

# **Major Research Project**

## **Consumer Perception towards Cadbury Dairy Milk Advertisement**

**Submitted By**

**SAURAV ARUN**

**2K22/DMBA/110**

**Under the guidance of**

**Dr. Abhinav Chaudhary**

**Assistant Professor**



**Delhi School of Management  
Delhi Technological University  
Bawana Road  
Delhi - 110042**

# CERTIFICATE

This is to certify that **Mr. Saurav Arun**, roll no. 2K22/DMBA/110, a student at Delhi School of Management, Delhi Technological University has worked on a major research project titled “Consumer perception towards Cadbury Dairy Milk Advertisements” in partial fulfilment of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during academic year 2023-24.

Signature of Guide  
(Dr. Abhinav Chaudhary)

# DECLARATION

I, **Saurav Arun** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on ‘Consumer perception towards Cadbury Dairy Milk Advertisements ’ submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Saurav Arun

2K22/DMBA/110

Delhi School of Management

Delhi Technological University

# ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who supported and guided me throughout my research journey. This opportunity has been invaluable in providing me with practical insights and experiences that will undoubtedly shape my future endeavors.

I extend my heartfelt appreciation to Dr. Abhinav Chaudhary, my mentor at Delhi School of Management, Delhi Technological University, for his unwavering guidance, mentorship, and encouragement during the course of my research project. His expertise and willingness to share her knowledge played a pivotal role in enhancing my understanding of the industry and its dynamics.

My gratitude extends to my professors at Delhi School of Management, Delhi Technological University who provided me with the necessary academic foundation and inspired me to apply classroom learning to real-world situations. The theoretical insights gained during my academic studies proved to be valuable assets during the practical challenges of the research.

Furthermore, I am thankful to my friends and family for their unwavering support and encouragement. Their motivation played a crucial role in helping me persevere through the demanding aspects of the research.

Saurav Arun

2K22/DMBA/110

Delhi School of Management

Delhi Technological University

## **EXECUTIVE SUMMARY**

The research project on "Consumer Perception towards Cadbury Dairy Milk Advertisements" delves into the dynamics of the Indian chocolate industry, with a focus on Cadbury's dominance and marketing strategies. The industry overview shows that, despite competition from Nestlé and other entrants, Cadbury maintains its dominant position in the market with 70% of the share. India's chocolate industry has good development potential despite the country's low per capita consumption, thanks to factors including changing consumer tastes and growing disposable incomes.

The creative marketing strategies used by Cadbury Dairy Milk to change customer views and attract adult consumers have contributed to the company's market dominance. The study looks at Cadbury's marketing tactics, such as the "Meethe mein kuch meetha hojave" and "Real Taste of Life" campaigns, which have effectively positioned Dairy Milk as a dessert alternative and encouraged strong emotional bonds with customers.

The research explores consumer behaviour, brand image, advertising effectiveness, and the significance of emotional appeal in Cadbury adverts through an extensive analysis of the literature. It looks into how customer involvement and perceptions of Cadbury's brand image are influenced by visual aspects, cultural relevance, trust, and credibility.

Using secondary data from many sources and primary data from 162 respondents via structured questionnaires, the study technique takes a descriptive approach. Responses are primarily from Bangalore, and convenience sampling is used to target consumers who have eaten chocolate and seen Dairy Milk commercials.

It is anticipated that the research's conclusions would offer insightful information on consumer preferences, the efficacy of advertising, and brand perception, allowing Cadbury to improve its brand positioning and marketing tactics in the cutthroat chocolate industry.

## TABLE OF CONTENTS

<b>S. No.</b>	<b>Content</b>	<b>Page No.</b>
1.	Introduction	1 - 13
1.1	An Overview of Chocolate Industry in India	1 - 3
1.1.1	Types of Chocolates	2
1.1.2	Categories of Chocolates	3 - 4
1.2	Market Size and Share	4 - 5
1.3	Company Overview Cadbury Dairy Milk (Mondelez International)	5 - 6
1.3.1	SWOT analysis of Cadbury	6 - 8
1.3.2	Cadbury Marketing Strategies	8 - 9
1.3.3	Cadbury Marketing Campaigns	9 - 13
2	Objective	14
3	Literature review	15 - 18
3.1	Consumer Behaviour	15
3.1.1	Brand Image	15 - 16
3.1.2	Brand Image and Consumer Behaviour	16
3.2	Advertising	16 - 17
3.3	The Impact of Emotional Appeal in Cadbury Advertisements	17
3.4	Visual Elements and Consumer Engagement	17
3.5	Cultural Relevance and Consumer Identification	17
3.6	Trust and Credibility in Advertisements	17

3.7	Social Media and Consumer Engagement	18
4	Research methodology	19 - 36
4.1	Introduction	19
4.2	Research design	19
4.3	Data collection	20
4.4	Design of Questionnaire	20
4.5	Sampling Plan	20
4.5.1	Sampling Method: Convenience Sampling	20 - 21
4.6	Planning and Analysis	21
4.7	Data Analysis	22 - 36
5	Hypothesis Testing	37 - 39
6	Limitations of the study	40
7	Conclusion	41
8	Reference	42 - 43
9	Annexure	44 - 46
10	Plagiarism report	47

# INTRODUCTION

## 1.1 An Overview of Chocolate Industry in India

Presently, two international corporations dominate the Indian chocolate market. Cadbury holds a dominant 70 percent dominance in the market. The company's brands—Dairy Milk, Perk, Gems, Eclairs, and Five Star—lead their respective categories. With a market share of more than 80% in the early 1990s, Cadbury's dominance was overthrown when Nestle entered the market (The Indian Mirror) The latter, which brought its foreign brands (Lions, Kit Kat) to the nation, currently holds a 15% market share. In this area, the other firms include the Central Arecanut and Cocos Manufactures and Processors Co-operative (CAMPCO) and the Gujarat Co-operative Milk Marketing Federation (GCMMF). Due to the consolidation of foreign chocolate giants Hershey's and Mars to take a piece of the Indian chocolate market, competition in this area is expected to intensify.

	Per capita Chocolate Consumption (in lb)
Switzerland	22.36
Austria	20.13
Ireland	19.47
Germany	18.04
Norway	17.93
Denmark	17.66
United Kingdom	17.49
Belgium	13.16
Australia	12.99
Sweden	12.90
United States	11.64
France	11.38
Netherlands	10.56
Finland	10.45
Italy	6.13

Table 1. Per Capite Chocolate Consumption (in lb) of 15 countries of the world (Indian Mirror)

When it comes to per capita chocolate consumption, India is in no way comparable to these other nations. The chocolate market in India is highly fragmented, offering



a wide selection of goods to suit different customer needs. We have lollipops, bars, toffees, and sugar candy. Considering how many people live in India, it is surprising that just 20 grammes of chocolate are consumed there each person. This is in contrast to over 7 kg in most wealthy countries.

In 1998, the market for chocolate was anticipated to be over 16,000 tonnes, with a value of around Rs. 4.16 billion. Volume growth halted after 1998, having increased at a rate of more than 20% per year in the three years before. Confectioneries with sugar and chocolate have abhorrently low penetration rates; in fact, they are even less common than biscuits, which are consumed by 56% of families. The chocolate market has grown at a rate of between 10% to 20% annually. The category has increased by 14–15% on average over the past five years, and we anticipate that growth will continue at a similar rate over the next five years.

There are currently around 60 million users in the market, most of whom are concentrated in metropolitan regions. As income levels rise, growth will mostly be driven by increased penetration. But the majority of this consumption occurs in urban areas, with essentially little chocolate consumed in rural India. However, the reality remains that 75% of Indians reside in rural areas. The body temperature of 36 degrees is the melting point of chocolate and average summertime temperatures reach 43 degrees Celsius.

India's per capita chocolate consumption is a pitiful 20 grammes, compared to the about 5-8 kg and 8-10 kg per capita in other European nations. In metropolitan areas, over 95% of people are aware of chocolates. In contrast, the growth of other lifestyle foods, including milk meals and malted drinks, has actually decreased by 3.7% and 11.7%, respectively. Chocolate sales, on the other hand, are still growing at a pace of 12.6%. It may be claimed that low-cost unit packs, expanded distribution, and the introduction of new products have all contributed to this expansion. Consumption has increased as a result of the introduction of smaller, less expensive chocolate bars during the past two years and the promotion of chocolate as an alternative to conventional candies during holidays. This is also a result of consumers seeking reasonably priced lifestyle items taking increasing interest in chocolate, which was once seen as an exclusive delicacy. Consumption of chocolate had been limited until recently by the market's low purchasing power. Snack items containing cocoa, such as chocolates, were considered to be exclusive to the wealthy. Significant dietary changes have taken place since economic liberalisation in 1991, in part because of increases in GDP and the spending power of the middle class, which makes about

one-third of the population. Products made using chocolate are also much more readily available.

The Indian chocolate market was valued at \$3.8 billion in 2023 and is expected to grow to \$9.2 billion by 2032. Many reasons have been given for this rise, including:

- Global producers: Global chocolate manufacturers have started emphasising rural India.
- Chocolates that are sugar-free, vegan, and organic are becoming more and more common in confections, baked products, and Western desserts.

### **1.1.1 Types of Chocolates**

Different flavours and kinds of chocolate are formed based on what is added to (or removed from) the chocolate liquor. Each differs from the other not just in flavour but also in chemical composition.

1. Unsweetened or baking chocolate is only solidified chocolate fluid that has cooled; it is mostly used as a garnish or an ingredient in recipes.
2. Recipes are also the main use for semi-sweet chocolate. Extra sugar and cocoa butter have been added. The only difference is that sweet cooking chocolate has more sugar added for flavour.
3. Milk chocolate is just chocolate liquid with more milk, sugar, vanilla and cocoa butter added. The most common form of chocolate is this one. It is essentially a chocolate for eating.
4. Cocoa is a finely ground cocoa liquid that has had a large portion of its cocoa butter removed. Because chocolate absorbs moisture and smells from other products, store it well wrapped in a cool, dry location.

