribution about Significant Price Difference in Milk Products & Chocolates of Cadbury and Nestle by Respondent.											
Yes						No		Don't know		Grand Total	
Cadbury		Nestle		Total							
No	%	No	%	No	%	No	%	No	%	No	%
87	75.0	29	25.0	116	46.4	62	24.8	72	28.8	250	100.0

Table 22: Percentage Frequency Distribution and Chi-square result Regarding More Price on the Part of the Company is Justified Amongst Cadbury & Nestle								
Brand	**Yes**		**No**		**Don't know**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Cadbury	29	33.3	42	48.3	16	18.4	87	100.0
Nestle	9	31.0	4	13.8	16	55.2	29	100.0
Chi square result	**Calculated Value: 17.223, df: 2, p-value: 0.0002**							

TABLE – 21 & 22

This table shows percentage distribution about Significant Price difference in Milk products & Chocolates of Cadbury and Nestle by respondent. Most percentage of respondents believes that there exists a significant price difference between the products of Cadbury and Nestle and that Cadbury has more prices than Nestle although it is not justified.

Chi-square result of Table – 22:

Hypotheses: Amongst the product Cadbury and Nestle, there is no association about opinion given regarding which company has more price .

From the table-22, we found significant calculated value and this calculated value is highly significant, so we can say that there is association for the opinion given by respondent about the more price of product of Cadbury and Nestle. Here by rejecting our hypotheses we conclude that, opinion about above parameter does make difference regarding price of product of Cadbury and Nestle.

Table 23: Percentage Frequency Distribution and Chi-square result of Disappointed with a Particular Brand of Chocolate & Milk Products Amongst Cadbury & Nestle										
Brand	**No**		**Chocolate**		**Milk product**		**Both**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Cadbury	195	78.0	26	10.4	12	4.8	17	6.8	250	100.0
Nestle	174	69.6	29	11.6	25	10.0	22	8.8	250	100.0
Chi square result	**Calculated Value: 6.567, df: 3, p-value: 0.0870**									

TABLE – 23

This table shows percentage distribution for Disappointment with a particular brand of Chocolate & Milk Products in Cadbury & Nestle. It is seen that most of the respondents believe that they have not been disappointed by any brand of Cadbury or Nestle.

Chi-square result of Table – 23:

Hypotheses: Opinion regarding the Disappointment with a Particular Brand i.e. Cadbury and Nestle of Chocolate & Milk Products are alike.

From the table-23, we found non-significant calculated value and this calculated value is not significant, so by accepting the above hypotheses filling about the disappointment with a particular brand of chocolate and milk products of Cadbury and Nestle is similar.

Table 24: Percentage Frequency Distribution Regarding Advertisement Impact by Brand Ambassador for Chocolate and Milk Products of Cadbury and Nestle.										
Advertisement Impact	**Cadbury**		**Nestle**		**Both**		**None**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Importance to the brand ambassador	62	24.8	7	2.8	39	15.6	142	56.8	250	100.0
Advantage of using strong ambassador	134	53.6	17	6.8	46	18.4	53	21.2	250	100.0
More advertisement	155	62.0	19	7.6	46	18.4	30	12.0	250	100.0

TABLE – 24

This table deals with the percentage distribution of three distinct variables; First, attaching importance to the brand ambassador used in the advertisement and publicity by the companies, Second, advantage to the company for using more effective or strong ambassador and Third, use of advertisement by the company. It can be observed that most percentage of respondents seems to attach importance to the brand ambassador in case of none of the companies. As far as the remaining two variables are concerned, it is seen that Cadbury does more advertisement as compared to Nestle and it also has an advantage of using a strong ambassador for its products according to most of the respondents.

Table 25: Percentage Frequency Distribution Regarding the Opinion Given About Different Beliefs for Chocolate and Milk Products.										
Beliefs	**Strongly Agree**		**Agree**		**Partially Agree**		**Disagree**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Chocolates & Milk products increase weight	51	20.4	116	46.4	42	16.8	41	16.4	250	100.0
Chocolates & Milk products lead to heart disease	21	8.4	57	22.8	78	31.2	94	37.6	250	100.0
Chocolates & Milk products are not good for overall health	21	8.4	75	30.0	71	28.4	83	33.2	250	100.0
Chocolates & Milk products are not sufficient to substitute normal food requirements in routine	64	25.6	101	40.4	38	15.2	47	18.8	250	100.0

TABLE – 25

This table deals with the percentage distribution for the beliefs of the respondents regarding several aspects. It is observed that most percentage of respondents strongly believe that chocolates and milk products increase weight and are not sufficient to substitute normal food requirements in routine. However, most percentage of respondents disagrees with the beliefs that chocolate and milk products lead to heart disease and that they are not good for overall health.

