

Major Research Project
on
Study of Various Marketing Strategies in the
Confectionery Category of the FMCG Sector

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Study of Various Marketing Strategies in the Confectionery Category of the FMCG Sector

CERTIFICATE

This is to certify that the work **titled “Study of Various Marketing Strategies in the Confectionery Category of FMCG Sector”** as a part of the Final year Major Research Project submitted by: - Pooja Singh (2K21/DMBA/084)

In the 4th Semester of MBA, Delhi School of Management (DSM), Delhi Technological University during January- May 2023 is their original work and has not been submitted anywhere else for the award of any credits/degree whatsoever. The project is submitted in partial fulfillment of the requirement for the Award of the degree of Master of Business Administration.

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DECLARATION

We hereby declare that the work titled “**Study of Various Marketing Strategies in the Confectionery Category of FMCG Sector**” as part of the final year Major Research Project submitted by us in the 4th Semester of MBA, DSM, Delhi Technological University, during January-May 2023 under the guidance of **Assistant Professor Mohit Beniwal** is our original work and has not been submitted anywhere else. The report has been written by us in our own words and not copied from elsewhere. Anything that appears in this report which is not our original work has been duly and appropriately referred/cited/acknowledged.

Pooja Singh

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Thanking You

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EXECUTIVE SUMMARY

The idea of the project was to study the confectionery market in India and how effective the marketing strategies in place were. Considering the recent growth of the marketing of confectionaries in India, and how effectively they've been able to replace and phase out the traditional sweet sector, it was an interesting proposition to identify the different needs ascribed to the market, how consumers purchase and consume confectionaries, and also, how effective and deep-reaching the different marketing strategies currently used are.

Primary research with a questionnaire to understand the psyche of the consumer has been identified with an extrapolatory analysis of what the brands have segmented their marketing mixes across different categories. An online form was created and floated across people. To cater to different age groups, we made sure to get respondents from different age groups e.g., our teachers, students, and people in different societies (to highlight different income groups) was done.

Different suggestions and analyses were explored, in the different strategy aspects, and also to understand the psyche of the customer better, as analyzed through our primary research, and how to capture more of the market through need-based marketing that encapsulate the general consumer better.

A positioning map highlighting dissimilarity in prices between different brands was highlighted.

The cultural and emotional aspects were looked at, also the offline and online channels and how important discounts and brand recall to a particular purchase were explored in depth. Brand loyalty was perceived to be not as important as understanding the emotional needs of the consumer currently.

We also tried to segment the marketing mix into 4 major categories, namely the product, price, place, and promotion. While analyzing the different marketing mixes, we also tried looking at the various touch points across the consumer journey that could be identified, and also be optimized further. The different personas and insights driven by the primary research combined with the different aspects identified here were also explored in detail. The different ad campaigns and how permeable they were to society, across genders and channels were also looked at in detail.

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1. INTRODUCTION

Chocolate confectionery, sugar confectionery, and gum goods are the three main product categories that make up the worldwide confectionery market. Since confectionery is characterized by the use of a substantial amount of sugar and its alternatives, it is typically quite poor in micronutrients but extremely high in carbohydrates and calories. Dark chocolates and white chocolates make up the majority of the chocolate market, which has the biggest shareholder volume in the product segment. Boiling sweets, mints, pastilles, jellies and chews, caramels, and other sugar confectioneries are typically included in the category of sugar confectionery. Snack bars, which often include cereal bars, energy bars, and other snack bars, are another market sector. Another segment that is the highest shareholder in the product segment is primarily divided into dark chocolates and white chocolates. Sugar confectionery generally comprises boiled sweets, mints, pastilles, jellies and chews, caramels, and other sugar confectioneries. There is also another segment which is snack bars which generally comprises cereal bars, energy bars, and other snack bars. The global confectionery industry can also be segmented based on the distribution channels. The industry is segmented into supermarkets and hypermarkets which is seen as a key driver that is expected to play a crucial part in increasing the market value of the confectionery industry, online retail stores, specialist retailers, vending machines, etc.

The global confectionery industry on the basis of geography is segmented into North America where the United States and Canada are the major contributors, Europe where Germany and the UK consume the most, Asia Pacific where China and Japan contribute the highest to confectionery revenue, South America where Brazil consumes the highest amount of confectionery and Middle East & Africa where Saudi Arabia is the highest consumer of confectioneries.

The global confectionery industry is currently valued at \$ 235 Billion approximately. The industry value has grown by close to \$ 50 Billion in the past 5 years and is predicted to rise at an even faster pace during the next 5 years with an expected Cumulative Annual Growth rate of 3.45%. According to industry reports the global confectionery market is led by the

Western European Region and the North American region. Chocolate confectioneries hold the major chunk with approximately 58 % of the total confectionery share followed by sugar confectioneries which accounts to close to 30 % while gums contribute to 12 % of the total confectionery industry share.

The global confectionery market is majorly propelled by an increasing shift of customers towards premium and luxurious chocolates, gums, and other confectioneries. The increasing affordability of customers and their increased desire to have healthy snacks along with taste and sensory benefits are the major reasons for the confectionery industry to grow at high rate. Some of the key trends that are found in the confectionery industry are the increasing demand for dark premium chocolates and organic products which are both expected to contribute to the rise in the share of the confectionery industry. Due to people's busy lifestyles and the recent development of on-the-go snacks, as well as the rise in popularity of sugar-free chocolates among consumers who value their health, these two factors will continue to be the main drivers of the confectionery business going forward. One of the few market restrictions that could potentially impair the total confectionery market in the next years is the fluctuating price of raw materials like sugar and cocoa, which are predominantly used for production.

The Indian confectionery industry is currently estimated to be worth close to \$ 2.1 billion, and it is anticipated to grow at a CAGR of more than 4.5% over the following five years. Large numbers of children, expanding urbanization, rising disposable money, and the accessibility of sweets are some of the main drivers of this anticipated growth.

1.1 Background

The history of confectionery is vibrant and exciting, precisely like its present character. The topic has been covered in-depth in publications, and its earliest origins can be found among the first cavemen! Confectionery has never merely been about flavors, as history illustrates. For instance, sweets and chocolates are now associated with a variety of positive feelings; they can be used to communicate affection, uplift spirits, celebrate an occasion, or simply thank the consumer. Let's look at some of the key moments in the history of confectionery,

a multi-billion-dollar sector that has an impact on people of all ages around the world.

Where did everything begin?

It is widely believed that cavemen were the first to experience sweet pleasure, even if the majority of the evidence is anecdotal. Perhaps this is where the history of confections begins. We may learn a lot from their images of men taking honey from beehives and putting it in their mouths. It would be plausible to believe that honey was the starting point given how linked the histories of desserts, cakes, and bakery goods are. Before there was sugar, the Egyptians, Chinese, and Indians liked blending honey with fruits and nuts to create all-natural sweet treats. At this time, the plant was used to make liquor ice juice, which was believed to have a number of health advantages. Evolution still had a lot of work to do.

The discovery of sugar – the “health” ingredient

Sugar was recognized as a sweetener and, more importantly, as a product with numerous healing powers in Roman times. As a result, it was initially limited to therapeutic mixtures from apothecaries.

However, as sugar processing was discovered, it became a very valuable commodity that was actively traded. The opulence of Medieval times A more coherent confectionery history may be found in the Middle Ages when highly skilled and renowned confectioners settled in important cities and created sweetmeats and other treats that were only available to the wealthy.

In the 18th- century, a confectioner enjoyed high status and great financial success. His components were expensive, and if he didn't have his own enterprise, he could find work in the mansions of the aristocracy. Serving a "great dessert," which included a spread of sweetmeats, biscuits, and ice, at aristocratic meals was in vogue.

The early 19th -century automation

As the history of confectionery developed, sugar processing improved, and some sweet

treats started to be mass-produced rather than meticulously prepared by hand. Mechanization increased supply while lowering prices, which started the process of opening up the candy industry to a much larger consumer base.

What about cocoa?

That is a really good question! The first known individuals to use cocoa beans to create a bitter beverage were the Aztecs in Mexico. 1500 years later, someone had the bright idea to add some sugar to sweeten it. The first chocolate drink to be consumed in Europe initially appeared in London in 1657 thanks to this combination of cocoa and sugar, which is arguably the most important in the history of confectionery.

The origins of modern sweets and brands

Now that we knew how to handle sugar, we could make classic candies like boiled sweets, bon bons, and Turkish Delight. We could also make drinking chocolate with added sugar, which gave rise to the massive confectionery industry that we know and love today.

A few hundred years later—which, in the history of confections, is not that long—the first chocolate bar was produced. In 1853, Fries released its first batch of chocolate cream sticks, later renamed Chocolate Cream Bars. (Started in 1866). Birmingham native John Cadbury established a company in 1824 that provided coffee, tea, cocoa, and drinking chocolate as non-alcoholic alternatives to alcoholic beverages.