### **1.1.2 Categories of Chocolates**

You may get commercial chocolates in the following varieties:

- Bars or Moulded Chocolates
- Counts
- Panned Chocolates (Gems)
- Éclairs

- Assorted Chocolates

With 37% of the global chocolate market in volume terms, bars and moulded chocolates (such as Dairy Milk, Truffle, Amul Milk Chocolate, Nestle Premium, and Nestle Milky Bar) make up the biggest category. Kit Kat and Perk water chocolates are also included in this category. Ten percent of the whole chocolate market is made up of panned chocolates.

## **1.2 Market Size and Share**

The Indian chocolate market, which is estimated to be worth USD 3.8 billion (about Rs. 31,400 crores) as of 2024, has expanded dramatically. It is anticipated that this market will keep growing and reach an estimated USD 9.2 billion by 2032, or a compound annual growth rate (CAGR) of around 6.1% between 2023 and 2032.

The industry is expanding due to the growing demand for high-end, cutting-edge chocolate goods as well as the growing appeal of chocolate in general and milk chocolate in particular, which accounts for a sizeable portion of the market. The market is further divided into product categories, with moulded chocolates holding a significant share of the market.

The Indian chocolate market is a vibrant and promising sector of the confectionery business as a whole. It is developing due to a mix of customer tastes, rising disposable incomes, and an expanding middle class.

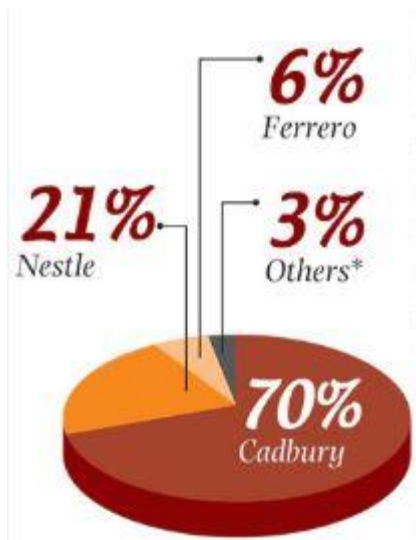


Figure 1. Market share

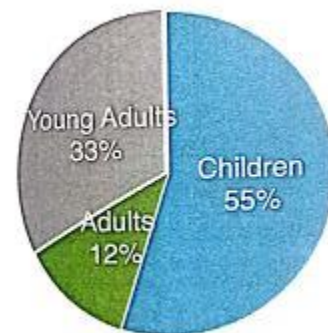


Figure 2. Chocolate consumption structure

### 1.3 Company Overview Cadbury Dairy Milk (Mondelez International)

After being formed in 1948, Cadbury began importing chocolates into India before beginning to produce cocoa in 1965. Over time, it expanded and eventually possessed five production facilities in addition to four sales offices around the nation. Cadbury's primary business was chocolate confectionery, where it held a dominant market share of around 70% in 2011. The company was involved in several culinary categories, including biscuits, drinks, gum, and candies.

Dairy Milk, 5 Star, Perk, Celebrations, Eclairs, and Gems were a few of its top chocolate brands. In India, dairy milk accounted for 30% of the chocolate market. There were several variations of Cadbury Dairy Milk, including Fruit and Nut, Crackle, Roast Almond, Dessert, Silk Shots, Eclairs, Wowie, and 2 in 1.

Nestlé was Cadbury's primary rival in India, holding around 21% of the chocolate market in 2011. Kit Kat, Munch, Bar-One, Milky Bar, and Milky Bar Choo were among the items produced by Nestlé. Cadbury and Nestlé were in a constant state of conflict, waging fierce advertising efforts against one another.

In order to establish a connection with the public and grow in popularity, Cadbury concentrated on its Dairy Milk advertising efforts throughout time. There formerly existed a belief that chocolates were only for young people. Cadbury launched a

number of marketing efforts aimed at influencing adults and bringing them into its customer group in an effort to alter this attitude.

### **1.3.1 SWOT analysis of Cadbury**

Being one of the leading FMCG brands in India, it is safe to say that Cadbury's possibilities and strengths outweigh its threats and weaknesses.

#### **Strengths**

**Global leader:** When it comes to chocolate, Cadbury leads the way. Cadbury, which is well-known for having the best production and a broad distribution network, is present in at least 200 nations. **Strong brands and Products:** Cadbury offers a wide range of products under several powerful brands, including dairy milk, Bourn Villa, Oreo, Five Star, and others. While some of the goods are high-quality investments for Cadbury, others are cash cows.

Cadbury goods are endowed with exceptional brand devotion, along with a strong brand identity and equity. Cadbury's brand equity is considerable as a result of years of effective marketing and branding; as a result, the company is able to charge a premium for its products. Last but not least, a few Cadbury family brand names are well-known and much sought after globally.

**Presenting as a gift:** The most astute move made by Cadbury in the past with items such as dairy milk and holiday confections is to provide these chocolates as gifts for groups. Actually, the giving position is the exclusive emphasis of the most current Bournville. Thanks to its astute business approach, Cadbury has successfully set itself apart from most of its rivals.

**Promotions:** One of the best in the FMCG sector is Cadbury's, with a catchy tagline of "kuch meetha ho jaye" and outstanding ATL and BTL initiatives. Cadbury gains even more strength from this since it offers superior brand memory. One of the few companies that has such a strong relationship with the Indian diaspora is Cadbury. Love, family, and friends are all significant aspects of an Indian's life. Additionally, Cadbury has consistently employed emotional marketing to engage the Indian consumer.

Placement and distribution: Cadbury, like many FMCG firms, has an excellent distribution plan in place that involves splitting the bulk. It is no mean effort to distribute to 200 countries with over 40 different variations. And over the past few years, Cadbury has been succeeding in the same way. It is renowned for having one of India's top FMCG distribution networks.

### **Weaknesses**

As previously said, a company such as Cadbury is supposed to have a lot of positive attributes and not many negative ones. Given the substantial rural diaspora in India, Cadbury's distribution in rural areas is a vulnerability.

In addition, depending on the product's quality, there have been a few isolated instances where rats or cockroaches have been discovered within chocolate. A company like Cadbury should not be allowed to act with such stupidity, since contaminated chocolates of this nature should never make it past quality control. Thus, there is a need to improve quality control.

### **Opportunities**

Rural markets: An opportunity might arise from a weakness. For Cadbury, distribution and market penetration in rural areas may present significant opportunities. It is available abroad, and Cadbury desperately needs a rural preserice to increase the brand's visibility and sales.

New Tastes: Indian consumers usually enjoy eating chocolate bars and little chocolates since they have a sweet tooth. Additionally, there are other flavours that customers enjoy. Therefore, Cadbury has the potential to consistently produce fresh tastes and flavours.

### **Threats**

Cost and price increase: The cost of distribution has increased due to rising fuel and transportation expenses. Simultaneously, procurement and manufacturing incur significant costs. As a result, Cadbury faces danger from the ongoing rise in costs and, therefore, product price, which opens the door for competition.

Growing health consciousness: The Indian populace is becoming more aware of health issues. A lot of individuals would rather drink fruit juices and health drinks than eat chocolate. Every week, articles advocating for healthy living and cautioning against chocolate consumption can be found in both newspapers and websites. Given the negative impacts, many parents have also stopped giving their children chocolates at the same time.

Festivals are becoming less significant: Cadbury has worked hard for years to earn the right to be given as a gift at special events. What occurs if these festivities lose their significance? Additionally, less chocolate is purchased.

Growing purchasing power and rising population demand mean that, in today's world, youngsters who receive chocolates are likely to ask for a computer, a bicycle, or a toy vehicle for themselves as a gift. As a result, the need for presents has increased along with spending power, and a simple chocolate will no longer do. Cadbury is also at risk from this.

### **1.3.2 Cadbury Marketing Strategies**

"Cadbury has been actively seeking for novel methods to interact with consumers. Throughout time, the brand has evolved. Because there is a child inside of everyone, the timeless words "Kuch khaas hai hum sathi mein" conveyed the idea that even grownups can enjoy chocolate. It also gave the brand a cosy feeling. The market has evolved throughout time, and today nobody feels guilty about eating chocolate. We therefore look for new methods to interact with people. Whether it was through the "pehli tareekh" or "pappu paas ho gaya" campaigns, we have always attempted to interact customers with the brand."

-Anup Chitnis, Executive Creative Director at Ogilvy & Mather, South Asia

With a roughly 70% market share, Cadbury Dairy Milk dominates the Indian chocolate confectionery industry. The firm has gone a long way since Indian customers thought of Dairy Milk as a kid's product in the 1990s. Therefore, adults were not its primary users. Cadbury developed a number of advertisements aimed at adults and customers between the ages of 15 and 35 in an effort to alter this image. It made several attempts to involve the clients. With the launch of the "Real taste of life" campaign, the brand urged individuals to embrace their inner kid. The statement

"Those who want to eat, will find a reason for it" introduced the concept of social acceptability.

By doing this, Dairy Milk was able to win over adult audiences to its chocolates. The corporation then tried to take over the sweets sector and replace the traditional Indian sweets with Dairy Milk. In light of this, Cadbury launched two concurrent marketing campaigns: "Meethe mein kuch meetha hojave" (let's eat something sweet for dessert) and "Shubh Aarambh" (auspicious beginning). However, the business also had to deal with and resolve several challenges along the road. In 2003, live worms were discovered in a few Dairy Milk pads.

Despite this, Dairy Milk continued to enjoy widespread popularity and was ranked as Mumbai's most trusted brand in the 2005 edition of Brand Equity's study of trusted brands. Even though it was still included as one of the most trusted brands in the years that followed, its ranking wasn't all that high. It held the 45th position in 2011.