Table 26: Percentage Frequency Distribution of Detail Information on Packing of Chocolate and Milk Products.										
Detail Information on Packing	**None**		**Chocolate**		**Milk product**		**Both**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Price	31	12.4	24	9.6	12	4.8	183	73.2	250	100.0
Quality	52	20.8	15	6.0	31	12.4	152	60.8	250	100.0
Manufacturing & best before dates	22	8.8	18	7.2	20	8.0	190	76.0	250	100.0
Nutritional details	116	46.4	16	6.4	37	14.8	81	32.4	250	100.0

TABLE – 26

This table shows percentage distribution of reading information on packing of Chocolate and Milk Products before buying them. The table shows that most percentage of respondents read for price, quantity and best before date information before buying but not the nutritional information.

Table 27: Percentage Frequency Distribution Regarding Purchase of Chocolates Instead of Traditional 'Sweets' With Respect to Gender & Age of Respondent.

Background	None		Cadbury		Nestle		Both		Total	
	No	%	No	%	No	%	No	%	No	%
Gender										
Male	22	16.9	79	60.8	3	2.3	26	20.0	130	100.0
Female	13	10.8	76	63.3	9	7.5	22	18.3	120	100.0
Age										
Up to 20 years	6	10.2	37	62.7	3	5.1	13	22.0	59	100.0
21 – 30 years	18	13.8	83	63.8	9	6.9	20	15.4	130	100.0
31 – 40 years	1	3.2	18	58.1	-	-	12	38.7	31	100.0
More than 40 years	10	33.3	17	56.7	-	-	3	10.0	30	100.0
Total	**35**	**14.0**	**155**	**62.0**	**12**	**4.8**	**48**	**19.2**	**250**	**100.0**

TABLE – 27

This table shows percentage distribution regarding purchase of Chocolates instead of traditional 'Sweets' with respect to Gender & Age of respondent. The table shows that in both the abovementioned categories most percentage of respondents has substituted traditional sweets for Cadbury.

Table 28: Percentage Frequency Distribution About the Substitute of Milk Products to Homemade Dry Fruit Added Drinks With Respect to Gender & Age of Respondent.								
Background	**Yes**		**No**		**Don't know**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Gender								
Male	33	25.4	58	44.6	39	30.0	130	100.0
Female	44	36.7	54	45.0	22	18.3	120	100.0
Age								
Up to 20 years	25	42.4	18	30.5	16	27.1	59	100.0
21 – 30 years	42	32.3	53	40.8	35	26.9	130	100.0
31 – 40 years	6	19.4	17	54.8	8	25.8	31	100.0
More than 40 years	4	13.3	24	80.0	2	6.7	30	100.0
Total	**77**	**30.8**	**112**	**44.8**	**61**	**24.4**	**250**	**100.0**

TABLE – 28

This table shows percentage distribution regarding Substitute of Milk products to Homemade Dry Fruit added drinks with respect to Gender & Age of Respondent. It is seen that gender wise most percentage of male and female respondents would not substitute Milk products to Homemade Dry Fruit added drinks. On the other hand, most respondents in all the age groups categories except that of up to 20 years, would prefer not to go for substitution.

Table 29: Percentage Frequency Distribution for Resolve Doubts & Complaints Regarding the Post-purchase Dissatisfaction of Chocolate and Milk Products.										
Detail Information on Packing	**None**		**Chocolate**		**Milk product**		**Both**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Dealer Contact	86	34.4	26	10.4	11	4.4	127	50.8	250	100.0
Correspondence with company directly	202	80.8	5	2.0	23	9.2	20	8.0	250	100.0
Consumer tribunals	188	75.2	12	4.8	11	4.4	39	15.6	250	100.0
Legal action	221	88.4	3	1.2	10	4.0	16	6.4	250	100.0

TABLE – 29

This table shows percentage distribution for Resolving the doubts & complaints regarding the post-purchase dissatisfaction of Chocolate and Milk Products. It can be seen that most percentage of respondents would contact the dealer for doing the same for both the products whereas most respondents would not resort onto legal action, consumer tribunals as well as correspondence with the company for both product of both the companies.