After experimenting with the creation of chocolate bars, he started Cadbury Dairy Milk and did so in 1905. The business went on to become one of the biggest producers of candies worldwide. In 2010, Kraft Foods acquired Cadbury, making Kraft/Cadbury the biggest manufacturer of chocolate and candies in the world. The Nestle Company was started in 1866 by Heinrich Nestle, a German pharmacist working in Vevey, Switzerland. Nestle and a friend, Daniel Peter, discovered how to make milk chocolate by mixing milk with cocoa powder in 1875.

Nestle and Peter founded the world-famous Nestle company, which quickly rose to become the world's top chocolate manufacturer in the early twentieth century. Frank Mars' mother

used to make him hand-dip her homemade chocolates to keep him occupied as a child. In 1920, Mars, Incorporated was incorporated and began producing chocolate candy bars. The Milky Way® candy bar, Snickers® candy bar, and M&M® Candies were all created and manufactured by the firm. Mars relocated their operations to Chicago, Illinois in 1929.

In 1946, Pietro Ferrero established the family-run Italian company Ferrero SpA. According to a 2009 Reputation Institute assessment, Ferrero is the most reputable company in the world. Ferrero SpA has earned the reputation of being "one of the world's most secretive companies" because of the threat of industrial action. Ferrero produces Nutella & regular and well-known Ferrero Rocher® sweets.

In 1894, Milton Hershey made the decision to wrap caramel candies in chocolate. Chocolate in bars, wafers, and other shapes was first produced by Hershey. At the time, chocolate was seen as a luxury good, reserved for the wealthiest members of society. In his factory, Milton Hershey invented mass production, making his chocolate accessible to everybody.

When did it debut?

The selection of mass-produced chocolate bars increased dramatically, and many of them are still on the market today. According to what we know about the development of confectionery, the following launch dates are feasible:

1866 Fry's Chocolate Cream Bar

1905 Cadbury Dairy Milk

1910 Plain Cadbury Bourneville Chocolate

1911 Juicy Fruit and Spearmint Wrigley's Gum, (UK Release)

1915 Cadbury Milk Tray,

1932 Terry's All Gold

1932 Mars Bar

1933 The Black Magic of Rowntree

1935 Milky Way

1935 Rowntree's Aero

1935 Kit Kat
1936 Quality Street
1936 Rowntree's Dairy Box
1936 Maltesers
1936 Quality Street
1936 Rowntree's Dairy Box
1937 Rolo
1937 Smarties
1948 Polo Mints
1948 Spangles
1951 Bounty
1958 Galaxy
1962 After Eight Mints
1967 Twix,
1967 Marathon,
1976 Yorkie, and 1977 Double Decker

1.2 Problem Statement

To understand different marketing strategies in the Confectionery Category of the FMCG Sector. To collect and collate data - primary and secondary and use it to differentiate between marketing strategies to be used. Through this project, we try to understand how marketers use the data of consumers to cater to and create a specialized marketing strategy for products - Guerrilla marketing, communication strategy, ad campaign, etc.

1.3 Objectives of the Study

1. Determine the issue

Any marketing research project should start with a precise identification and definition of the issue you are attempting to address. We begin by outlining the marketing or business issue that needs to be solved and for which we require more information.

- To research how demographic factors such as age and gender affect confectioneries.
- To research how consumers generally choose to purchase FMCG confectionery products.
- To research how each marketing tactic affects the development of an FMCG product's brand image.

1.4 Develop a Research Methodology:

I developed our research methodology and collected data in its wake. Primary and secondary data are given equal importance in our plan for developing the methodology

Analyze the data

Different techniques were to use such use of pictorial representation for effortless screening of hugely complicated data, matching our insights with sales of that particular brand, etc.

To get answers to the following questions through our research and analysis:

- Psyche of the Indian consumer is geared towards which kind of purchase?
- How does brand recall work on Indian consumers?
- Can we alter the decision of customers through effective marketing strategies?
- What is the role played by SKU?
- To use the data from a small sample on a much bigger, larger population

2. LITERATURE REVIEW

2.1 Chocolate confectionery market

1. There was a sale of 158,900 tons in the year of 2019 worth INR 150.3 billion which was a significant improvement of around 5% in volume growth and 11% in current value growth with respect to last year.
2. There was a rise of about 20% in current value sales worth INR 11.6 billion in the “Chocolate Pouches and Bags” category.
3. Unit price of Chocolate confectionery saw an increase of 6% to reach INR 946.10 per kg.
4. In the year '19, in terms of value share, Mondelez topped the chart with 53% followed by Nestle, which was a distant second with 10%.
5. Despite premium chocolate categories looking to make forays in the Indian market, local players like ‘ITC’ entered the market with chocolates in small packets at low prices. Even ‘Mars’ also launched products such as ‘Snickers’ with prices as low as Rs.10 thus making the fact concrete that, Indian consumers are highly sensitive to pricing.
6. Many giants such as Mondelez, Mars, and Ferrero are looking to expand in the rural areas of the Indian market. One of the most important aspects of this effort is to provide refrigerators and coolers to retail outlets in isolated and rural areas as the temperature in rural areas lies mostly above the melting point of the chocolate.
7. Multinational companies continue to control the Indian market with Mondelez, Ferrero, Mars, and Hershey occupying about 75% of the market and the rest occupied by the local players.
8. The market has seen a rising demand for dark chocolate which can be seen through the launch of new products too. Amul recently ventured into this segment of dark chocolates with a cocoa % of 75 and 90.

2.2 Confectionery Category Marketing Strategies

1. Product

I. **Nestle** – Nestle has the following brands in the confectionery segment.

- Bar One

- Kit-Kat

- Munch

- Milky bar

Nestle has been focusing more on brand line extensions in the recent past. They've extended the brand of Kit-Kat with several new variants such as Kit-Kat Desserts, Kit-Kat white, etc. The brand also has various SKUs to cater to all possible uses.

II. **Mondelez** – Mondelez has the following brands in the confectionery market which includes chocolate confectionery, biscuit confectionery, and candies.

- Cadbury Fuse

- Bourn Vita

- 5 Star

- Cadbury Celebrations

- Cadbury Dairy Milk

- Cadbury Dairy Milk Silk

- Choco-lairs

- Gems

- Halls

- Oreo

- Perki

- Tang

Mondelez follows different strategies for its different brands. The brand Dairy Milk follows a mix of both brand line and product line extensions such as Dairy Milk Silk acts as a brand extension for Dairy Milk whereas the variants such as Fruit & Nut, and Roasted Almonds for both Dairy Milk and Dairy Milk Silk are examples of product line extensions. Other brands of Mondelez such as Oreo, and Tang have been expanding on the lines of product line extensions.

III. **Mars Wrigley** – The portfolio of Mars Wrigley in the confectionery market includes the segments of both chocolate confectionery and chewing gums.

- Snickers

- Twix

- Bounty

- Galaxy

- Mars

- M&M'S

- Skittles

- Orbit

- Boomer

- Double mint

Mars Wrigley generally doesn't follow either the brand line or product line extensions for their chocolate confectionery brands. For their chewing gums brands, they've worked on the product line extension for Orbit and Double Mint by launching out different flavors of the 2 brands.

2. PRICING

a) Nestle

Nestle brands have always been mass-based products and thus, priced competitively. They target all the sections of society be it lower-income, middle-income, or upper-income groups. Recently, they've tried to venture into the premium chocolate

confectionery segment through a brand extension of Kit-Kat by launching a new product Kit-Kat Desserts being available in different flavors. They intend to target the urban middle and upper class through this new launch.

b) Mondelez

The majority of products from Mondelez are mass-based products and are priced very competitively in the market. Their biscuit confectionery and candy confectionery segments still offer only mass-based products which target all the 3 income segments. Mondelez launched some of their chocolate confectionery in the premium segment such as Cadbury Celebrations and Cadbury Dairy Milk Silk which has been a hit which can be inferred by their new product line extensions for the same brand.

c) Mars Wrigley

Mars Wrigley's chocolate confectionery segments which include brands such as Mars, Twix, Bounty, Snickers, Galaxy, M&M'S, and Skittles are part of the premium segment. These are premium priced i.e., priced comparatively higher than other chocolate brands, and target the urban middle- and upper-income segments. Whereas the Chewing Brands of Wrigley which includes Boomer and Double Mint are targeted at all sections of society in both rural and urban markets. Thus, they're priced competitively as compared to other brands in this segment.

3. COMMUNICATION STRATEGY

a) Nestle

Campaigns of Nestle brands like Kit-Kat's marketing campaign '*Kit-Kat Break toh bantahai*' are majorly focused on an emotional aspect, which has also tried to include some aspects of functional communication.

b) Mondelez

Mondelez brands market heavily on emotional communication. Cadbury Dairy Milk and Cadbury Celebrations try to establish an emotional connection with the consumers. Their '*Kuch Meetha ho jaaye*' campaign has been running successfully for years. The recent Oreo Campaign is focused on disconnecting digitally and spending time with family also weighs heavily on emotional communication.

c) Mars-Wrigley

Mars Wrigley prefers separate types of communication for different brands. Snickers focuses on functional communication during their campaign 'You are not you when you're hungry'.