While Nestlé, the second major company and Cadbury's opponent, engaged in strong advertising and, in certain circumstances, directly challenged Cadbury's ads, Cadbury launched significant television advertisements supported by other media. Dairy Milk's "Meethe mein kuch meetha ho jaye" ad aimed to position the brand as a dessert, taking it a step farther than its previous efforts. Even while the advertisements were largely well-received and liked, some industry watchers questioned if Cadbury's attempts would be successful and whether its chocolates could truly take the place of the customary desserts and sweets that were deeply ingrained in Indian culture. They believed that given the lengthy history associated with these delicacies and sweets, it would be challenging to do so. The marketing team at Dairy Milk stated that one of their biggest challenges would be to get consumers to adopt a different perspective.

### **1.3.3 Cadbury Marketing Campaigns**

#### **‘Real Taste of Life’**

The chocolate business has been dealing with some serious issues before to the start of this campaign. In 1991, there was a significant increase in the price of cocoa due to a rise in the excise duty, which went from 16.5% to 27.5%. [6] The price of chocolates increased as a result. In 1994, the cost of a 40 gramme pack of Dairy Milk increased from Rs. 6 to Rs. 10. Cadbury has also cut back on output. Because of the



negative connotation that chocolate has connected with children, adults avoided consuming chocolate and were even somewhat hesitant to do so.



Figure 3. Cadbury Dairy Milk Real Taste of Life advertisement

### **‘Pappu Paas Ho Gaya’**

This was another well-liked Dairy Milk ad that ran in 2005. Bachchan played a store owner in the commercial. The store owner is approached by two men who seek to buy a dairy milk. They promise him Pappu will pay as they depart without exchanging money. When a bunch of girls approach, the same thing occurs once again.



Figure 4. Cadbury Pappu Paas Ho Gaya advertisement

### **‘Kuch Meetha Ho Jaaye’**

The goal of this campaign was to make dairy milk a necessary component of special occasions. It gained notoriety by connecting chocolate with commonplace happiness and accomplishment.



Figure 5. Cadbury Kuch Meetha Ho Jaaye advertisement

### **‘Shubh Aarambh’**

This 2011 campaign, which combined contemporary principles with traditional Indian culture, associated dairy milk with auspicious beginnings. Kiss Me: Launched in 2015, this campaign promoted Cadbury Silk as a representation of passion and closeness with a charming song.



Figure 6. Cadbury Shubh Aarambh advertisement

### #SayItWithSilk

Using social media to connect with younger audiences, this digital campaign invited consumers to use Cadbury Silk chocolates to convey their emotions.





Figure 7. Cadbury Say It with Silk advertisement

## **2. OBJECTIVE**

- ❖ To study the latest trends of chocolate industry in India
- ❖ To study advertising effectiveness specifically for Cadbury Dairy Milk.
- ❖ To analyse customer preference towards content of advertisements for Cadbury Dairy.
- ❖ To find out customer perception for the advertisements of Cadbury Dairy Milk.

## **3. Literature Review**

### **3.1 Consumer Behaviour**

Marketers have always been quite interested in consumer behaviour. Understanding consumer behaviour aids marketers in comprehending how customers make decisions, behave, and distinguish between options such as goods, brands, and the like. It also helps to understand how customers are impacted by their surroundings, social circles, families, and salespeople, among other people.

The study of consumers consists "of the processes involved when individuals or groups select. Purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995, p. 7). Within the marketing domain, the term "consumer" encompasses not just the act of making a purchase, but also patterns of combined buying that involve both pre- and post-purchase actions. Pre-purchase activities might include being more conscious of a need or want, as well as looking for and assessing information about the brands and items that could meet those needs or wants. The assessment of the acquired item in use and the alleviation of any tension that comes with buying pricey and occasionally purchased products are examples of post-purchase activities.

#### **3.1.1 Brand Image**

The primary factor influencing brand equity, or consumers' overall opinion and sentiment about a brand that impacts their purchasing decisions, is brand image. Whatever the company's marketing strategies, the primary goals of marketers' marketing initiatives are to shape consumers' attitudes and perceptions of a brand, solidify the brand's image in their minds, and encourage consumers to actually purchase the brand. This leads to higher sales, a larger market share, and the development of brand equity.

Academics and practitioners alike are focused on brand equity; nevertheless, as of yet, brand equity research lacks a paradigm. The majority of studies gauge brand equity from the viewpoint of the business or the customer. On the one hand, some academics think that the secret to brand equity is the consumers' subjective view (such as attitude, appraisal, contentment, etc.) of the brand. While brand

characteristics and traits will impact customer decisions to purchase, consumers' deeper perceptions of the brand image ultimately drive purchasing behaviour. Brand image continues to have a significant influence on customer decisions when it comes to purchases, even in the face of shifting consumer lifestyles and information processing methods. However, according to Soma researchers, brand equity need to be assessed in relation to cash flow, market value, and market share.

### **3.1.2 Brand Image and Consumer Behaviour**

Since the 20th century, brand image has been the subject of much research because of how crucial it is to developing brand equity. To create successful marketing strategies in the fiercely competitive global marketplace, businesses must have a better understanding of customer behaviour and brand education.

Effect of Brand Image on Consumer Perception of the Brand In 1993, Keller coined the term "customer-based brand equity (CBBE)" to describe the range of responses to the branding effort from customers with differing levels of brand understanding. Stated differently, brand equity originates from and is based on brand image and brand awareness. Positive brand image might be created, according to Keller (1993), by using marketing campaigns to link consumers' recollections of the brand with its distinctive and potent brand connection. In this sense, before consumers could react favourably to the branding effort, brand knowledge needed to be developed and understood. If customers are familiar with a brand, the business may spend less on brand expansion and yet see increased sales.

## **3.2 Advertising**

In the business world, advertising is a type of marketing communication that is meant to influence, manipulate, or inspire an audience to act now or in the future. Usually, the goal is to influence customer behaviour in relation to a business offering. According to Richard F. Taflinger, advertising is "the non-personal communication of information about products, services, or ideas by identified sponsors through the various media that is usually paid for and persuasive in nature."

An advertising agency is a third party that often handles advertising. An advertising agency is a service-oriented company that specialises in conceptualising, organising, and managing advertising on behalf of its customers. Advertising agencies operate

independently of their clients and offer a different perspective on the endeavour to market the clients' goods and services. For its customers, an agency can also manage sales promotions, general marketing, and branding initiatives.

### **3.3 The Impact of Emotional Appeal in Cadbury Advertisements**

Grane and Vecchiato's (2015) research showed that by evoking favourable feelings and boosting brand likability, Cadbury's commercials that emphasised emotional appeal had a substantial impact on customer perception. The study emphasised the significance of emotional storytelling in Cadbury's commercials and how it affects consumers' opinions.

### **3.4 Visual Elements and Consumer Engagement**

According to a study by Wei and Wei (2018), which examined the function of visual components in Cadbury commercials, visually appealing information was crucial in drawing in viewers and raising their opinion of how desirable the product was. The study emphasised how important visual appeal is in influencing how consumers see Cadbury commercials.

### **3.5 Cultural Relevance and Consumer Identification**

Kumar and Lim's (2019) cross-cultural study highlighted how consumers' perceptions are impacted by cultural relevance in Cadbury commercials. The study made clear how crucial it is to match advertising material with a range of cultural norms in order to promote customer identification and a favourable brand image, especially in international markets.

### **3.6 Trust and Credibility in Advertisements**

The influence of credibility and trust in Cadbury ads on customer perception was examined by Johnson et al. (2020). The results showed that customer attitudes and purchase intentions were shaped by Cadbury adverts, which were highly effective in influencing consumer trust in the brand and perceived legitimacy of the advertising material.



### **3.7 Social Media and Consumer Engagement**

Smith and Brown's (2022) recent study looked at how social media affects how consumers see Cadbury commercials. According to the report, social media platforms are becoming more and more important for interacting with Cadbury's advertising material, shaping customer perceptions of the brand, and promoting consumer brand interactions.

## **4. Research Methodology**

### **4.1 Introduction**

The methodical process of gathering and evaluating facts to deepen our comprehension of a topic that interests or worries us is known as research. The term "research" often refers to an attempt to learn something new. The desire to learn more can appropriately be referred to as research; alternatively, search can be defined as a systematic, scientific search for relevant data on a certain subject. Thus, study and human endeavour to get a deeper knowledge of human evolution, environment, and progression through various phases of human history are closely related concepts.

Consequently, research has always been a crucial component of academic endeavours. It has accomplished two goals: it has sharpened minds and led to the development of new ideas explaining a variety of phenomena that have allowed humanity to survive as the modern period has progressed. Human curiosity has led people to see their surroundings from a variety of perspectives. Research is the method by which this investigation of human awareness took shape.

### **4.2 Research Design**

A fact-finding examination known as descriptive research aims to characterise the features of an individual, a scenario, or a group—or, alternatively, to describe the current condition of affairs. Descriptive research methodology is the kind employed. Descriptive research aims to clarify the current situation by verifying assumptions that have been formed about it. Because the main goal of the study is to characterise the nature, circumstances, and level of detail of the current situation, descriptive research is utilised.

Using 162 respondents, a descriptive study is carried out in which the brand image, purchase intuition, and preferred ad material are all thoroughly examined.

### **4.3 Data Collection**

#### Data Sources

The current study uses both primary and secondary data to assess consumer perceptions of the Cadbury Dairy Milk brand and advertisements, as well as the most recent developments in the Indian chocolate business.

#### Primary Data

The 162 respondents will be directly given the structured questionnaire used to gather the study's primary data in order to receive their replies.

#### Secondary data

The secondary data will be gathered via business websites, journals, lounge books, recommendations, and online surfing.