Table 30:	Percentage Frequency Distribution and Chi-square result About Exist a Sound Customer Complaint Handling System for Chocolate & Milk Products.							
Brand	**Yes**		**No**		**Don't know**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Cadbury	77	30.8	52	20.8	121	48.4	250	100.0
Nestle	68	27.2	49	19.6	133	53.2	250	100.0
Chi square result	**Calculated Value: 1.215, df: 2, p-value: 0.5448**							

TABLE – 30

This table shows percentage distribution about existence of a Sound Customer Complaint Handling System for Chocolate & Milk Products. Most percentage of respondents shows that they are unaware of the existence of a sound customer complaint handling system in any of the companies.

Chi-square result of Table – 30:

Hypotheses: There is no association regarding opinion given about exist a sound customer complaint handling system in a particular brand for chocolate & milk products.

From the table-30, we found non-significant calculated value and this calculated value is not significant, so by accepting the above hypotheses. As a result we can say that respondent found to be equally satisfied for customer complaint handling system in particular product for each brand.

Table 31: Percentage Frequency Distribution of Respondent's Believe that Cadbury has a Leading Advantage Over Nestle in India for Milk Products & Chocolates with respect to Background Characteristic of Respondent.

Background	Yes		No		Don't know		Total	
	No	%	No	%	No	%	No	%
Gender								
Male	99	76.2	9	6.9	22	16.9	130	100.0
Female	72	60.0	22	18.3	26	21.7	120	100.0
Occupation								
Service	30	62.5	4	8.3	14	29.2	48	100.0
Business	25	73.5	4	11.8	5	14.7	34	100.0
Self employee	8	53.3	4	26.7	3	20.0	15	100.0
Student	85	78.0	7	6.4	17	15.6	109	100.0
House wife	23	52.3	12	27.3	9	20.5	44	100.0
Family Size								
Up to 4 member	111	70.7	19	12.1	27	17.2	157	100.0
More than 4 member	60	64.5	12	12.9	21	22.6	93	100.0
Age								
Up to 20 years	54	91.5	1	1.7	4	6.8	59	100.0
21 – 30 years	82	63.1	22	16.9	26	20.0	130	100.0
31 – 40 years	14	45.2	7	22.6	10	32.3	31	100.0
More than 40 years	21	70.0	1	3.3	8	26.7	30	100.0
Monthly Income (Rs.)								
< 10,000	59	81.9	3	4.2	10	13.9	72	100.0
10,001 – 14,999	33	55.9	11	18.6	15	25.4	59	100.0
15,000 – 19,999	37	67.3	7	12.7	11	20.0	55	100.0
More than 19,999	42	65.6	10	15.6	12	18.8	64	100.0
Total	**171**	**68.4**	**31**	**12.4**	**48**	**19.2**	**250**	**100.0**

TABLE – 31

This table shows percentage distribution of Respondent's Belief that Cadbury has a leading advantage over Nestle in India for Milk Products & Chocolates with respect to background characteristic of respondent. It is seen in the table that across various background categories most percentage of respondents believe that Cadbury has a leading advantage over Nestle.

Table 32: Percentage Frequency Distribution of Suggestions from Respondents About Following Areas should Nestle by Taking Care of to Increase its Market Share								
Suggestions	**Yes**		**No**		**Don't know**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Improve Brand Image	127	74.3	21	12.3	23	13.5	171	100.0
Launch new Promotion Schemes	122	71.3	24	14.0	25	14.6	171	100.0
Improve Quality	125	73.1	33	19.3	13	7.6	171	100.0
Use Better Celebrity Endorsement	84	49.1	41	24.0	46	26.9	171	100.0
Distribution & Product Available	105	61.8	25	12.9	41	24.1	171	100.0
Better Advertising & Messages	107	62.6	34	19.9	30	17.5	171	100.0
Improve Packaging	87	50.9	54	31.6	30	17.5	171	100.0
Reduce Price	84	49.1	49	28.7	38	22.2	171	100.0
Others	5	2.9	4	2.3	162	94.7	171	100.0

TABLE – 32

This table shows percentage distribution for the Suggestions from respondents about areas that Nestle should be taking care of to increase its market share. Most of the respondents are of the opinion that Nestle should improve its brand image, launch new promotion schemes and improve quality to increase its market share. A significant amount of respondents also give importance to concentration on distribution and having better advertising appeal and message for the same.

