

DETERMINANTS OF CONSUMER BUYING BEHAVIOUR TOWARDS CHOCOLATES: EVIDENCE FROM CHENNAI CITY

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Abstract

Chocolate is consumed by many people all over the world. Chocolate is made out of cocoa which brings delight to its consumers. Consumer's buying behaviour has drawn an impact on designing marketing strategies to create brand preference. The main aim of this study is to understand the determinants of consumer buying behaviour towards chocolates. Data had been collected with the help of structured questionnaire which comprised of two parts. Part I dealt with demographic profile of the respondents and part II dealt with the determinants influencing consumers buying behaviour. Questionnaire was circulated among 200 respondents in the city of Chennai. Simple percentage analysis was used to find out the demographic profile and perception of the respondents. Chi-Square test was used to find out the association between the family monthly income and the amount spent on purchase of branded chocolates. Factor Analysis revealed that the major determinants influencing buyer behaviour were perceived price, taste and quality, product promotion, health benefits, texture and variety.

Keywords: *Buyer behaviour, consumer perception, Perceived price, Chocolates.*

INTRODUCTION

Chocolate is consumed by many people all over the world regardless of the age and gender. Chocolate is made out of cocoa which brings happiness to its consumers. Consumer buying behaviour is a dynamic and multi-layered process that influenced by a combination of psychological, social, cultural, personal, and economic factors. Buying decisions in the chocolate market are shaped by various determinants such as brand image, product quality, taste, price, packaging, promotional activities, product availability, health consciousness, influence of peer groups and seasonal demand. Understanding these determinants has become necessary for chocolate producers and marketers who seeks development in the effective marketing strategies that enhance and strengthen customer loyalty. considering the buying behaviour of the consumer helps the marketers to maintain a competitive advantage in a dynamic chocolate market. Consumer buying behaviour differs from person to person and from product to product based on the fulfilment of the requirements.

OBJECTIVES OF THE STUDY

1. To study about the demographic profile of consumers in Chennai city.
2. To find out the association between family monthly income and the amount spent on purchase of chocolates
3. To rank the preference of chocolate brands among consumers.
4. To identify the determinants that influence consumer buying behaviour as regards chocolates.

REVIEW OF LITERATURE

Anjali Sharma, Shruti Bhola, Shweta Malyan and Neha Patni (2013)¹ analysed the impact of brand loyalty on buying behaviour and found that quality, price and brand image

were the major factors that influence the women consumers to purchase the same brand and also while switching over to another brand. Gopalakrishnan S, & Karthikeyan A (2014)² conducted a study on consumer satisfaction towards Dairy Milk Chocolate in Uthamapalayam City found that respondents were highly satisfied with taste, package, advertisement and satisfied with price, quality and availability. Ramya N, Akshaya C, Haripriya M and Jamuna S (2017)³ analysed consumer perception of Cadbury's chocolate and found that majority of the respondents were highly satisfied with the flavour of Cadbury's chocolate. Ekata Mahajan (2018)⁴ analysed that consumer preference and perception of chocolates in North Karnataka found that price, availability and taste were the three major factors that influence the purchase of chocolates. Shanthi D (2018)⁵ carried out a comparative study on consumer preference towards Nestle and Cadbury chocolates in Erode found that brand (18%) was the factor which influenced the respondents towards Cadbury chocolate whereas flavour (19%) was the most influential factor in terms of Nestle chocolates.

RESEARCH METHODOLOGY

Data had been collected with the help of structured questionnaire which comprised of two parts. Part I dealt with demographic profile of the respondents and part II dealt with the perception of consumers relating to buyer behaviour as regards chocolates. Questionnaire was circulated among 200 respondents in the city of Chennai. Secondary data was collected from journals and web resources. Simple percentage analysis was used to find out the demographic profile of the respondents. Chi-Square test, Garret ranking and Factor analysis were also used.

ANALYSIS OF DATA

Table : 1 Demographic profile of the respondents

Demographic factor	Dominant Group	Percentage
Gender	Female	79
Age (in Years)	20 - 30	36
Educational Qualification	UG	49
Occupation	Private employee	43
Family month income (Rs.)	Up to Rs.25,000	40
Marital Status	Unmarried	51

Source: Survey data – Questionnaire

Table :1 showed that the dominant group of various demographic profile of the respondents as regards the chocolates in Chennai city.