### **4.4 Design of Questionnaire**

The questionnaire will be created with the goal of gathering data while keeping the study's goals in mind. For the convenience of the responders, the majority of the questions will be brief, open-ended, and closed-ended.

### **4.5 Sampling Plan**

In statistical practice, sampling refers to the process of choosing a subset of individual observations from a group of people in order to gain some insight into the population under study, particularly when generating statistically inferred predictions.

#### **4.5.1 Sampling Method: Convenience Sampling**

The method of convenience sampling was used to choose the respondents, most of whom will come from Bangalore, the location of the company's retail stores.

Samples will be gathered by survey methodology, and 162 respondents' responses will be taken into account for data analysis and interpretation.

Sample unit: Customers who have already consumed chocolate and been exposed to dairy milk advertisements will make up the sample unit.

Sample Size: A total of 162 respondents, both inside and outside the same sampling unit, will be included in the sample.

#### **4.6 Planning and Analysis**

A systematic questionnaire will be used to gather primary data from 162 respondents, while websites, corporate reports, publications, recommendations, and lounge books will be used to gather secondary data. After analysis and representation in the form of basic graphs, tables, and charts, the study's results will be analysed to offer pertinent recommendations.

##### Field work

The information is gathered from shoppers in the Delhi/NCR region (Delhi, Gurgaon, Noida), where dairy-based chocolates are widely accessible and customers are exposed to a variety of advertisements.

## 4.7 Data Analysis

The data obtained is obtained upon the completion of the survey and the finalisation of the questionnaire. In order to accept or reject the hypothesis, it is imperative that the collected data be put through appropriate data analysis tools and that the information be appropriately examined thereafter. Although there are various techniques to analyse data, it is the researcher's obligation to choose the best approach.

Below are the results and related interpretation of the same:

Question 1: Gender

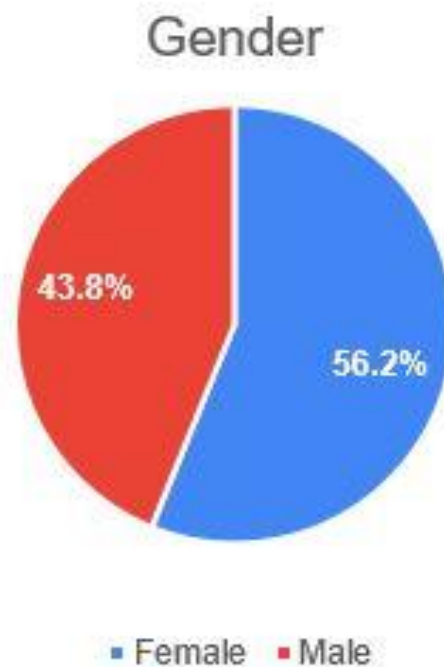


Figure No. 8

The following findings were obtained from a consumer study about the gender distribution of chocolate consumers: Male: 43.8%, female: 56.2%. This suggests that over half of the participants in the poll were female, making up the majority of respondents. Slightly fewer than half of the responses were men. The gender distribution of respondents indicates that female customers were more engaged or interested in the survey issue than male consumers.

### Question 2: Age group

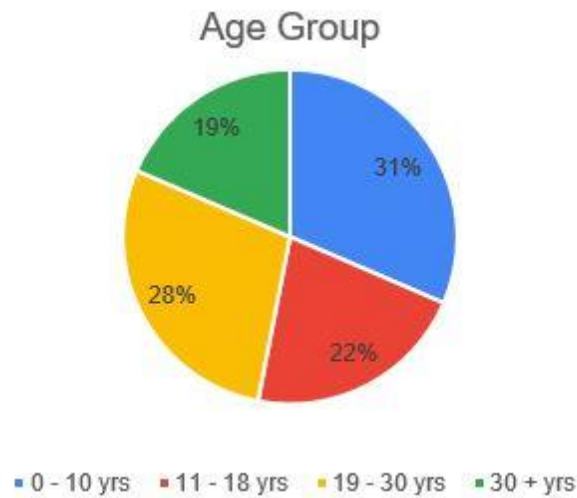


Figure no. 9

11-18 years old: 31%, representing the largest portion of consumers, 0-10 years old: 28%, closely following the largest group, 19-30 years old: 22% of the respondents, Over 30 years old: 19% of the respondents. According to the research, youngsters (0–10 years old) also make up a sizeable number of chocolate consumers, with teens (11–18 years old) being the main consumers in this poll. Though lesser in number, young individuals (19–30 years old) and adults over 30 make up significant portions of the customer base.

### Question 3: Occupation

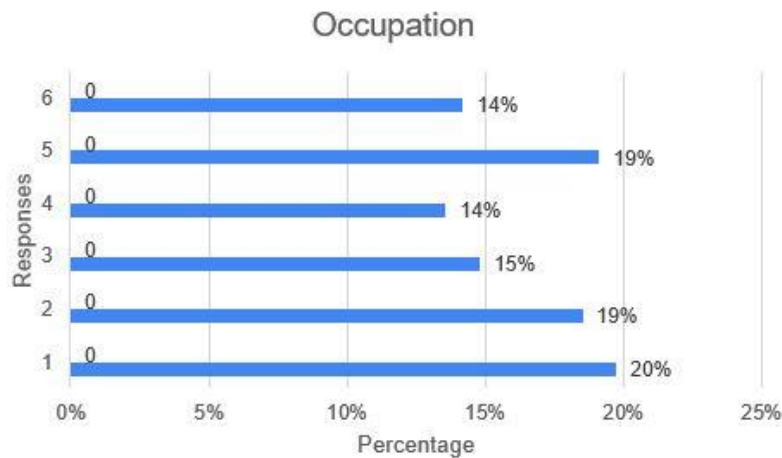


Figure no. 10

Student: 20%, Employed: 19%, Businessman: 15%, Unemployed: 14%, Homemaker: 19%, Retired: 14%. This distribution indicates that students and homemakers are the largest groups of chocolate consumers, each making up 19-20% of respondents. Employed individuals also form a significant portion at 19%. Businessmen, unemployed, and retired individuals each contribute 14-15% to the survey, suggesting a fairly balanced interest in chocolate across different occupations.

Question 4: Do you eat chocolates?

Do you eat chocolates?

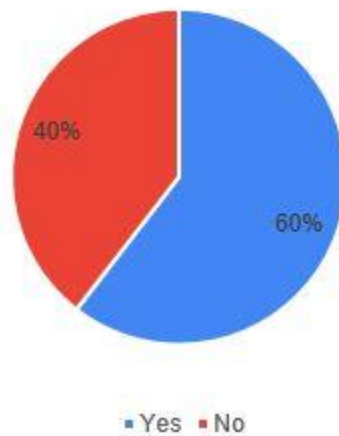


Figure no. 11

According to the findings of the consumer study, 60% of participants said they liked chocolate, while 40% said they didn't. This indicates that a sizable portion of the questioned population preferred chocolates over those who did not, indicating a considerable preference for them.

Question 5: Please select the factors which may affect your decision when buying a chocolate?



Figure no. 12

Taste: 18%, Emotional Appeal: 17%, Brand Name: 15%, Celebrity Endorsements: 15%, Availability: 13%, Price: 12%, Packaging: 9%. The findings show that flavour is the most important component, closely followed by brand identity and emotional appeal. In addition, celebrity endorsements are significant, much like brand name influence. Pricing and availability have a considerable impact, while packaging has the least effect on customers' decisions to buy chocolate.



### Question 6: How often are you exposed to advertisements?

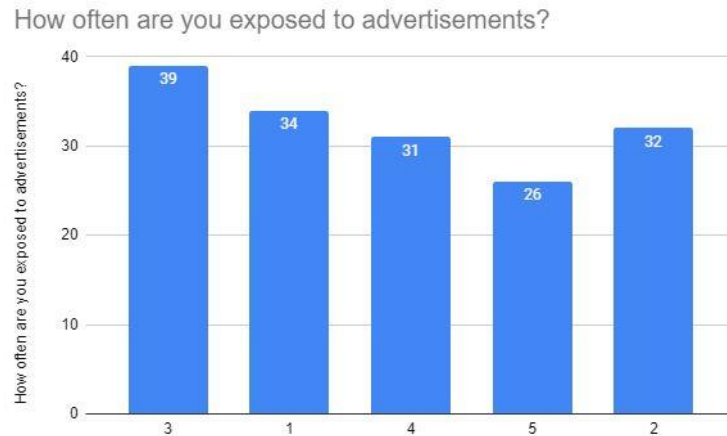


Figure no. 13

Rarely: 39 respondents, occasionally, 34 respondents, frequently: 31 respondents, Very frequently: 26 respondents, Constantly: 32 respondents. According to the research, the majority of respondents saw adverts sometimes. The majority of people see ads infrequently, while a sizable portion do so periodically, regularly, or continuously. This distribution shows that customers are exposed to a wide variety of levels, with no one category being overly dominating.