Table 33: Percentage Frequency Distribution of Respondent's Believe that the Following Innovations will Help Chocolate & Milk Product Companies Strength Their Market Standings.										
Background	**None**		**Cadbury**		**Nestle**		**Both**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Product	53	21.2	51	20.4	21	8.4	125	50.0	250	100.0
Packaging	62	24.8	41	16.4	40	16.0	107	42.8	250	100.0
Size	64	25.6	44	17.6	25	10.0	117	46.8	250	100.0
Promotion	89	35.6	43	17.2	38	15.2	80	32.0	250	100.0
Distribution	84	33.6	33	13.2	25	10.0	108	43.2	250	100.0
Pricing	67	26.8	37	14.8	10	4.0	136	54.4	250	100.0
Usage/product application scope	153	61.2	13	5.2	16	6.4	68	27.2	250	100.0

TABLE – 33

This table shows percentage distribution for the beliefs about the innovations that will help Chocolate & Milk product companies strengthen their market standings. It is seen that except promotion innovation, most percentage of respondents believe that product, packaging, size, distribution, pricing and application innovations would help companies strengthen their market standing for both the categories of products.

Table 34:	**Percentage Frequency Distribution about feeling that Milk Products & Chocolates Name Been Successful in Dealing with the Festival Demand Trends in India Amongst Cadbury and Nestle by Respondent.**												
Yes								No		Don't know		Grand Total	
Cadbury		Nestle		Both		Total							
No	%	No	%	No	%	No	%	No	%	No	%	No	%
146	58.4	7	2.8	16	6.4	169	67.6	42	16.8	39	15.6	250	100.0

TABLE – 34

This table shows percentage distribution for the feelings that Milk Products & Chocolates companies have been successful in dealing with the Festival Demand Trends in India. It is seen that most percentage of respondents believe that Cadbury has been more successful in dealing with the festival demand trends in India as compared to Nestle.

Table 35: Percentage Frequency Distribution Regarding believe that Product Quality Related Issues in Milk Products & Chocolates in Markets Share the Confidence of Customers for Cadbury and Nestle by Respondent.

Yes (Cadbury)						No		Don't know		Grand Total	
Yes		No		Total							
No	%	No	%	No	%	No	%	No	%	No	%
95	58.3	68	41.7	163	65.2	46	18.4	41	16.4	250	100.0
Yes (Nestle)						No		Don't know		Grand Total	
Yes		No		Total							
No	%	No	%	No	%	No	%	No	%	No	%
102	67.5	49	32.5	151	60.4	44	17.6	55	22.0	250	100.0

TABLE – 35

This table shows percentage distribution for belief that product quality related issues in Milk Products & Chocolates in markets shake the confidence of customers for Cadbury and Nestle. The table shows that most percentage of respondents believe that product quality related issues in Milk Products & Chocolates in markets shake the confidence of customers in case of both the companies.

MEAN COMPARISION ANALYSIS AND INTERPRETATION

This chapter presents the interpretation of the data analyzed using the statistical techniques of mean, standard deviation and t- test. For the sake of the analysis, questions having multiple variables but single responses have been scored as per the need. For better inter comparison of Cadbury and Nestle the following scoring has been done to convert all single categorical variable in to numeric variable:

1. Q-7 – None = 0, 1,2 = 1 and 3 = 2.
2. Q-9 – No response = 0, 1,2 = 1 and 3 = 2 for all individual attributes.
3. Q-10a – No response = 0, 1,2 = 1 and 3 = 2 for all individual attributes.
4. Q-11 – 1(Not effective) = 0, 2(Somewhat effective) = 1, 3(Effective) = 2 and 4(Very effective) = 3 for both product categories individually and for both the products together.
5. Q-13 – No response = 0, 1,2 = 1 and 3 = 2 for all individual attributes.
6. Q-14 – No response = 0, 1,2 = 1 and 3 = 2 for all individual attributes.
7. Q-15 – 1(Not satisfied) = 0, 2(Some what satisfied) = 1, 3(Satisfied) = 2 and 4(Highly satisfied) = 3 for both product categories individually and for both the products together.
8. Q-16 – No response = 0, 1,2 = 1 and 3 = 2.
9. Q-17 – No response = 0, 1,2 = 1 and 3 = 2.
10. Q-23 – No response = 0, 1,2 = 1 and 3 = 2.
11. Q-32 – 1 = 1 and 2, 3 = 0.