The brand has associated hunger with the product. Double Mint 2019 attempted balancing between both functional & emotional communication through a new ad campaign for a new product Paan Mint. They portrayed substitutional properties w.r.t. Paan (emotional context) and doubling up as Chewing Gum (functional aspect).

3. Various Marketing Strategies Used in the Confectionery Sector

3.1 Distribution strategies

Placing or Distribution strategy is a marketing strategy that requires confectionery companies to make some important decisions when developing their distribution plans. Some of the key decisions include:

- Whether the company can use its own channel to serve all its targeted customer segments or if it needs a distribution partner to cater to all the needs of its target customers.

- Whether the distribution strategy will be direct or indirect

- Direct distribution strategy here refers to the company catering to all the needs of the customer directly without any middlemen such as retailers and distributors

- Indirect distribution strategy refers to the involvement of middlemen such as distributors and retailers in the process and the companies must decide on the number of middlemen to be involved before the process.

- Whether the company is interested in a traditional brick-and-mortar distribution network to distribute its products or an online distribution network or a combination of both. For the online distribution network, the companies can opt for services like Amazon or they can also develop their own websites.

The other key placing and distribution decisions taken require the companies to understand:

- The customers as modern customers give more importance to convenience and the easy availability of products. These are the customers who would prefer to spend a bit extra for getting the products in a comfortable way

- The product characteristics as some of the products that the company produces may be perishable within a small period of time and usage of multiple middlemen to distribute these products will not be a wise decision.
- The customer preferences, dynamics of the market, and the company's own resources and capabilities Consider the example where a customer places high importance on personalized services and has no problem visiting the store himself/herself (i.e.) prefers shopping from traditional stores rather than online channels. Also, if the company has enough resources and the ability to set up new stores, then the company must go for a distribution strategy which is setting up their own stores in this case to maximize the profits. The distribution strategy has to be set in accordance with customer preferences and the company's capabilities.
- The competitor's distribution strategy as it will help the companies understand the comprehensive cost-benefit analysis of each channel and the companies can compare them with their own capabilities and resources to develop an effective distribution strategy.

3.1.1 Distribution Strategy of Nestle

Nestle has been consistently trying to increase its market share by serving new markets on a consistent basis and also trying to increase consumption in the already penetrated markets. The confectionery products of Nestle are already popular at the pan-India level and are very affordable for all income segments since the price of chocolates starts from Rs 2.

Nestle uses the consumer marketing channel to cater to the consumers where the products of Nestle reach them through retailers and distributors. Recently they have also started using E-Marketing for some of its products such as KitKat of bigger sizes where the product from the producer reaches the consumer directly.

Nestle uses an intensive distribution strategy where the company tries to sell its products through the maximum number of retailers and distributors to make its products available to a larger customer base. Nestle products are available through a large number of retail outlets to reach more people.

Nestle has also been consistently innovating its products to cater to a wider base. They have started to produce premium products such as KitKat Truffle, and KitKat White to cater to the new generation of people who are willing to spend more to have a premium experience. These are the only Nestle products that are intentionally placed only in Tier 1 and some Tier 2 cities and are not currently available in rural areas due to its premium pricing.

3.1.2 Distribution Strategy of Mars

Mars has recently started rapidly expanding in India. The main distribution channel used by Mars is through distributors which is the primary mode for Mars' products to reach the target customers. One of the Mars' Products Boomer which is priced at Rs 1 is available in every nook and corner of the country which clearly shows the wide distribution strategy that Mars actually uses.

For the higher priced products which Mars has been recently introducing in India, they haven't penetrated the rural market yet but are available in Tier 1 and Tier 2 cities and are very successful due to the aggressive promotion and distribution strategies.

For the higher priced chocolates, they have partnered with Big Bazaar and hypermarkets to accelerate their sales and are highly successful with modern customers. They are also using E-Marketing to push the sales of its high-priced chocolates.

They are considering expanding their market to rural markets also by producing smaller SKUs so that lower-income consumers will also be able to afford the products of Mars which will help them gain a sizeable market share.

3.1.3 Distribution Strategy of Mondelez

By extending its distribution network, reaching new areas, and improving the profitability of the current channels, Mondelez India is continuously aiming to establish a pan-Indian footprint. The business is aware that rural markets are constantly evolving and imitating the consumption trends in major cities and metro areas. The two main industries where rural residents exhibit a similar demand for

product consumption to their urban counterparts are the confectionery and telephone businesses.

Mondelez has deepened distribution in all geographies increasing their presence in the localities where they are already popular and also resorted to faster expansion in untapped markets such as rural areas. They have largely changed their expansion strategy. They have started targeting suburbs and upcoming cities which has a population of 50,000 or above. Earlier municipalities used to be their primary targets.

Mondelez India has added close to 2,00,000 stores in the last 2 years. Mondelez believes for an impulse product category like chocolates, wider distribution is a key growth driver. This requires high investments. For a wider distribution network, an increased supply chain is needed and it leads to high overhead costs.

Mondelez India has also invested heavily in profiling target outlets to come to an understanding of the right mix of products to be supplied. In rural markets and smaller markets such as Bihar, Mondelez pushes only chocolates of smaller sizes worth Rs 5 or Rs 10 to provide customers with

an affordable option to buy chocolates. Also, they have introduced bundle offers with certain popular biscuit brands to introduce customers to the taste of Mondelez products.

By providing entry-level packs Mondelez India was able to gain a significant market share in the lower-income consumer market. They also raised their brand salience by placing signboards.

They have also experimented a lot in recent years to move close to customers. In Northern India they have reached to gift shops that sell basic cosmetics for women after understanding the huge footfalls of women in such stores in North India. In most cases the women are accompanied by their small children and this provides an option for the mother who's purchasing to engage her child the whole time by purchasing him a bar of chocolate which costs as less as Rs 5. This also helps Mondelez to introduce kids the taste of its chocolates.

Mondelez India has started to rapidly place its products in sweet shops. They understood that sweets are not only purchased for themselves rather they are also used for gifting purpose. Mondelez has aggressively started placing its premium chocolate brands which is priced at a premium rate in these shops and more than 10% of Mondelez India's store expansion are from this channel.

Mondelez India has also helped in releasing more capital to distributors by reducing its inventory cycle from 30 days to 10 days. This has helped the distributors spend more time in distributing the brand rather than maintaining the management order books.

3.2 Product Launch & product strategies

- Flavor Innovations
- Health Benefits such as low Sugar Content
- Darker Chocolate Variants are now available
- Brand Extensions

3.3 Pricing strategies

- Mass-based Pricing with smaller SKUs targeting the rural areas
- Premium-priced chocolates doing well in the Urban and Semi Urban areas as they're marketed as exclusive Products
- E-Commerce & Modern trade has been successful for Premium Chocolate Brands
- General trade such as Kirana stores and small shops have been really effective in increasing the sales of smaller SKUs.
- Point of Sale Marketing

4. Pricing Strategies

Pricing strategy is essentially a means of determining the amount of market competition that a good or service may expect to face. It focuses on bringing in and growing income for the company; boosting earnings while also maintaining the clientele. Companies have been using either a "mass-based pricing with smaller SKUs targeting the rural areas" or "premium Ly priced chocolates" that are sold as exclusive products in the urban and semi-urban areas as an effective pricing strategy in the confectionery category. To ensure that the most profitable approach is in place, setting the proper pricing for chocolates needs considerable testing, adjusting, and regular monitoring. A company can choose from a number of pricing methods, each with advantages and disadvantages.

Let's have a look at some of the pricing strategies deployed by the companies in the confectionery segment: -

1. Mondelez realized that its regular-sized dairy milk (42 grams), which cost around 45 Rs. was out of reach from the customers residing in rural areas. So, in order to tap in the rural market, it added a smaller '15 grams SKU, costing as little as 5 Rs., which became a huge success later on. Cadbury tried to cover 75-80 percent of rural areas of the country by targeting places with a population ranging from 5000-10000.

Fig: 4.1 Showing Cadbury Dairy Milk Chocolates



Fig: 4.2 Showing new reduced weights and respective prices

PRICE	
WEIGHT (gm)	PRICE
10.5	5
22	10
40	20
42 CRACKLE	25
95	50
80 FRUIT & NUT	55
165	90

❖ Adopted competitive pricing strategy for the basic product

❖ Whereas premium pricing on other variants

❖ Cut down on weight but did not increase cost

e.g. 5 Rs pack was of 13gm but now it is 10.5gm

2. Even during the increments in the excise duty on confectionery products, the companies don't go for increasing the prices but they always try to absorb the extra cost and not pass them to their customers. For example, in 2011, when the excise duty was increased by 1% point, ITC, one of the biggest tinkered with the weight of its confectionery brands rather than changing price points. Even the firms such as Perfetti Van Melle with brands like Alpen Liebe and Center Fresh also followed the same suite of sticking to the existing prices as any changes in the MRP would have impacted the market share to a greater extent.
3. Another strategy that the companies are following to maintain the prices is to manufacture their products locally. Recent years have seen Multinational Corporations like Mondelez India investing huge sums in manufacturing facilities in the country. It recently opened a new facility in the city of Thane. Other firms such as Ferraro India also have plans on similar lines and the local player such as ITC has already started expanding its local chocolate confectionery units in the country.
4. ITC continued to launch cheap products in tiny pack sizes at low pricing points in 2019. Additionally, Marks introduced its Mars and Snickers outlines brands at a price point as low as Rs. 10, furthering the belief that Indian consumers are extremely price-sensitive

and that economies of scale may be used to generate economic advantages.