(Abbreviation for below questions options 1 – Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly agree)

### Question 7: I don't try to skip Dairy Milk advertisements.

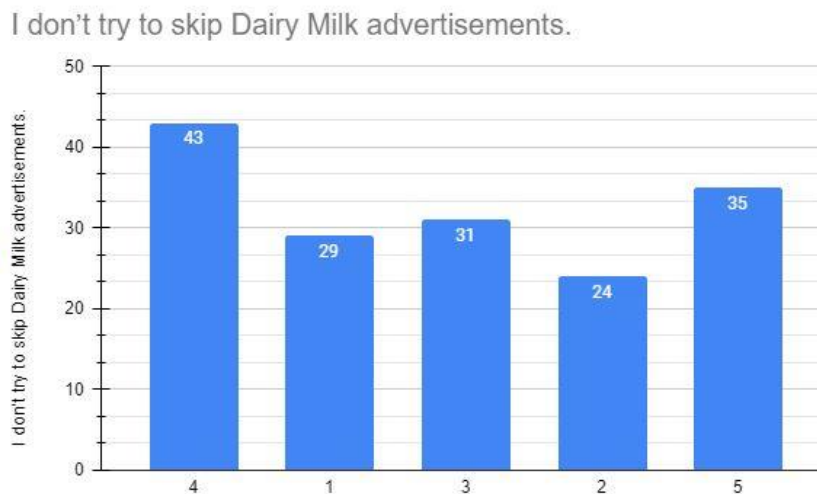


Figure no. 14

The results indicate that a significant portion of respondents (43+35) are inclined to watch Dairy Milk advertisements without skipping them. A notable group remains neutral (31), while fewer respondents (29+24) actively try to skip these ads. This suggests a generally positive or neutral reception towards Dairy Milk advertisements among consumers.

Question 8: I don't like to change the channel when Dairy Milk advertisements are shown to me.

I don't like to change the channel when Dairy Milk advertisements are shown to me.

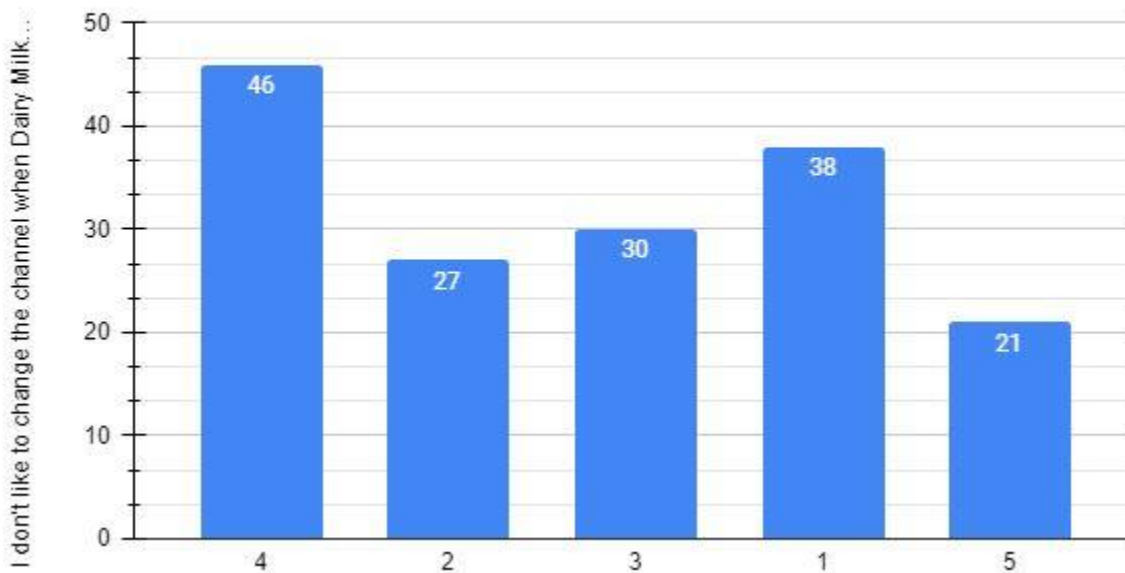


Figure no. 15

The data indicates that a significant portion of respondents (46+21) prefer not to change the channel during Dairy Milk advertisements, suggesting a positive engagement with these ads. However, a notable number (38+27) do tend to change the channel, indicating some resistance. The neutral group (30) suggests a mixed but leaning-positive overall reception towards these advertisements.

Question 9: I like to watch a Dairy Milk advertisement with a song/Jingle.

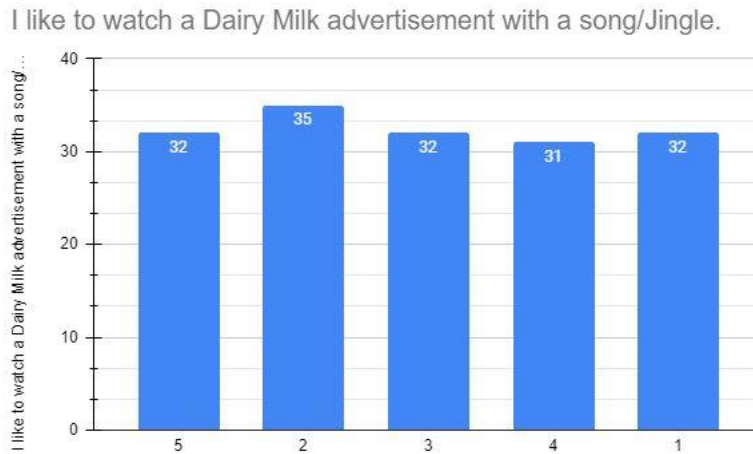


Figure no. 16

The information shows that opinions are distributed about evenly. A nearly similar proportion of respondents (32 strongly disagree and 35 disagree) do not share this choice, despite the fact that 31 respondents agree and 32 strongly agree that they enjoy viewing Dairy Milk commercials with a tune or jingle. Mixed views are expressed regarding this feature of the commercials by the 32 neutral respondents. Overall, the findings point to differing perspectives about the potency of tunes and jingles in Dairy Milk commercials.

Question 10: I would like to watch a Dairy Milk advertisement which tells me a good story.

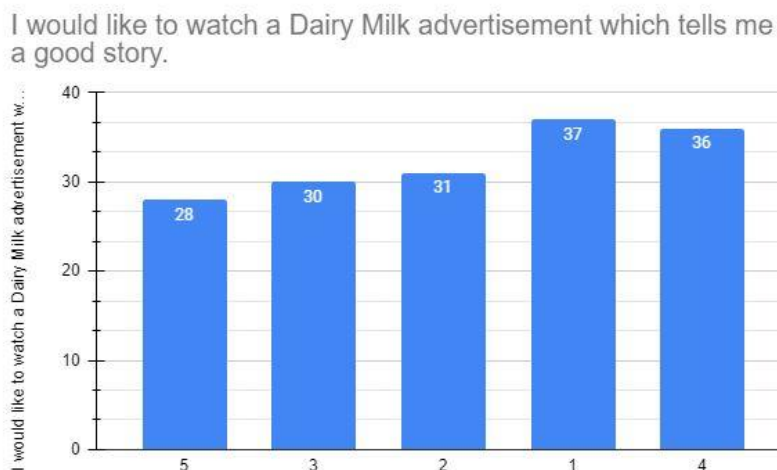


Figure no. 17

The findings indicate divergent views on narrative-based ads. An almost similar percentage (31 disagree and 37 strongly disagree) do not like advertisements that convey a good narrative, despite the fact that a sizable portion (36 agree and 28 strongly agree) do. The neutral group (30) exhibits conflicting emotions, pointing to an unclear agreement about the preference for narrative-driven advertisements.

Question 11: I would like to watch a Dairy Milk advertisement which delivers an emotional message.

I would like to watch a Dairy Milk advertisement which delivers an emotional message.

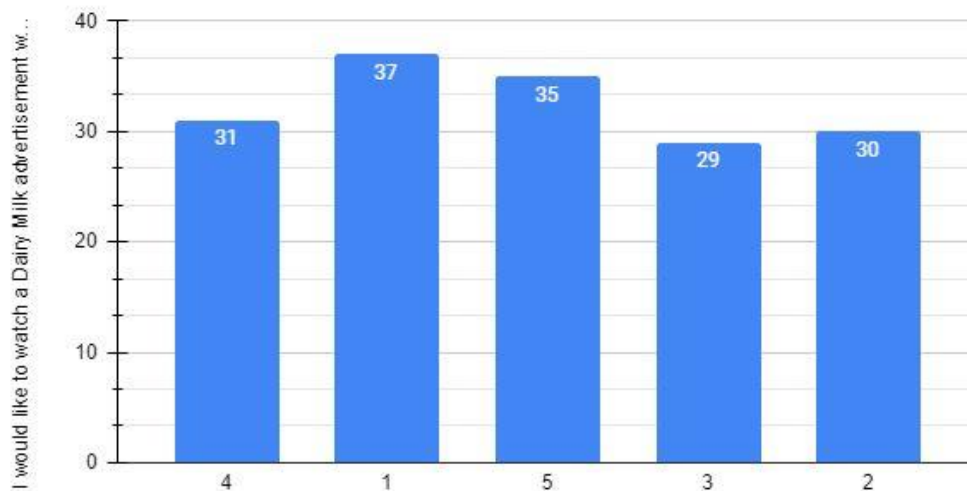


Figure no. 18

The findings show differing perspectives. A sizable percentage of respondents (35 strongly agree and 31 agree) support emotionally charged advertisements. Still, almost equally as many respondents—37 strongly disagreeing and 30 disagreeing—said they did not like these advertisements. The neutral group (29) adds to the mixed opinion by indicating that there isn't a definite majority preference for emotional messages in commercials.

Question 12: I would like to watch a Dairy Milk advertisement which casts my favorite celebrity.

I would like to watch a Dairy Milk advertisement which casts my favorite celebrity.

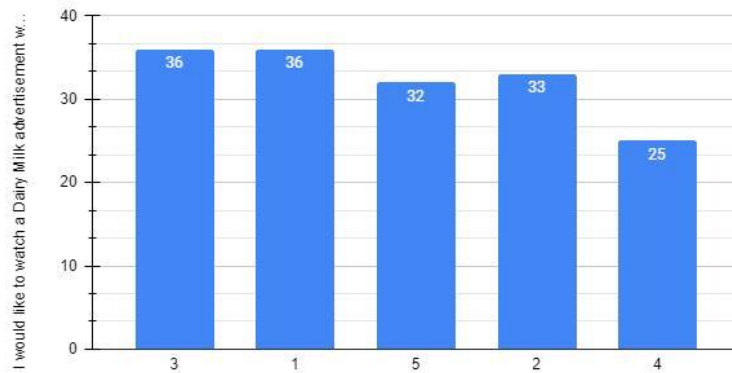


Figure no. 19

While the majority of respondents indicate indifference or resistance, a small percentage of them are interested in or supportive of the notion. This implies that the target demographic may not find it very effective—or perhaps rather polarizing—when their favourite star appears in a Dairy Milk commercial. Additional examination and comprehension of the rationale behind the answers may yield insightful information for marketing choices.