Table 36: Comparison about which company brand would you normally prefers to buy amongst Nestle and Cadbury. (q7)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Cadbury	1.428	0.542	6.54	0.000
Nestle	1.088	0.712		

Ho: Overall preference of respondents regarding the purchase of Milk product and Chocolate does not differ for Cadbury and Nestle.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the overall preference regarding the purchase of Milk product and Chocolate for Cadbury significantly differs. It can be further observed from the mean value that the preference of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Table 37: Comparison of factors about particular brand that make you purchases Chocolates & Milk products amongst Nestle and Cadbury. (q9)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Taste				
Cadbury	1.504	0.583	8.32	0.000
Nestle	1.132	0.702		
Brand Image				
Cadbury	1.196	0.704	4.48	0.000
Nestle	0.996	0.758		
Price				
Cadbury	1.200	0.771	2.17	0.031
Nestle	1.116	0.806		
Emotion / Attachment				
Cadbury	0.648	0.618	4.60	0.000
Nestle	0.528	0.628		
New variety				
Cadbury	1.036	0.746	2.45	0.015
Nestle	0.948	0.802		

Ho: The taste, Brand image, Price, Emotion/attachment and New variety of a particular brand have equal effect on the purchase of Chocolate and Milk product of Cadbury as well as Nestle.

Taste

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the purchase of Chocolate and Milk products of Cadbury as well as Nestle does get affected by the Taste of a particular brand.

It can be further observed from the mean value that the preference of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Brand image

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the purchase of Chocolate and Milk products of Cadbury as well as Nestle does get affected by the Brand image of a particular brand.

It can be further observed from the mean value that the preference of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Price

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the purchase of Chocolate and Milk products of Cadbury as well as Nestle does get affected by the Price of a particular brand.

It can be further observed from the mean value that the preference of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Emotion/attachment

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the purchase of Chocolate and Milk products of Cadbury as well as Nestle does get affected by the Emotion/attachment of a particular brand.

It can be further observed from the mean value that the preference of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

New variety

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the purchase of Chocolate and Milk products of Cadbury as well as Nestle does get affected by the New variety of a particular brand.

It can be further observed from the mean value that the preference of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Table 38: Comparison regarding information source of Chocolates & Milk products amongst Nestle and Cadbury. (q10a)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
News paper				
Cadbury	1.352	0.799	5.63	0.000
Nestle	1.156	0.848		
Magazine				
Cadbury	1.112	0.871	3.09	0.002
Nestle	0.996	0.829		
Television				
Cadbury	1.796	0.517	4.24	0.000
Nestle	1.672	0.674		
Hording				
Cadbury	1.140	0.717	4.87	0.000
Nestle	0.968	0.786		
Internet				
Cadbury	0.280	0.654	2.70	0.007
Nestle	0.216	0.582		

Ho: Respondents have equal preference for advertisement sources like Newspaper, Magazine, Television, Hoardings and Internet for Chocolate and Milk product of Cadbury as well as Nestle.

Newspaper

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do see advertisement of Chocolate and Milk product of Cadbury as well as Nestle in Newspaper.

It can be further observed from the mean value that the frequency of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Magazine

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do see advertisement of Chocolate and Milk product of Cadbury as well as Nestle in Magazine.

It can be further observed from the mean value that the frequency of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Television

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do see advertisement of Chocolate and Milk product of Cadbury as well as Nestle in Television.

It can be further observed from the mean value that the frequency of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Hoardings

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do see advertisement of Chocolate and Milk product of Cadbury as well as Nestle in Hoardings.

It can be further observed from the mean value that the frequency of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Internet

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do see advertisement of Chocolate and Milk product of Cadbury as well as Nestle on Internet.

It can be further observed from the mean value that the frequency of respondents for the same is more in case of Cadbury products as compared to that of Nestle.

Table 39: Comparison of Effectiveness in Advertisement of Chocolates & Milk products amongst Nestle and Cadbury. (q11)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Chocolates				
Cadbury	2.012	0.996	9.75	0.000
Nestle	1.436	0.913		
Milk Products				
Cadbury	1.560	0.952	0.75	0.456
Nestle	1.516	0.947		
For Both Combine				
Cadbury	3.572	1.737	6.46	0.000
Nestle	2.952	1.640		

Chocolate

Ho: Respondents do not differentiate between effective and non-effective advertisement for Chocolate of Cadbury and Nestle.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents can and do differentiate between effective and non-effective advertisements of Chocolate of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury advertisements for Chocolate more effective as compared to that of Nestle.

Milk products

Ho: Respondents do not differentiate between effective and non-effective advertisement for Milk products of Cadbury and Nestle.

It is observed from the table that there exists a non-significant t-value and hence we accept the Ho and therefore it can be said that the respondents do not differentiate between effective and non-effective advertisements of Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury advertisements for Milk products more effective as compared to that of Nestle.