Fig: 4.3 Showing smaller Snickers packaging



5. Communication strategies

As can be seen, businesses offer the same kind of goods without explicitly setting themselves apart from rivals. Their aims are somewhat similar, focusing on both children and adults while preying on feelings and consumption patterns (such as the time of day and season). The communication strategy is the best means of differentiation. Some are far more energetic and active than others. Several of the successful communication strategies employed by several chocolate candy manufacturers in India include:

Some premium chocolate confectionery brands follow an emotional communication strategy to target different types of audiences so that they can relate the product to that moment, feeling, or occasion.

Some examples of such emotional communication strategies are mentioned here::

- KISS ME, Cadbury Dairy Milk Silk

The ad focuses on the relationship of young couples and details how couples can make love and stay joyous with Cadbury Dairy Milk Silk. The brand was effective & successful in pursuing its Target Group i.e., young couples preferred CDM Silk over other brands. 'The Kiss Me' jingle was a vital and successful part of the campaign.

Fig: 5.1 Showing Cadbury Advertisement Featuring a Couple



- Cadbury Celebrations

The brand focuses on Indian tradition of exchanging and gifting sweets. They tried to connect with Indian families and touch them emotionally. There were successful up to some extent in the idea of replacing traditional sweets with Cadbury Celebrations. They focused on chocolates also being sweets and introduced new packaging to make it similar to a sweet box.

Fig: 5.1 Cadbury Celebrations Advertisement



1. The confectionery Sector is an impulse-based market where the purchase is not pre-planned & mass-based products are only impulse driven. So, it is really important to have an emotional connection with the consumers. The majority of the mass-based chocolate brands and some premium brands promote their products as a self-reward or more kind of allowing oneself to the feeling of indulgence.

Some examples of such communication strategies are mentioned here under:

A. *'Kit-Kat Break to banta hai'*, Kit Kat

The brand tries to connect with young working professionals who have a hectic lifestyle and doesn't get enough time for a break or to relax in their schedule. They convey the message of taking a small break to have a Kit-Kat which will make them happy and they'll be energetic for the next work or upcoming schedule.

Fig: 5.2 Kit-Kat Advertisement



B. *'Jo Khaaye Kho Jaaye'*, Cadbury 5 Star

The brand here tries and is successful in communicating the pleasure that one derives from having chocolates. They focus on happiness such that you get lost in your own world when you have a bite of 5 Star.

Fig: 5.3 Cadbury 5 Star Advertisement



2. Mondelez with their flagship brand Cadbury Dairy Milk follows a unique communication strategy i.e., trying to replace traditional sweets which are prominent in Indian culture with chocolates. It was a really bold move since sweets have been a part of Indian Traditions since ages. But still Cadbury still managed to make its mark and capture some market share. Their campaign '*Kuch Meetha Ho Jaaye*' is one of the longest running 7 most successful marketing campaigns

Fig: 5.4 Cadbury Advertisement



1. Mars-Wrigley defied all the existing strategies and innovated with a new marketing strategy for communication about their biggest brand in India, Snickers. They launched their campaign focusing on the functional aspects of confectionery and related Snickers with hunger. Their marketing campaign '*You're not you when you're hungry*' which began with a single ad rolled out several ads with different celebrities after the success of the initial ad. This campaign was instrumental in making Snickers the biggest brand of Mars-Wrigley in India.

Fig: 5.5 Advertisement by Mars- Wrigley



4. RESEARCH METHODOLOGY

The present study is descriptive in nature. The study examines the Impact of different marketing strategies in the Confectionery Category of the FMCG Sector with reference to Delhi. The present study uses primary data collected by the survey. Due to the special nature of the study, qualitative data has been used in this study.

Descriptive analysis is a statistical method used to describe and summarize the main characteristics of a data set. It involves organizing, displaying, and summarizing data using measures such as frequency distributions, measures of central tendency, and measures of variability. The purpose of descriptive analysis is to provide a clear and concise summary of the data that can be easily understood and interpreted by others.

Some common methods used in the descriptive analysis include:

1. Frequency distributions: A frequency distribution is a table or graph that displays the number of times each value or category occurs in a data set. This method is used to summarize categorical data.
2. Measures of central tendency: Measures of central tendency, such as the mean, median, and mode, are used to describe the average or typical value of a data set.
3. Measures of variability: Measures of variability, such as the range and standard deviation, are used to describe the spread or dispersion of a data set.
4. Cross-tabulations: Cross-tabulations are used to summarize the relationship between two or more categorical variables. This method is often used to identify patterns and trends in the data.
5. Graphical displays: Graphical displays, such as histograms, bar charts, and scatterplots, are used to visually summarize the data and identify patterns and trends.

Descriptive analysis is an important step in data analysis as it helps to identify patterns, trends, and outliers in the data. It is often used to generate hypotheses and inform the further statistical analysis.

To understand the nature of any problem and come up with a solution, we need systematic research. For the project, I did primary research by directly getting feedback from the customers and understanding their experience. To get a deeper insight, we are performing secondary research as well.

4.1. Data Collection Methods

Primary Research

In the primary research, we plan to conduct primary research in the form of a survey of customer behavior of consumption and buying behavior. To conduct the survey first we made a questionnaire keeping in mind that it should minimize the response error and encourage the respondent to complete the survey.

The survey was created in a way that would yield both quantitative and qualitative data regarding customer choices, demands, attitudes, and feelings toward the market. The wants and demands of end users are revealed by research.

Secondary Research

In secondary research, we gathered material and data from online sources, as well as books, magazines, and newspapers. publications such as books, essays, and newspapers. We analyzed the strategies used by the various industries and their effects on customers by combining all the information. We looked at how businesses aim to keep clients by giving them lots of flexible alternatives for payment, selection, and after-sale services. The purpose of this study is to investigate how business structure affects a company's overall performance.

I applied an advanced understanding of research options methodologies and analyze methods (both qualitative and quantitative) including respective terms, definitions and applicable to the design, implementation, and evaluation of the research project.

The main purpose of the research was to conduct an in-depth analysis of what “ various marketing strategies” are of different companies. How they try to connect with the customers for long relationships.

Research Questions for the Survey:

1. Name of the Person
2. Age of the Person
3. Gender of the Person
4. Who Purchases Chocolates for you?
5. How often do you consume confectionaries?
6. Where do you buy your chocolates usually?
7. What influences your decision for buying chocolates?
8. How much does an effective campaign make you purchase chocolates? (E.g. Kuch Meetha Hojaye, Kit-Kat break)- Rank them
9. Would a new marketing campaign make you try chocolates out once?
10. Do you usually try different flavors/variants out when you purchase a certain chocolate? (E.g. CDM Silk Oreo)
11. Are you loyal to any of these brands?

4.2. Method of Sampling

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. In a simple random sample, every member of the population has an equal chance of being selected.

4.3. Size of Sample

The sample size of the study is 100 respondents from the students and working professionals of age group above 18 years and Below 18 years.

4.4. Tools for Analysis

A questionnaire is created in order to receive the necessary responses required from the samples to achieve the research objectives. Data are represented using tables and pie chart, bar graph and data should be analyzed by the descriptive statistics by helping the tools such as SPSS or MS-Excel.

5. Descriptive Statistical Analysis

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Simple summaries of the sample and the measurements are provided. They serve as the foundation for almost any quantitative analysis of data, together with sample visual analysis. Inferential statistics often distinguishes between descriptive statistics and these. Simply put, descriptive statistics describe what the data is or what it reveals. Quantitative descriptions are presented in an understandable fashion using descriptive statistics. There could be many precautions in place. Large amounts of data can be logically simplified with the aid of descriptive statistics. Descriptive statistics do not however, allow making conclusions regarding any hypothesis we might have made. They are simply a way to describe our data. Descriptive statistical tools are those tools in which these are used to describe the characteristics of a single variable, like frequency percentage etc. Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. In the descriptive statistical analysis a simple summaries of the sample and the measurements are provided. They serve as the foundation for almost any quantitative analysis of data, together with sample visual analysis. Inferential statistics often distinguishes between descriptive statistics and these. Simply put, descriptive statistics provide information about what the data is or what it reveals. Quantitative descriptions are presented in an understandable fashion using descriptive statistics such as in forms of graphs, charts, diagrams etc. There could be many precautions in place. Large amounts of data can be logically simplified with the aid of descriptive statistics. Descriptive statistics allows us to making conclusions regarding any hypothesis we might have made. These are simply methods to describe our data in some visual form. Descriptive statistical tools are those tools in which these are used to describe the characteristics of a single variable, like frequency percentage etc.