Question 13: I would like to watch a Dairy Milk advertisement which has good graphics.

I would like to watch a Dairy Milk advertisement which has good graphics.

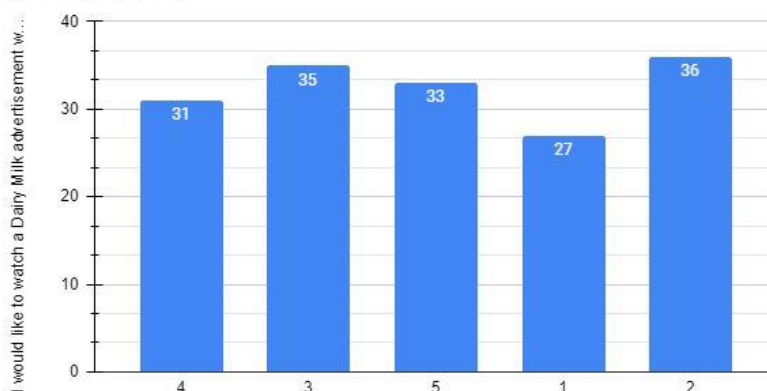


Figure no. 20

The percentage of respondents who said they would want to see such an advertising was about equal (39.5%) to those who said they objected (38.9%). A lower proportion of respondents (21.6%) expressed no opinion. "Disagree" was the most often given response. These results imply that opinions on whether or not consumers would like seeing a visually appealing Cadbury Dairy Milk commercial are not clearly divided. While some individuals could find such an advertising enticing, others would not find it interesting. The survey's findings don't shed any light on the motivations behind respondents' specific responses. Some folks who didn't agree with the remark might not be fond of ads in general or Cadbury Dairy Milk in particular.

Question 14: I would like to watch a Dairy Milk advertisement which gives me more information about the product.

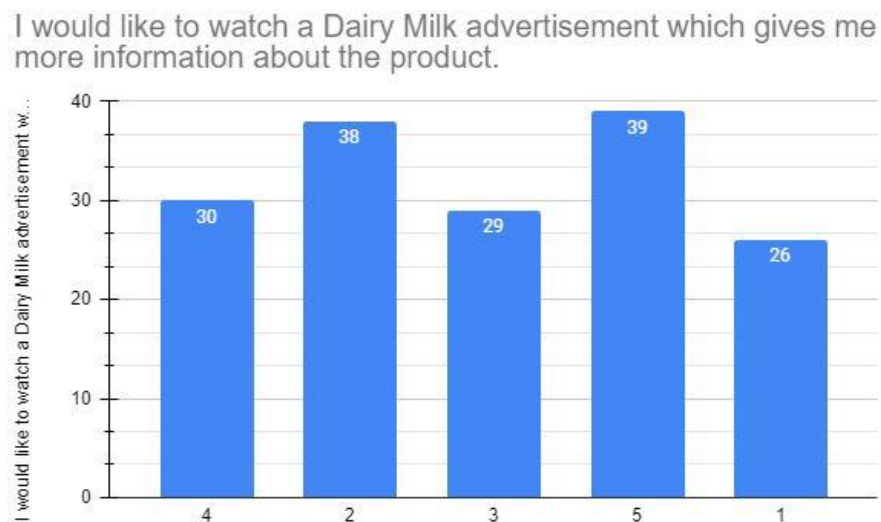


Figure no. 21

The majority either disagree or strongly disagree, indicating a lack of interest in advertisements providing more product information. However, a significant portion agrees or strongly agrees, suggesting some interest in informative advertisements. Overall, there's a split in preferences, highlighting the need for targeted advertising strategies.

Question 15: I would like to watch a Dairy Milk advertisement which is animated.

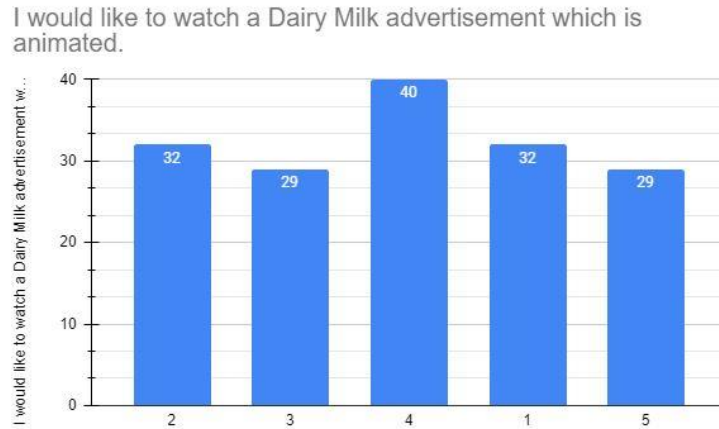


Figure no. 22

A sizable percentage of respondents (40%) expressed agreement with the concept of viewing animated Dairy Milk commercials, suggesting a desire for this style. Nonetheless, the same proportion of respondents disagree or strongly disagree, indicating that a sizable segment of the public opposes animated advertisements. There is also a noteworthy group that has expressed no opinion on the matter. This suggests that customers have differing opinions, which highlights the need of taking into account a variety of advertising strategies in order to successfully target various audience preferences.

Question 16: I would like to watch a Dairy Milk advertisement with characters I can relate to.

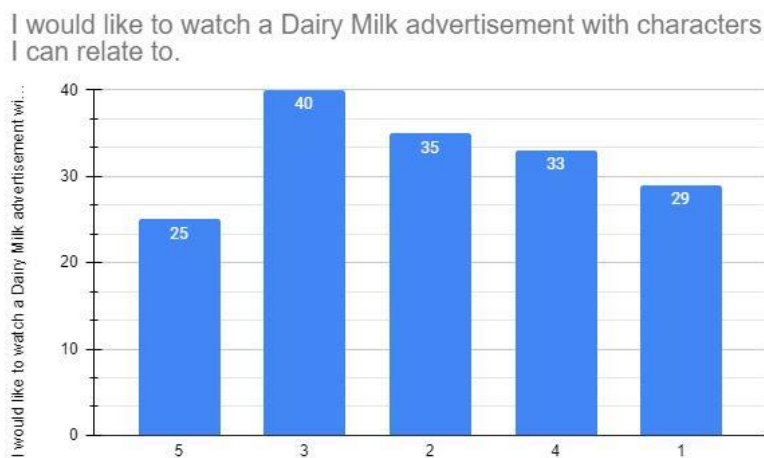


Figure no. 23

The majority of responders are in the neutral category, suggesting that there isn't a clear consensus for or against the concept of relatable character ads. Nonetheless, a sizable fraction disagrees or disagrees strongly, indicating that a sizable section of the studied population does not think relatability in ads is important. On the other hand, other respondents strongly or agree with this statement, saying they like sympathetic characters in Dairy Milk commercials. Overall, the findings point to a varied response from consumers, underscoring the need of taking into account a range of elements outside relatability when creating advertising campaigns.

Question 17: My feeling towards the Cadbury Dairy Milk brand are positive.

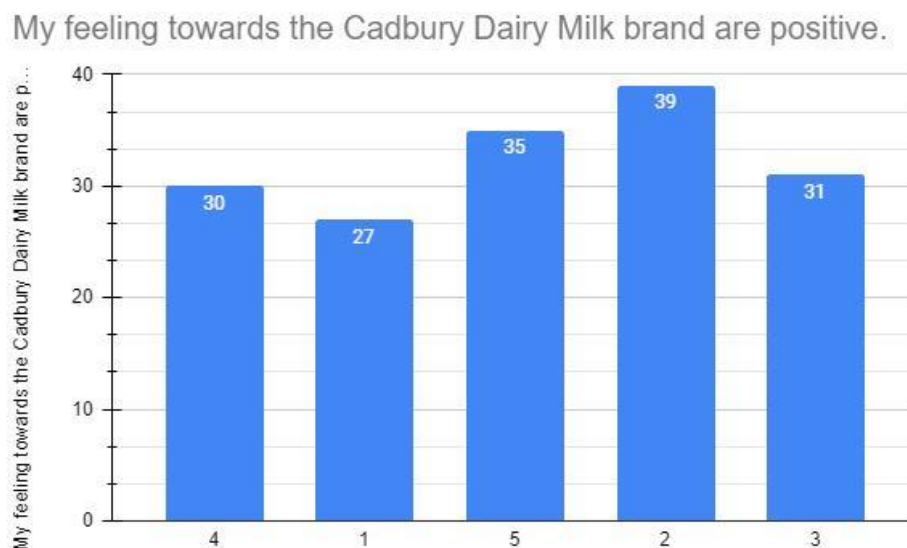


Figure no. 24

The majority of respondents indicate that they disagree, indicating that a sizable part of them have unfavourable opinions about the Cadbury Dairy Milk brand. Those who strongly disagree follow closely after, suggesting a substantial degree of strong resistance or negativity. On the other hand, a significant percentage of respondents express favourable views, falling into the agree and strongly agree categories combined. Nonetheless, the disagree and strongly disagree categories somewhat exceed these amounts. A sizable portion of respondents fall into the neutral group, meaning they are neither strongly in favour of nor against the Cadbury Dairy Milk brand. Overall, the data point to potential for development in creating more favourable connections among customers, despite the fact that there is a mix of positive and negative feelings around the brand.



Question 18: Chocolates made by Cadbury Dairy Milk help me satisfy my cravings.