Chocolate & Milk product

Ho: Respondents do not differentiate between effective and non-effective advertisement for both Chocolate and Milk products of Cadbury and Nestle.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents can and do differentiate between effective and non-effective advertisements of both Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury advertisements for Chocolate and Milk products more effective as compared to that of Nestle.

Table 40: Comparison of factors that affect the decision to buy Chocolates & Milk products amongst Nestle and Cadbury. (q13)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Window display or decoration				
Cadbury	1.104	0.764	5.35	0.000
Nestle	0.952	0.759		
Festive season or Mood				
Cadbury	1.112	0.563	5.76	0.000
Nestle	0.928	0.661		
Packaging				
Cadbury	1.220	0.789	2.35	0.020
Nestle	1.140	0.860		
Remembrance of Advertisement				
Cadbury	1.004	0.774	2.28	0.023
Nestle	0.924	0.854		
Word of Mouth from dealer				
Cadbury	0.784	0.735	1.18	0.240
Nestle	0.760	0.759		
Attractive name of a brand				
Cadbury	0.888	0.833	5.30	0.000
Nestle	0.716	0.814		

Ho: Window display or decoration, Festive season or mood, Packaging, Remembrance of advertisement, Word of mouth from dealer, Attractive name of a brand and any other factor has equal effect on respondents' decision to buy Chocolate and Milk products of a particular company.

Window display or decoration

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the Window display or decoration does affect respondents' decision to buy Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury Window display or decoration better as compared to that of Nestle.

Festive season or mood

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the Festive season or mood does affect respondents' decision to buy Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury as being better able to utilize the Festive season or mood as compared to Nestle.

Packaging

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the Packaging does affect respondents' decision to buy Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury's Packaging better than that of Nestle.

Remembrance of advertisement

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the Remembrance of advertisement does affect respondents' decision to buy Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury as having better Remembrance of advertisement as compared to Nestle.

Word of mouth from dealer

It is observed from the table that there exists a non-significant t-value and hence we accept the Ho and therefore it can be said that the Word of mouth from dealer does not affect respondents' decision to buy Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury as having better Word of mouth from dealer as compared to Nestle.

Attractive name of a brand

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the Attractive name of a brand does affect respondents' decision to buy Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury as having a more attractive name of a brand as compared to Nestle.

Any other

It is observed from the table that there exists a non-significant t-value and hence we accept the Ho and therefore it can be said that the any other factor does not affect respondents' decision to buy Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider that the other than specified factors may affect the decision to buy in case of Cadbury more as compared to Nestle.

Table 41: Comparison about availability of quantities or size of Chocolates & Milk products amongst Nestle and Cadbury. (q14)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Cadbury	1.476	0.647	3.42	0.001
Nestle	1.360	0.716		

Ho: Respondents have equal opinion about the satisfaction or otherwise of the available quantities or size of Chocolate and Milk products of Cadbury as well as Nestle.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents are satisfied with the available quantities or size of Chocolate and Milk products of Cadbury as well as Nestle.

It can be further observed from the mean value that the respondents are more satisfied with the available size of Cadbury as compared to Nestle.

Table 42: Comparison regarding Satisfaction about packaging of Chocolates & Milk products amongst Nestle and Cadbury. (q15)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Chocolates				
Cadbury	1.960	0.922	6.73	0.000
Nestle	1.616	0.903		
Milk Products				
Cadbury	1.688	0.882	0.35	0.724
Nestle	1.668	0.943		
For Both Combine				
Cadbury	3.648	1.597	4.16	0.000
Nestle	3.284	1.649		

Chocolate

Ho: Respondents do not bother about the satisfaction from packaging of Chocolate of Cadbury and Nestle.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do consider the satisfaction from packaging of Chocolate of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury packaging for Chocolate better as compared to that of Nestle.

Milk products

Ho: Respondents do not bother about the satisfaction from packaging of Milk products of Cadbury and Nestle.

It is observed from the table that there exists a non-significant t-value and hence we accept the Ho and therefore it can be said that the respondents do not consider the satisfaction from packaging of Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury packaging for Milk products better as compared to that of Nestle.

Chocolate and Milk products both

Ho: Respondents do not bother about the satisfaction from packaging of both Chocolate and Milk products of Cadbury and Nestle.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do consider the satisfaction from packaging of both Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents consider Cadbury packaging for both Chocolate and Milk products better as compared to that of Nestle.