Table 1

Table showing Genders of the Respondents

Gender	No. of respondents	Percentage (%)
MALE	052	52%
FEMALE	046	46%
Prefer not to say	002	02%
Total	100	100%

Source: Primary Data

From Table 1 we can identify that 52% of Respondents are male and 46% are female and the remaining 02% prefer not to say. Here male respondents are higher than female respondents in this study.

Figure 1

Graphical Representation of Gender of Respondents

Gender
100 responses

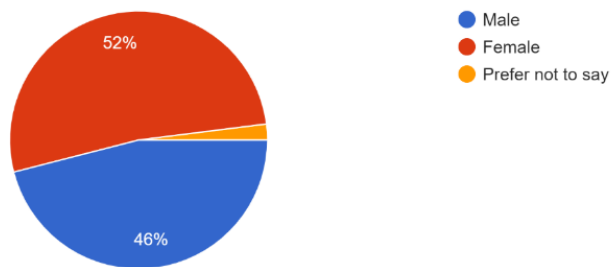


Table 2

Table showing the Age of the Respondents

Age	Number of Respondents	Percentage
Below 18 years	023	023%
Above 18 years	077	077%
Total	100	100%

Source: Primary Data

From Table 2 we can identify that 23% of Respondents are below 18 years and 77% are above 18 years. So here are above 18 years respondents are higher than the below 18 years respondents in this study.

Figure 2

Graphical Representation of the Age of Respondents

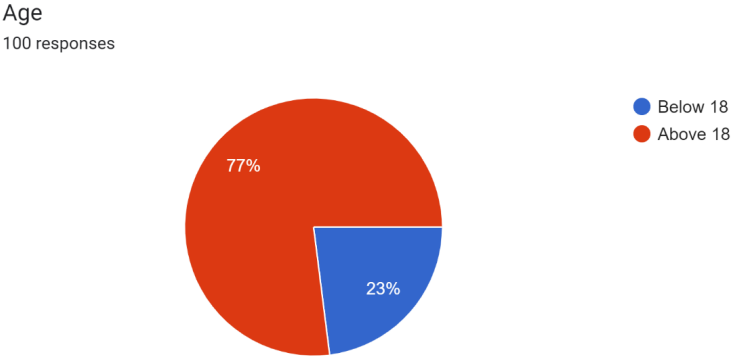


Table 3

Q.1. Who Purchases Chocolates for You?

Particulars	No. of Respondents	Percentage
Me, Myself!	053	053%
Family Members	021	021%
Friends/ Loved ones	026	026%
Total	100	100%

From Table 3 we have clearly identified that 053% of respondents are purchasing chocolates by own self, 021% of respondents are family members and the remaining 026% are who purchase chocolates for friends/loved ones.

Figure 3

Graphical Representations of “Who Purchases Chocolates for You?”

1. Who Purchases Chocolates for you?
100 responses

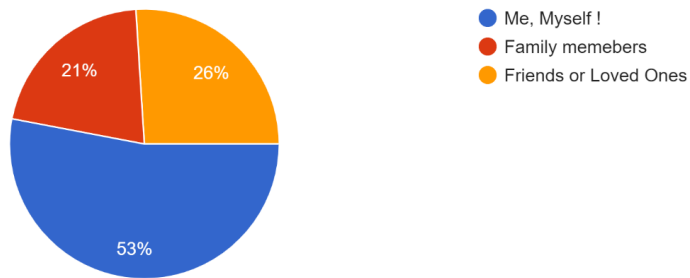


Table 4

Q.2. How often do you consume Confectionaries?

Particulars	Chocolates	Chewing Gums/ Mints	Sweets	Percentage
Multiple times a day	16	6	9	31%
Once a day	18	20	23	61%
Few times a week	27	28	31	86%
Once a week	39	46	37	122%
Total	100	100	100	300%

From Table 4 we have clearly identified that most of the consumers eat chocolates once a week which is 39%, Chewing Gums/ Mints is 46% and Sweets is 37% , and 16 respondents consume chocolates multiple times a day according to their needs and 6 respondents eat chewing gums multiple times a day and 9 respondents consume sweets. And people who consume chocolates few times a week are 27 and for chewing gums we get 28 responses and for sweets 31 people who eat sweets few times a week. And we get the responses for the once a day so we get the 18 responses for chocolates,20 for chewing gums and 23 for sweets.

Figure 4

Graphical Representations of “How often do you consume Confectionaries?”

2. How often do you consumes Confectionaries?

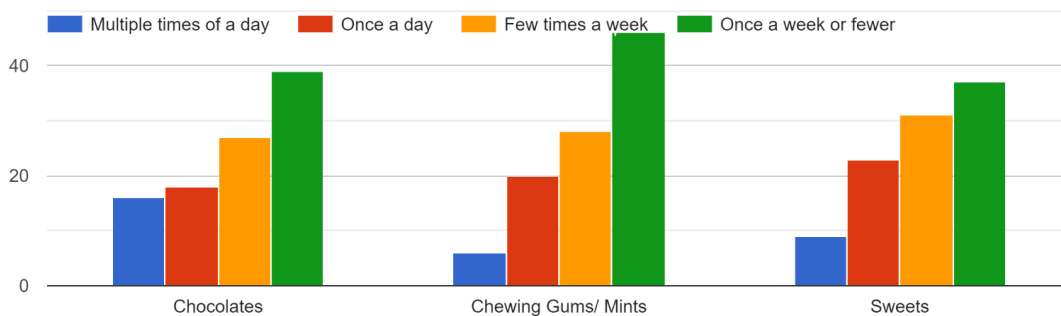


Table 5

Q.3. Where do you buy your chocolates usually?

Particulars	No. of respondents	Percentage
E-Commerce	21	021%
Super/Hyper Markets	30	030%
Kirana Stores	49	049%
Total	100	100%

From Table 5 we have clearly identified that most of the consumers buy chocolates from Kirana stores which is 49%, Super/Hyper Markets is 30% and E-Commerce is 21%. This data clearly shows that most of the consumers prefer to buy chocolates from normal Kirana stores.

Figure 5

Graphical Representations of “Where do you buy your chocolates usually?”

3. Where do you buy your chocolates usually?
100 responses

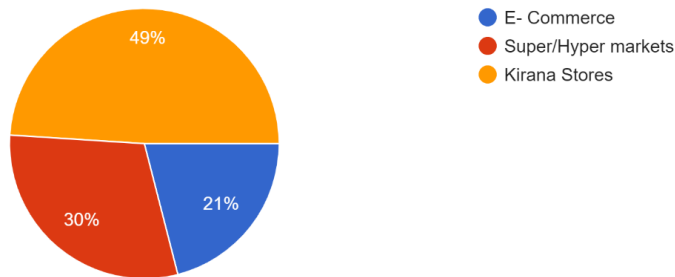


Table 6

Q.4. What influences your decision for buying chocolates?

Particulars	Number of respondent	Percentage
I want to gift chocolates, want to celebrate with loved ones.	026	026%
I need chocolates in my life to survive, It's my major purchase	020	020%
Just buying other stuff when chocolates caught my eyes	040	040%
Just saw advertisements that made me crave chocolates at all	014	014%
Total	100	100%

From Table no. 6 we have clearly identified that most of the consumers buying decisions of chocolate influenced by the “Just buying other stuff when chocolates caught my eye” which is 40%, 26% is I want to gift chocolates, want to celebrate with loved ones, 20% is I need chocolates in my life to survive, it's my major purchase and remaining 14% is Just sawed advertisements that made me crave chocolates at all. So we can analyze from data that normally customers buy chocolates with other stuff.

Figure 6

Graphical Representations of “What influences your decision for buying chocolates?”

4. What influences your decision for buying chocolates?
100 responses

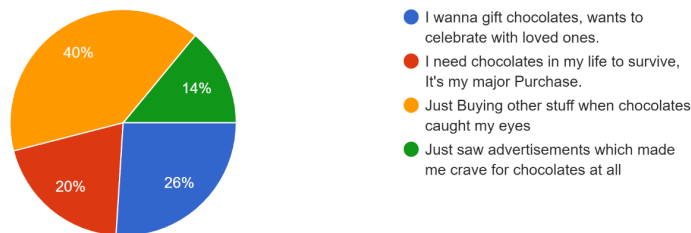


Table 7

Q.5. How much does an effective campaign make you purchase chocolates? (E.g. Kuch Meetha Hojayee, Kit- Kat Break to bnnta hai)

Particulars	I need them now!	Let me order online .	Later, when I'm in a store	I'll think when I see them	Sweets are my thing
R-1	29	25	19	18	27
R-2	27	26	28	24	24
R-3	17	22	20	22	16
R-4	14	10	16	18	17
R-5	13	17	17	18	16
Total	100	100	100	100	100

Figure 7

Graphical Representations of “How much does an effective campaign make you purchase chocolates?” (E.g. Kuch Meetha Hojayee, Kit- Kat Break to bnnta hai)

5. How much does an effective campaign make you purchase chocolates? (E.g. Kuch Meetha Hojayee, Kit- Kat Break to bnnta hai)

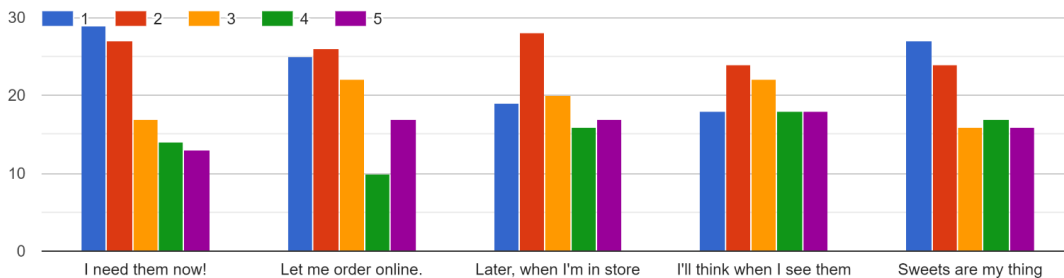


Table 8

Q.6. Would a new marketing Campaign make you try chocolate out once?