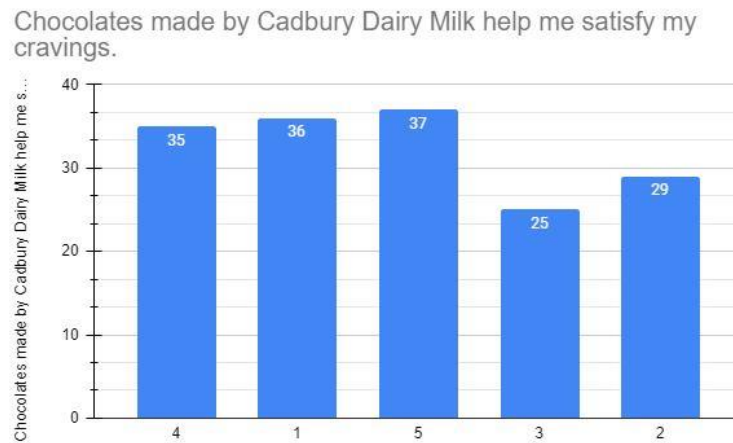


Figure no. 25

There is a great degree of satisfaction among this set of respondents, as seen by the large number of respondents who either strongly agree or agree that Cadbury Dairy Milk chocolates help them satisfy their needs. On the other hand, some respondents disagreed or strongly disagreed, indicating that some people are not satisfied with Cadbury Dairy Milk chocolates' ability to sate their appetites. The neutral group shows a significant percentage of respondents who are neither strongly in favour nor against Cadbury Dairy Milk chocolates, suggesting some ambivalence or doubt about the chocolates' capacity to satisfy desires.

Question 19: Advertisements made by Cadbury Dairy Milk are unique.

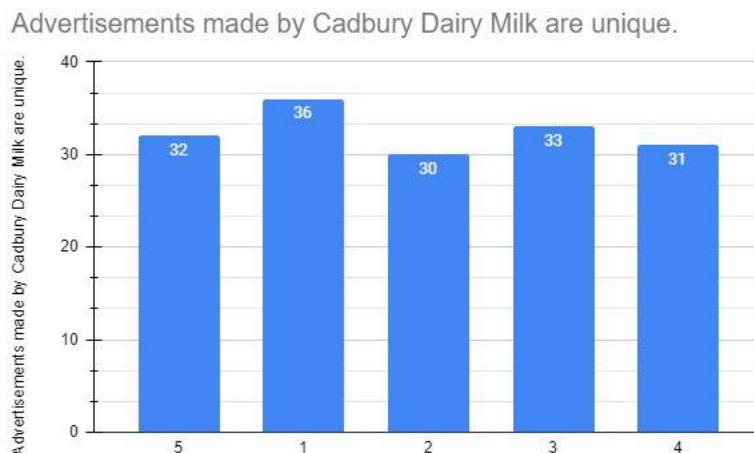


Figure no. 26

There is a considerable degree of doubt or disagreement with the claim that Cadbury Dairy Milk commercials are unique, as seen by the large percentage of respondents who either strongly disagree or disagree. On the other hand, some respondents said that they agree or strongly agree, indicating that some people think the ads for Cadbury Dairy Milk are different. A considerable percentage of responders fall into the neutral group, suggesting some degree of ambivalence or doubt about the novelty of the Cadbury Dairy Milk commercials.

Question 20: Advertisements made by Cadbury Dairy Milk are fun to watch.

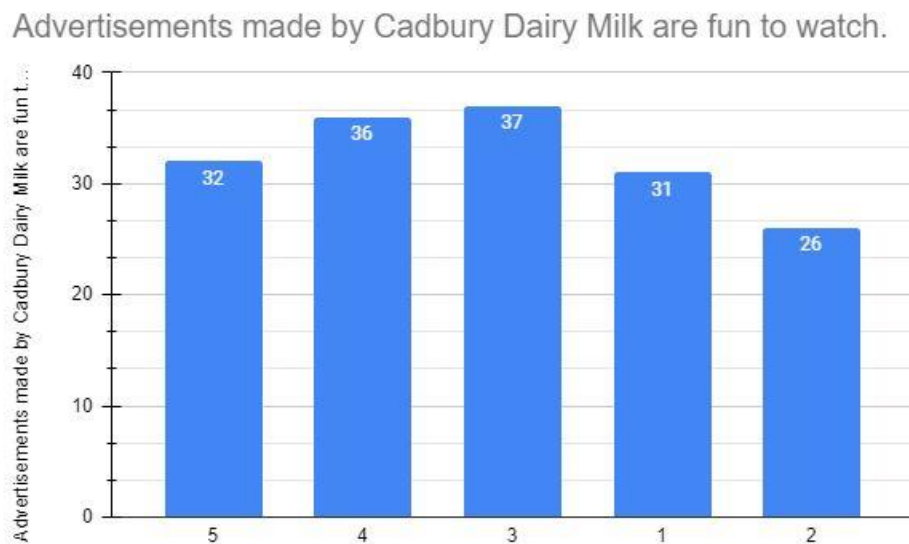


Figure no. 27

The fact that a sizable percentage of respondents either agree or strongly agree that watching Cadbury Dairy Milk commercials is enjoyable shows how much fun this group finds the product. On the other hand, some respondents disagreed or strongly disagreed, indicating that some people are not amused by dairy milk advertisements. A significant percentage of responses fall into the neutral group, suggesting some degree of ambivalence or ambiguity about the entertainment value of Cadbury Dairy Milk commercials. Overall, the findings point to a somewhat balanced assessment of the enjoyable element in Cadbury Dairy Milk commercials, with a little tendency towards agreement. This suggests that even while a large number of respondents find the advertisements entertaining, they may still be made more appealing to a wider audience.

Question 21: Whenever I watch a good advertisement by Cadbury Dairy Milk, I end up buying one.

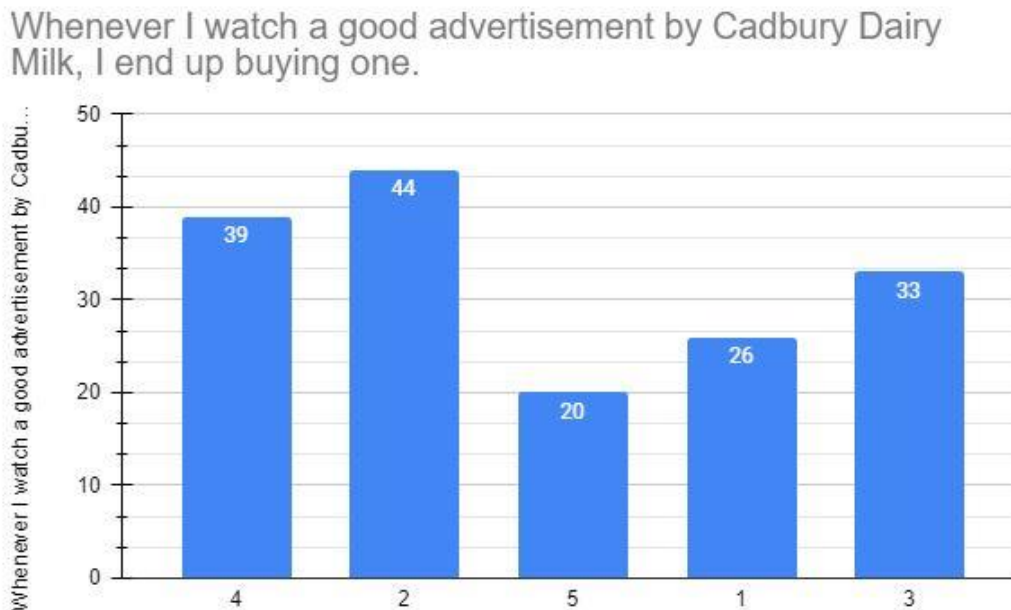


Figure no. 28

There is a high amount of scepticism or disagreement with the notion that seeing an excellent Cadbury Dairy Milk advertising leads to a purchase, as indicated by the significant number of respondents that either strongly disagree or disagree with it. On the other hand, some respondents said that they strongly agreed or agree, indicating that some part of the population believes Dairy Milk advertisements have an impact on their decisions to buy. A significant percentage of respondents fall into the neutral group, suggesting some degree of ambivalence or confusion about the influence of Cadbury Dairy Milk commercials on their purchasing decisions. The findings indicate that respondents' perceptions of the impact of Cadbury Dairy Milk commercials on purchase decisions are generally well balanced, with a slightly greater percentage of respondents disagreeing with the assertion. This suggests that there may be space for improvement in the effectiveness of Dairy Milk advertisements to influence customer purchasing.

## 5. Hypothesis Testing

1. To find out relationship of exposure to advertisements and the likelihood of purchasing Dairy Milk chocolates.

H0: There is no statistical significance between exposure to advertisements and the likelihood of purchasing Dairy Milk chocolates.

H1: There is statistical significance between exposure to advertisements and the likelihood of purchasing Dairy Milk chocolates.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.246 <sup>a</sup>	16	.507
Likelihood Ratio	15.371	16	.498
Linear-by-Linear Association	.871	1	.351
N of Valid Cases	162		

Chi-Square tests evaluating the relationship between two category variables are displayed in the table. There is no significant correlation between the variables, as shown by the p-values for the Likelihood Ratio (0.498), Linear-by-Linear Association (0.351), and Pearson Chi-Square (0.507) all exceed 0.05. Furthermore, 28% of cells have predicted counts that are lower than 5, which may have an impact on the test findings' accuracy. Hence, we fail to reject the null hypothesis, suggesting no significant relationship between the two variables.

2. To find out relationship of positive feelings towards the Cadbury Dairy Milk brand and the likelihood of purchasing the product after viewing an advertisement.