Table 43: Comparison regarding difference between Chocolates & Milk products available in India & Other Countries amongst Nestle and Cadbury. (q16)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Cadbury	1.332	0.825	1.10	0.274
Nestle	1.384	0.829		

Ho: Respondents do seem to consider the belief regarding the difference in Chocolates and Milk products available in India and other countries.

It is observed from the table that there exists a non-significant t-value and hence we accept the Ho and therefore it can be said that respondents do seem to consider the belief regarding the difference in Chocolates and Milk products available in India and other countries.

It can be further observed from the mean value that the respondents consider this belief more strong in case of Nestle as compared to Cadbury.

Table 44: Comparison regarding availability of Chocolates & Milk products amongst Nestle and Cadbury. (q17)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Cadbury	1.592	0.701	6.28	0.000
Nestle	1.348	0.803		

Ho: Respondents do not consider the easy availability of Milk products and Chocolates of their choice.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents do consider the easy availability of Milk products and Chocolates of their choice.

It can be further observed from the mean value that the respondents do believe that Cadbury Chocolates and Milk products are more easily available as compared to Nestle.

Table 45: Comparison about ever been disappointed with a particular brand of Chocolates & Milk products amongst Nestle and Cadbury. (q23)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Cadbury	0.288	0.585	3.31	0.001
Nestle	0.392	0.645		

Ho: Respondents are inexperienced of the disappointment from a particular brand of Chocolate or Milk product.

It is observed from the table that there exists a significant t-value and hence we reject the Ho and therefore it can be said that the respondents have experienced the disappointment from a particular brand of Chocolate or Milk product.

It can be further observed from the mean value that the respondents' experience of disappointment is less with Cadbury Chocolates and Milk products as compared to Nestle.

Table 46: Comparison about exist a sound customer complaint handling system for Chocolates & Milk products amongst Nestle and Cadbury. (q32)				
Brand	**Mean**	**SD**	**t-value**	**p-value**
Cadbury	0.308	0.463	1.74	0.083
Nestle	0.272	0.446		

Ho: Respondents are inexperienced of the existence of the sound complaint handling system for Chocolate and Milk products of Cadbury and Nestle.

It is observed from the table that there exists a non-significant t-value and hence we accept the Ho and therefore it can be said that the respondents have been inexperienced about the existence of the sound complaint handling system for Chocolate and Milk products of Cadbury and Nestle.

It can be further observed from the mean value that the respondents' unawareness of the experience of existence of a sound complaint handling system is less with Cadbury Chocolates and Milk products as compared to Nestle.

Dealer's Table

Table 1: Percentage Frequency Distribution of Dealer store type and years of operation.		
	Number	**Percentage**
Store Type		
Departmental	5	10.0
Retail / Provision	38	76.0
Super Store	3	6.0
Other	4	8.0
Years of Operation of Store		
< 10 years	14	28.0
10 – 15 years	10	20.0
> 15 years	26	52.0
Total	**50**	**100.0**

TABLE – 1

This table shows percentage distribution of Store type and years of operation of store. Of the 50 respondents surveyed, most of them (38) had a retail/provision store. Moreover most of the respondents' stores out of the total, had been operating for more than 15 years.

Table 2: Percentage Frequency Distribution of doing business with Cadbury and Nestle companies.				
Years	**Cadbury**		**Nestle**	
	No	**%**	**No**	**%**
< 10 years	14	31.8	12	33.3
10 – 15 years	10	22.7	9	25.0
> 15 years	20	44.5	15	41.7
Total	44	100.0	36	100.0

TABLE – 2

This table shows percentage distribution regarding the surveyed respondents' time period of doing business with Cadbury and Nestle. It is observed that most of the respondents had been doing business with these companies for more than 15 years.

Table 3: Percentage Frequency Distribution of Dealers Opinion about Demand by Customer and Brand Prefer by Dealer.				
Years	**Demand**		**Brand Prefer**	
	No	**%**	**No**	**%**
Cadbury	32	64.0	39	78.0
Nestle	2	4.0	5	10.0
Both	16	32.0	6	12.0
Total	50	100.0	50	100.0

TABLE – 3

This table shows percentage distribution of dealers' response regarding the brand of chocolate and/ or milk product demanded more by the customers and dealer's preference for a brand for their family use. It is observed that according to most of the dealers, the demand for Cadbury products is more among customers. On the other hand, dealers also prefer Cadbury products for their family use.