Particular	No. of respondents	Percenta
Of course, I have to try	059	059%
No, I have my loyalties & I stick	041	041%
Total	100	100%

From Table no. 8 we have clearly identified that most of the consumers can attract by a new and attractive new marketing campaign to try chocolate out once which is 59% and the remaining 41 % is “No, I have my loyalties & I stick to it!” which means they are loyal with their brands.

Figure 8

Graphical Representations of “Would a new marketing Campaign make you try chocolate out once?”

6. Would a new marketing Campaign make you try chocolate out once?
100 responses

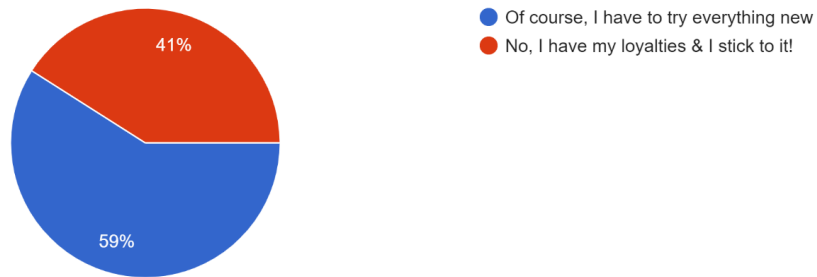


Table 9

Q.7. Do you usually try different flavors/Variants out when you purchase certain chocolates? e.g., Cadbury Dairy Milk- Silk Oreo

Particular	No. of	Percenta
If I see new flavors, I'm getting that over everything else!	58	058%
I don't care much, let me get my favorite chocolate only!	42	42%
Total	100	100%

From Table No. 9 we have clearly identified that most of the consumers are usually try different flavors/Variants which is 58%and the remaining 42% are don't care about flavors and variants.

Figure 9

Graphical Representations of “Do you usually try different flavors/Variants out when you purchase a certain chocolate?” e.g., Cadbury Dairy Milk- Silk Oreo

7. Do you usually try different flavors/Variants out when you purchase a certain chocolates? e.g. Cadbury Dairy Milk- Silk Oreo
100 responses

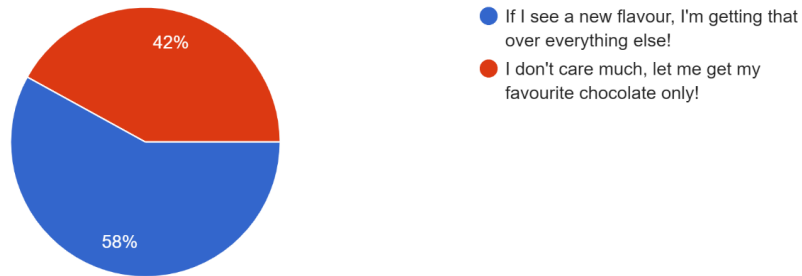


Table 10

Q.8. Are you loyal to any of these brands?

Particular	No. of respondents	Percentage
Kit-Kat	23	23%
Cadbury Dairy Milk	24	24%
Ferrero Rocher	08	08%
Milky bar	05	05%
Galaxy	04	04%
Amul Dark Chocolates	15	15%
Munch	06	06%
Perk	02	02%
5 Star	08	08%
Snickers	05	05%
Total	100	100%

From Table No.10. we have clearly identified that most of the consumers are loyal to the brand name Cadbury Dairy Milk which is 24%, then Kit-Kat which is 23%, then 8% for 5-star and Ferrero Rocher, then 15% for Amul Dark Chocolates, then 5% for Milky Bars and snickers, then 6% for Munch Chocolates and remaining 2% is for Perk Chocolates.

Figure 10

Graphical Representations of Are you loyal to any of these brands?

8. Are you loyal to any of these brands?
100 responses

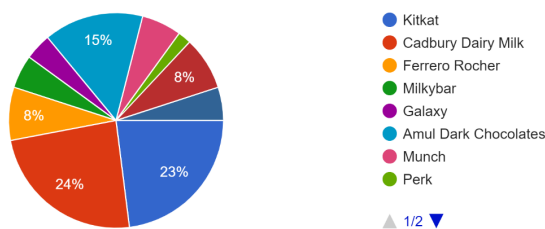


Table 11

Q.9. How many chocolates do you consume in one go?

Particular	No. of respondents	Percentage
Just the need, the taste	81	81
I want it all!	19	19
Total	100	100%

From Table No.11. we have clearly identified that around 81% of the consumers can consume chocolates in one go “Just the need, the taste man” and remaining 19% is “I want it all!”

Figure 11

Graphical Representations of How much chocolates do you consume in One go?

9. How much chocolates do you consume in One go?
100 responses

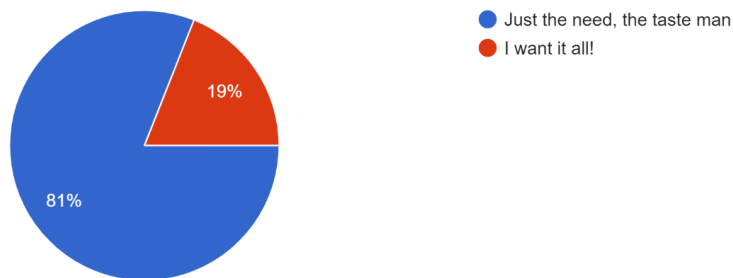


Table 12

Q.10. Which is your Favorite Advertisement Campaign?

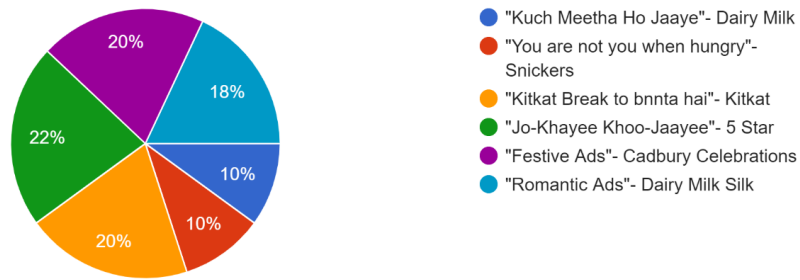
Particular	No. of	Percentag
"Kuch Meetha Ho Jaaye"- Dairy Milk	10	10%
"You are not you when hungry"-	10	10%
"KitKat Break to bnnta hai"- Kitkat	20	20%
"Jo-Khayee Khoo-Jaayee"- 5 Star	22	22%
"Festive Ads"- Cadbury Celebrations	20	20%
"Romantic Ads"- Dairy Milk Silk	18	18%
Total	100	100%

From Table No.11. In this statement we have clearly identified that "Jo-Khayee Khoo-Jaayee"- 5 Star is the most favorable campaign because this is the highest percentage which is 22%, then "Festive Ads"- Cadbury Celebrations and "KitKat Break to bnnta hai"- KitKat both has same percentage which is 20%. After that "Romantic Ads"- Dairy Milk Silk which is 18% and the remaining 10% is for 2 particulars which are "Kuch Meetha Ho Jaaye"- Dairy Milk & "You are not you when hungry"- Snickers

Figure 10

Graphical Representations of Which is your Favorite Advertisement Campaign?

10. Which is your Favorite Advertisement Campaign?
100 responses



6. DATA ANALYSIS

The industry has 2 major motivators that drive customer demand, impulse, and festive occasions. Impulse purchases constitute most of the industry, with only a couple of products like Cadbury celebrations and Ferrero Rocher having a planned purchase associated with it. Planned purchases as seen through our primary research is primarily driven by festivals.

Another segmentation could also be done on confectionaries that are primarily focused on a snack-based market, like KitKat and Perk and Snickers try to target. They offer a varied brand ritual, while also having their own functional needs with it. Most other confectionaries are driven by emotional needs and impulses, with a really elastic market associated with it.

The most crucial element of the marketing mix is the various SKUs' availability across all categories and "on demand." The main component of this is demonstrating how widespread and ever-present your brand is”.