H0: There is no statistical significance between positive feelings towards the Cadbury Dairy Milk brand and the likelihood of purchasing the product after viewing an advertisement.

H1: There is statistical significance between positive feelings towards the Cadbury Dairy Milk brand and the likelihood of purchasing the product after viewing an advertisement.

2.

### Correlations

		My feeling towards the Cadbury Dairy Milk brand are positive.	Whenever I watch a good advertisement by Cadbury Dairy Milk, I end up buying one.
My feeling towards the Cadbury Dairy Milk brand are positive.	Pearson Correlation	1	.085
	Sig. (2-tailed)		.280
	N	162	162
Whenever I watch a good advertisement by Cadbury Dairy Milk, I end up buying one.	Pearson Correlation	.085	1
	Sig. (2-tailed)	.280	
	N	162	162

The chance of buying dairy milk after viewing a successful advertising and favourable sentiments towards the Cadbury Dairy Milk brand are the two variables whose relationships are displayed in the correlation table. The significance (2-tailed) of the Pearson correlation coefficient is 0.280, and it is 0.085. Since there is no statistically significant link between these two variables, the p-value is larger than 0.05. Stated differently, there is no significant correlation between favourable perceptions of the Cadbury Dairy Milk brand and the probability of buying Dairy Milk following the viewing of an effective advertising.

3. To find out relationship of perception of Dairy Milk advertisements as being unique and enjoyable and the likelihood of purchasing the chocolate.

H0: There is no statistical significance between the perception of Dairy Milk advertisements as being unique and enjoyable and the likelihood of purchasing the chocolate.

H1: There is statistical significance between the perception of Dairy Milk advertisements as being unique and enjoyable and the likelihood of purchasing the chocolate.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.548	.322		7.913	.000
	Advertisements made by Cadbury Dairy Milk are unique.	.040	.071	.045	.567	.571
	Advertisements made by Cadbury Dairy Milk are fun to watch.	.074	.073	.081	1.023	.308

a. Dependent Variable: Whenever I watch a good advertisement by Cadbury Dairy Milk, I end up buying one.

The regression analysis shows that neither "Advertisements made by Cadbury Dairy Milk are unique" (p-value 0.571) nor "Advertisements made by Cadbury Dairy Milk are fun to watch" (p-value 0.308) significantly predict the dependent variable "Whenever I watch a good advertisement by Cadbury Dairy Milk, I end up buying one." Both p-values are greater than 0.05, indicating no significant influence.

## **6. Limitations of the study**

- The results of this study cannot be extrapolated to other regions of the nation or to rural areas because it is limited to the city of Delhi and the National Capital Region.
- The sample size is limited to 162 responders due to scheduling restrictions.
- The analysis will be based on the current data; as such it may lose its relevance in the future.
- The response of the respondents may be biased.

## 7. Conclusion

The "Consumer Perception towards Cadbury Dairy Milk Advertisements" consumer study provides a comprehensive picture of the factors influencing consumer attitudes and preferences. Female respondents predominate in terms of gender, which suggests that they are more interested in the topic of the poll. While teens make up the majority of consumers, adults and children also participate in significant amounts, indicating a broad demographic appeal. Students and stay-at-home moms are the most common consumer occupations, however there is a fair representation of different vocations.

According to the poll, participants have a strong predilection for chocolate, and the main factors influencing their choices to buy are taste, brand identification, and emotional appeal. There is, however, disagreement about the best ways to use advertising, with different people favouring different approaches. These approaches include narrative-driven advertisements, emotive appeals, and celebrity endorsements. Furthermore, despite the public's fascination with animated ads featuring familiar characters, doubts have been raised about the effectiveness and distinctiveness of Dairy Milk's marketing in influencing consumer choices.

Despite differences in opinion, respondents are generally satisfied with Cadbury Dairy Milk chocolates' capacity to satisfy their demands. Though opinions on how distinctive and successful Dairy Milk adverts are in encouraging sales are more split.

The survey's overall findings highlight how complicated consumers' views and preferences are when it comes to Cadbury Dairy Milk commercials. Although there is undeniable attraction for the product itself, there is ongoing discussion over the efficacy of promotional tactics. This implies that Cadbury could improve its marketing strategy by using the survey's results to create ads that appeal to a wider range of customer demographics. Cadbury can improve its brand positioning and appeal in the cutthroat chocolate business by addressing these complex preferences and perceptions.



## 8. References

1. Chocolate industry in India [Online] Available from <http://www.indianmirror.com/indian-industries/chocolate.html>
2. Chocolate Industry in India [Online] Available from [www.rediff.com](http://www.rediff.com), [www.indiaonline.com](http://www.indiaonline.com), [www.Equitymaster.com](http://www.Equitymaster.com)
3. "Cadbury Dairy Milk" [online] Available from [www.cadburyindia.com](http://www.cadburyindia.com)
4. SWOT analysis of Cadbury, [Online] Available from [www.Marketing91.com](http://www.Marketing91.com)
5. Cadbury dairy milk one of the most trusted brand, Brand Equity, 2005.
6. Cadbury Dairy Milk Advertising campaigns in India [Online] Available from [www.icmrindia.org](http://www.icmrindia.org)
7. Moneesha Pachauri, (2002, February), The Marketing Review, Nottingham University Business School, Jubilee Campus, Wollaton Road, Nottingham
8. Ajzen, L. and Fishbein, M. (1977, September), "Attitude-Behaviour Relations: A Theoretical Analysis and Review of Empirical Research"
9. Park, C.W., Jaworski, B.J. and Macineis, D.J. (1986) Strategic Brand Concept-Image Management, Journal of Marketing.
10. Dobni D. and Zinkhan, G.M. (1990) In Search of Brand Image: A Foundation Analysis. Advances in Consumer Research.
11. Herzog, H. (1963) Behavioral Science Concepts for Analysing the Consumer. In: Bliss, P. Ed., Marketing and the Behavioural Sciences
12. Newman, S.L. (1985) Facies Interpretations and Lateral Relationships of the Blackhawk Formation and Mancos Shale, East-Central Utah. Rocky Mountain Section.
13. RICHARD, F.T., (1996). A Definition of Advertising.[online] Available from: [http:// public.wsu.edu/~taflinge/addeline.html](http://public.wsu.edu/~taflinge/addeline.html)
14. MSG (2003) Advertising Agencies Meaning, its Role and Types of Agencies. [online] Available from: <http://managementstudyguide.com/advertising-agencies.htm>
15. Aaker, David A. and Donald E. Bruzzone (1985), "Causes of Irritation in Advertising." Journal of Marketing.
16. Anderson, Daniel R. (1985), "Online Cognitive Processing of Television," in Psychological Processes and Advertising Effects.

17. Kaplan, Barry M. (1985, April/May), "Zapping-the Real Issue Is Communication," Journal of Advertising Research.
18. Yorke, David A. and Philip J. Kitchen (1985, April/May), "Channel Flickers and Video Speeders, Journal of Advertising Research.
19. Kahneman, Daniel (1973), Attention and Effort, Englewood Cliffs, NJ: Prentice-Hall
20. Bettman, James R. (1979), An information Processing Theory of Consumer Choice.
21. Berlyne, Daniel E. (1958), "The Influence of Complexity and Novelty in Visual Figures on Orienting Responses," Journal of Experimental Psychology.
22. Leckart, Bruce T. (1966), "Looking Time: The Effects of Stimulus Complexity and Familiarity, Perception and Psychophysics.

## 9. ANNEXURE

### Questionnaire

1. Gender

Male

Female

Prefer not to say

2. Age group ?

0 - 10 yrs

11 - 18 yrs

19 - 30 yrs

30 + yrs

3. Occupation?

Student

Employed

Business man

Unemployed

Homemaker

Retired

Other:

4. Do you eat chocolates?

Yes

No

5. Please select the factors which may affect your decision when buying a chocolate?

Brand Name

Emotional Appeal

Price

Taste

Availability

Packaging

Celebrity Endorsements

6. How often are you exposed to advertisements?

Rarely

Occasionally

Frequently

Very frequently

Constantly

7. I don't try to skip Dairy Milk advertisements.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

(Below all the questions have same option as in question 7)

8. I don't like to change channel when Dairy Milk advertisements are shown to me.
9. I like to watch a Dairy Milk advertisement with a song/Jingle.
10. I would like to watch a Dairy Milk advertisement which tells me a good story.
11. I would like to watch a Dairy Milk advertisement which delivers an emotional message.
12. I would like to watch a Dairy Milk advertisement which casts my favorite celebrity.
13. I would like to watch a Dairy Milk advertisement which has good graphics.
14. I would like to watch a Dairy Milk advertisement which gives me more information about the product.
15. I would like to watch a Dairy Milk advertisement which is animated.
16. I would like to watch a Dairy Milk advertisement with characters I can relate to.
17. My feeling towards the Cadbury Dairy Milk brand are positive.
18. Chocolates made by Cadbury Dairy Milk help me satisfy my cravings.
19. Advertisements made by Cadbury Dairy Milk are unique.
20. Advertisements made by Cadbury Dairy Milk are fun to watch.
21. Whenever I watch a good advertisement by Cadbury Dairy Milk, I end up buying one.

# 10. Plagiarism Report

Similarity Report

PAPER NAME

**Saurav MRP draft (1).docx**

WORD COUNT

**8026 Words**

CHARACTER COUNT

**44862 Characters**

PAGE COUNT

**46 Pages**

FILE SIZE

**1.4MB**

SUBMISSION DATE

**May 26, 2024 7:42 PM GMT+5:30**

REPORT DATE

**May 26, 2024 7:43 PM GMT+5:30**

## ● 8% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

- 6% Internet database
- 0% Publications database
- Crossref database
- Crossref Posted Content database
- 7% Submitted Works database

## ● Excluded from Similarity Report

- Bibliographic material
- Small Matches (Less than 10 words)

Summary