Table 4: Percentage Frequency Distribution of Dealer's Opinion Regarding Size and Price specifications by Customer for Chocolate and Milk Products.		
	Number	**Percentage**
Size for Chocolate (in gms.)		
10	4	10.8
12	13	35.1
15	13	35.1
20	2	5.4
25	2	5.4
50	2	5.4
75	1	2.7
Total	**37**	**100.0**
Price for Chocolate (in Rs.)		
5	36	87.8
10	3	7.3
20	2	4.9
Total	**41**	**100.0**
Size for Milk Products		
250 gms	9	18.0
500 gms	35	70.0
1 kg	1	2.0
Other	5	10.
Total	**50**	**100.0**

TABLE – 4

This table deals with the percentage distribution regarding the dealer's opinion about the size of chocolate and milk products demanded by the customers. It is observed that most of the customers according to the dealers prefer chocolates available in 12 and 15 grams and milk product pack of 500 grams.

Table 5: Percentage Frequency Distribution Regarding Satisfaction with the Response / Follow-up of the Company After Placing the Order of Dealer.				
Years	**Cadbury**		**Nestle**	
	No	**%**	**No**	**%**
Yes	49	98.0	46	92.0
No	1	2.0	4	8.0
Total	50	100.0	50	100.0

TABLE – 5

This table deals with the percentage distribution regarding the dealer's opinion about the satisfaction or otherwise with respect to the follow-up or response of the companies after placing the order. It can be seen that most percentage of dealers are satisfied with both Cadbury as well as Nestle as far as the follow-up of the order is concerned.

Table 6: Percentage Frequency Distribution Regarding the Days of Receiving Delivery of Products After Placing the Order by Dealer.				
Days of Receiving Delivery of Product	**Cadbury**		**Nestle**	
	No	**%**	**No**	**%**
<=3 Days	48	96.0	48	96.0
4-7 Days	2	4.0	2	4.0
Total	**50**	**100.0**	**50**	**100.0**

TABLE – 6

This table deals with the percentage distribution regarding the dealer's response about the number of days for receiving the delivery of the product after placing the order. It is observed that in case of both the companies, the delivery is received within 3 days after placing the order.

Table 7: Percentage Frequency Distribution Regarding Stock of Chocolates & Milk Products for Cadbury & Nestle by Dealer.				
Brand	**Chocolates**		**Milk Products**	
	No	**%**	**No**	**%**
Cadbury	34	68.0	34	68.0
Nestle	2	4.0	3	6.0
Both	14	28.0	13	26.0
Total	**50**	**100.0**	**50**	**100.0**

TABLE – 7

This table deals with the percentage distribution regarding the stocking of the brand of chocolate and milk product by the dealers surveyed. It can be observed that most percentage of dealers (68%) largely stock Cadbury chocolate and milk product brands, whereas only 28% dealers for chocolate and 26% for milk products keep the stock of both the brands.

Table 8: Percentage Frequency Distribution Regarding Opinion for Different Scheme, Advertisement & Payment Policy Amongst Cadbury & Nestle by Dealer.								
Opinion	**Cadbury**		**Nestle**		**Both**		**Total**	
	No	**%**	**No**	**%**	**No**	**%**	**No**	**%**
Promotion Scheme	27	54.0	5	10.0	18	36.0	50	100.0
Advertisement	33	66.0	7	14.0	10	20.0	50	100.0
Flexibility for Payment / Credit Policy	21	42.0	4	8.0	25.0	50.0	50	100.0

TABLE – 8

This table deals with the percentage distribution regarding the dealer's opinion for three variables namely, promotion scheme, frequency of advertisement and sales promotion and flexibility of payments and credit of the company. It can be seen that according to most percentage of dealers, Cadbury does more advertisement of its products and has more sales promotion schemes. Moreover dealers like Cadbury schemes. As far as the flexibility of payment and credit is concerned, most of the dealers believe that both companies are equally flexible.

Table 9: Percentage Frequency Distribution of Complaints From Customer Regarding Chocolates & Milk Products for Cadbury & Nestle.		
	Number	**Percentage**
Complaints From Customer		
Yes		
Cadbury	5	50.0
Nestle	1	10.0
Both	4	40.0
Total	**10**	**20.0**
No	**40**	**80.0**
Total	**50**	**100.0**

TABLE – 9

This table deals with the percentage distribution regarding the dealer's opinion about receiving complaints from customers for chocolates or milk products. It is observed that out of the total dealers surveyed, 20% of respondents had received complaints for the same and most of the complaints were for Cadbury products.