Major brands like CDM have a lot of brand and product extensions, they are available across markets and have their own tagline (“kuch meetha ho jaye”), while product placement on the shelves of traditional and modern stores plays a major role. E-commerce also has a major route of retail and is more associated with bulk purchases of confectionaries. The majority of the mass-based chocolate brands and some premium brands promote their products as a self-reward or more kind of allowing oneself to the feeling of indulgence. Customers usually tend to buy a lot of chocolates at once, as seen through our primary research. The different pain points may be the shipping times and also the availability of different payment options.

Online purchases are also driven by product and price differentiation, discount options that may not be available on a single SKU, and the packaging availability online (bulk SKUs usually have a different packaging associated with it that drives the same product).

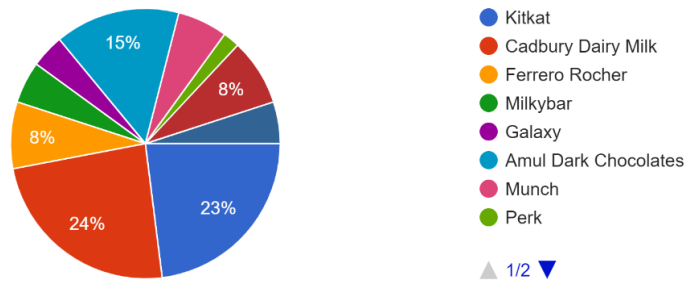
Dairy Milk Silk and other premium-priced products are geared towards appeal and an indulgence in making the consumer feel better about themselves, while also satisfying their emotional needs at the same time. Across the consumer framework, we've seen that online feedback is a major pain point for purchases through the e-commerce framework, and the responses by the seller matter a lot in easing concerns. The traditional stores and modern stores also have a lot of differentiation in the availability of SKUs driving demand for particular brands, with an evaluation of the item purchased not driven by brand loyalty. As we analyze here, we see that the market is really fragmented, and only the major brand CDM has captured the minds of the young Indian consumer through the far-fledged advertising campaign, the availability of specific brand and product extensions, the emotional need-based campaigns that have identified with the market and the minds of the consumer.

We also see that an effective campaign could highlight a major immediate brand recall in the consumer, which might shift the purchase decision of chocolate from purchasing when you see it, to going to the store or purchasing multiple chocolates online immediately. This majorly happens when the need and the emotions of the consumers are met and synergized accurately, and almost instantly.

This also signifies the need to understand the consumer better. Consumers also tend to do most of their purchasing offline, so the need of the brand to position itself in the eyes of the consumer by having immediate brand visibility on the front shelves of major super and hypermarket chains, and also by showing an effective strategy by placing it where consumers have longer wait times like billing queues might be an effective strategy.

8. Are you loyal to any of these brands?

100 responses



Different customer personas could have different need-based drivers, but the major touchpoints identified remain constant throughout different personas. The POS accepting different purchase options also is a major differentiator identified, while discounts not playing as major of a role compared to other major FMCG considering that most purchases made are for a single SKU. Brand recall is high through advertisements and packaging.

7. CONCLUSION

In this project, I looked from various aspects at how several marketing strategies in the Confectionery Industry in the FMCG sector operate and how the confectionery industry has been evolving as per the changing customer needs in terms of various realms. I also looked at the marketing strategies from the perspective of the 4Ps, i.e., Product, Price, Place, and Promotion.

I also had a look at various products and strategies followed by the 3 giants, namely, Mondelez, Nestle, and Mars- Wrigley.

I also tried to gauge the opinion of the public via questionnaires in primary research, about the preferences of the public while buying chocolates from several brands available out in the market. We also referred to two research papers while trying to have a shot at determining the public response and thinking about the confectionery industry.

The major results identified from the project are that the psyche of the Indian consumer is geared towards an emotional impulse-based purchase. The sweets category was ingrained into our cultural aspirations, and replacing that would mean replacing not just the product, but the feelings associated with them too.

The major factor associated with the increasing brand recall was primarily towards instant product visibility and also maximizing the advertising campaigns to force customers to remember the brand extensions and also make it an instant purchase point. The majority of the mass-based chocolate brands and some premium brands promote their products as a self-reward or more kind of allowing oneself to the feeling of indulgence.

We can consider that a successful advertisement might present a big immediate record to the customer and could alter the decision to buy chocolate from a transaction when you see it, to actually go to the supermarket or buy some chocolates online. This arises mainly if the customer's desires and feelings are fulfilled correctly and nearly immediately synergized. Major brands like CDM have a lot of brand and product extensions, they are available across markets and

have their own tagline (“kuch meetha ho jaye”), while product placement on the shelves of traditional and modern stores plays a major role. E-commerce also has a major route of retail and is more associated with bulk purchases of confectionaries. Customers usually tend to buy a lot of chocolates at once, as seen through our primary research. The different pain points may be the shipping times and also the availability of different payment options.

The supply of SKUs increasing demand for individual brands and assessing the products acquired does not focus on brand loyalty even distinguishing dramatically between conventional retail and modern shops. As we examine here, we see that the industry is genuinely fractured, and only the main CDM Brand has penetrated the young Indian buyer's minds through the far-reaching promotion of ads, affordability, and emotional strategies for the business and customer. Primary research of 100 people was done across all major purchasing decisions and awareness of the consumer was analyzed to help us get a hold of the psyche of the consumer. We also did a qualitative analysis of the general consumer journey followed across different trade and purchase channels, what are the different pain points associated for the same, and also the different purchase factors for consumers.

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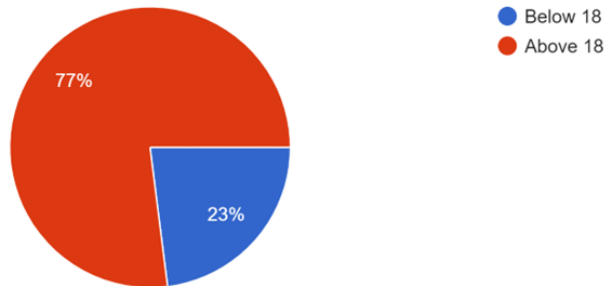
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DATA COLLECTION

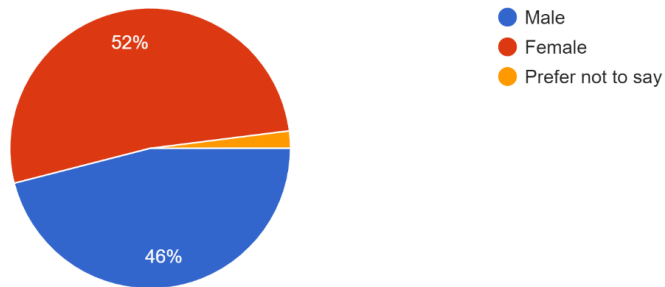
Age

100 responses



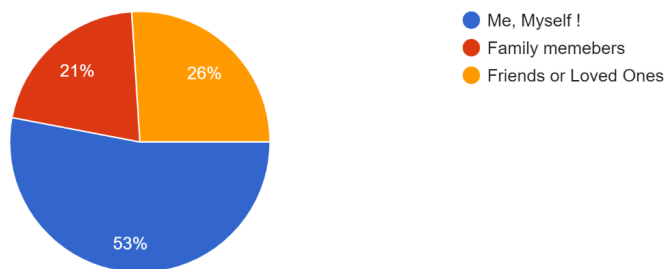
Gender

100 responses

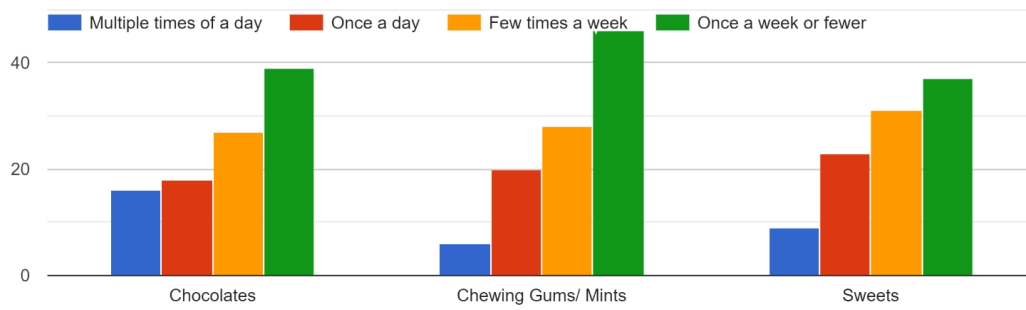


1. Who Purchases Chocolates for you?

100 responses

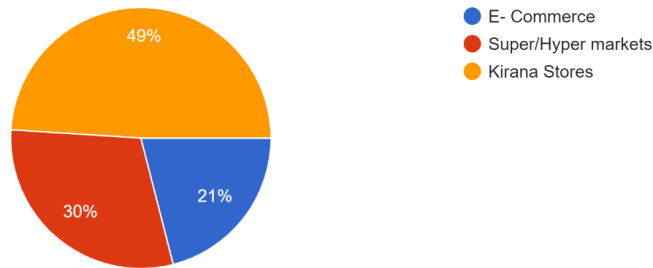


2. How often do you consumes Confectionaries?



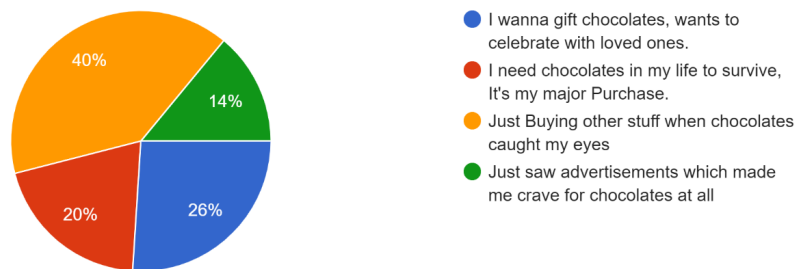
3. Where do you buy your chocolates usually?

100 responses

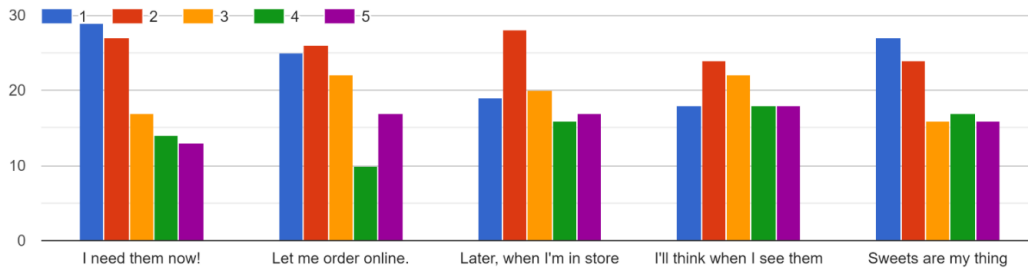


4. What influences your decision for buying chocolates?

100 responses

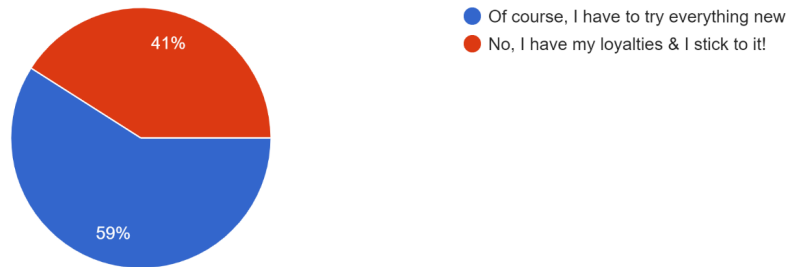


5. How much does an effective campaign make you purchase chocolates? (E.g. Kuch Meetha Hojaye, Kit- Kat Break to bnnta hai)



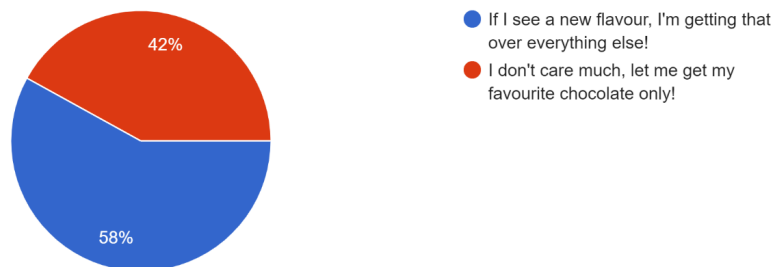
6. Would a new marketing Campaign make you try chocolate out once?

100 responses



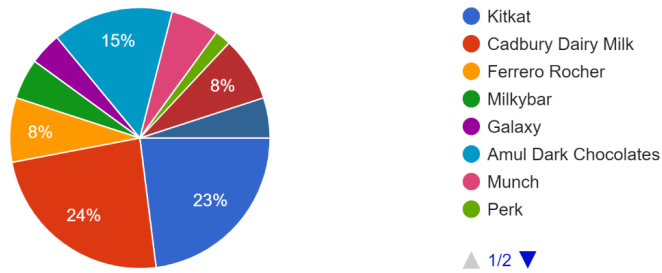
7. Do you usually try different flavors/Variants out when you purchase a certain chocolates? e.g. Cadbury Dairy Milk- Silk Oreo

100 responses



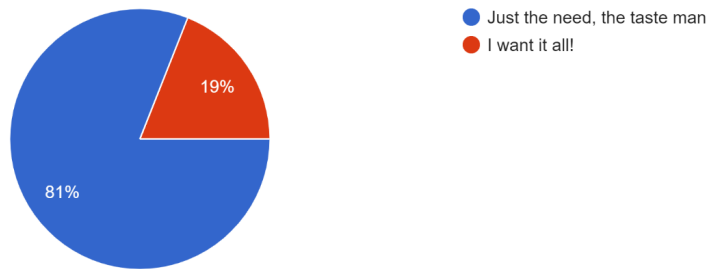
8. Are you loyal to any of these brands?

100 responses



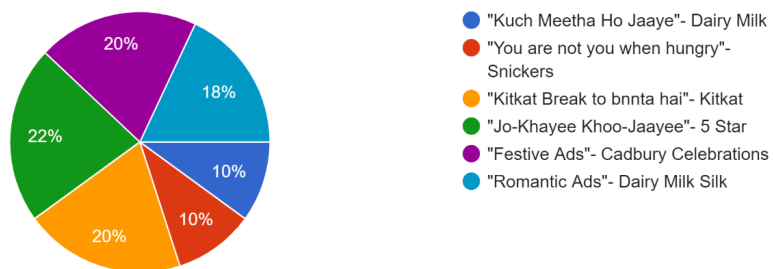
9. How much chocolates do you consume in One go?

100 responses

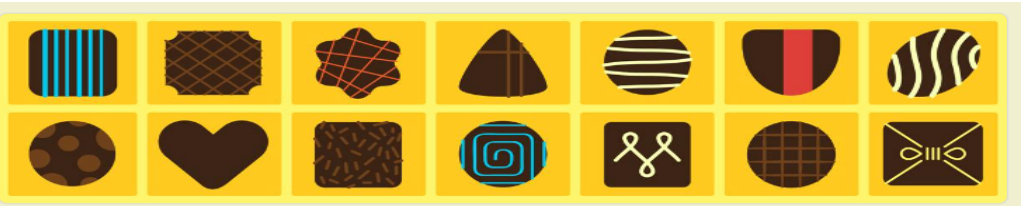


10. Which is your Favorite Advertisement Campaign?

100 responses



ANNEXTURE



Confectionery Market Study

Greetings of the Day!

The confectionary market is highly segmented, with a lot of factors impacting purchase decisions. I would like to analyze a few decisions points, and see how far marketing has been imbedded into this as well. I am Conducting Research for my Academic Purposes as a part of our MBA Program. Kindly take a few minutes to fill out and complete the survey. it will hardly take a few minutes. The survey is entirely anonymous and your responses will remain confidential.

Name *

Short answer text

Gender *

- Male
- Female
- Prefer not to say

Age *

- Below 18
- Above 18

1. Who Purchases Chocolates for you? *

- Me, Myself !
- Family memebers
- Friends or Loved Ones

2. How often do you consumes Confectionaries? *

	Multiple times of a d...	Once a day	Few times a week	Once a week or fewer
Chocolates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chewing Gums/ Mints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Where do you buy your chocolates usually? *

- E- Commerce
- Super/Hyper markets
- Kirana Stores

4. What influences your decision for buying chocolates? *

- I wanna gift chocolates, wants to celebrate with loved ones.
- I need chocolates in my life to survive, It's my major Purchase.
- Just Buying other stuff when chocolates caught my eyes
- Just saw advertisements which made me crave for chocolates at all

...

5. How much does an effective campaign make you purchase chocolates? *
(E,g. Kuch Meetha Hojayee, Kit- Kat Break to bnnta hai)

	1	2	3	4	5
I need them now!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Let me order onli...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Later, when I'm in...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'll think when I s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweets are my th...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Would a new marketing Campaign make you try chocolate out once? *

- Of course, I have to try everything new
- No, I have my loyalties & I stick to it!

7. Do you usually try different flavors/Variants out when you purchase a certain chocolates? e.g. Cadbury Dairy Milk- Silk Oreo *

- If I see a new flavour, I'm getting that over everything else!
- I don't care much, let me get my favourite chocolate only!

8. Are you loyal to any of these brands? * :::

- Kitkat
- Cadbury Dairy Milk
- Ferrero Rocher
- Milkybar
- Galaxy
- Amul Dark Chocolates
- Munch
- Perk
- 5 Star
- Snickers

9. How much chocolates do you consume in One go? *

- Just the need, the taste man
- I want it all!

10. Which is your Favorite Advertisement Campaign? *

- "Kuch Meetha Ho Jaaye"- Dairy Milk
- "You are not you when hungry"- Snickers
- "Kitkat Break to bnnta hai"- Kitkat
- "Jo-Khayee Khoo-Jaayee"- 5 Star
- "Festive Ads"- Cadbury Celebrations
- "Romantic Ads"- Dairy Milk Silk

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