Table :2 Chi-Square test

Family monthly income Vs Amount spent on purchase of branded chocolates

	Value	df	Asymp.sig.(2-sided)
Pearson Chi-square	17.978(a)	16	.325
Source: Computed Data			

Chi-Square test was used to find out the association between the family monthly income and the amount spent on purchase of branded chocolates.

The computed value 0.325 is greater than the table value 0.05. hence, null hypothesis is accepted. Hence it was found that there was no significant association between family monthly income and amount spent on purchase of branded chocolates.

Table :3 Garrett ranking analysis Brand Preference of Chocolates

Brand	Mean score	Rank
Cadbury	75.35	I
Nestle	66.44	II
Amul	60.87	III
Hershey	57.31	IV
Parle	51.32	V

Source: Computed Data

Garrett ranking analysis was used to identify the brand preference of chocolates among consumers in Chennai city and the result found that the rank I was given to Cadbury's, rank II was Nestle followed by Amul, Hershey's, and Parle.

DETERMINANTS OF BUYING BEHAVIOUR AS REGARDS CHOCOLATES

Factor analysis had been applied to identify the factors that influence the consumer buying behaviour as regards Chocolates. Cronbach's Alpha value was 0.931, KMO measure of sampling adequacy was 0.803 and Bartlett's test showed a significance level of 0.000. Therefore, factor analysis could be applied to 28 variables measuring consumer behaviour as regards Chocolates. It was observed that all measures of sampling adequacy (MSA) being more than 0.5, all the 28 variables could be subjected to Factor Analysis. The total variance explained was 62.942%

Table :4 Factors influencing consumer behaviour as regards branded chocolates

.No	Factor	Variable	Loadings
	Perceived Price	Price of the chocolate is reasonable	.691
		Gift packs of chocolates are purchased during festival time irrespective of its price	.691
		Quantity of chocolate is in accordance with its price	.636
		Price of chocolate differ for different varieties	.562
		Getting my chocolate at a discounted price makes me happy	.534
		Higher prices reflect high quality	.506
		Comparison of prices is needed before buying	.461
2	Taste and quality	Quality of the chocolate is very important	.821
		Taste of the chocolate induces me to buy	.800
		Freshness of chocolates induce me to buy	.800
		Taste of the chocolate makes me satisfied	.775
		Smell of the chocolate influence me to buy it	.549
		Catchy slogans/ songs induce me to consume chocolate	.817
		Media influences me to buy chocolates	.792
		Retailer recommendation influences me to buy chocolates	.774

	Product promotion	Repeated advertisements induce me to buy chocolates	.759
		Visual image of the chocolates tempts me to buy it	.542
		Combo offers are preferred while buying chocolates	.421
	Health benefits	Health benefits of chocolates make me to consume it	.786
		Consuming chocolates makes me energetic	.729
		Nutritional values of the chocolate are important	.704
		Eating Chocolate reduces my blood pressure	.696
	Texture and Variety	Both hard chocolates and soft chocolates are preferred	.801
		Eating smooth chocolates makes me happy	.644
		Trying new variety and flavour of chocolates makes me excited	.638
		Smooth texture of chocolates indicates good quality	.611
		Chocolate fans like to have soft chocolates	.577
		Different flavours of chocolates attract me	.575

Source: Computed Data

The first factor was named as “Perceived price” and it included seven variables like comparison of price, high quality, quantity matches with price etc. and it explained 16.042% of the variance. The second factor was named as “taste and quality” which comprised five variables viz quality, taste, freshness, smell and it explained 13.684% of the variance. The third factor was named as “product promotion” with five variables viz catchy slogans, influence of media, combo offer etc., and it explained 13.305 % of the variance. The fourth factor was named as “health benefits” which had four variables energetic, nutritional value, reduces blood pressure etc., and it explained 9.997% of the variance. The fifth factor was named as “texture and variety” which had six variables hard, smooth, soft, different flavours etc., and it explained 9.913 % of the variance.

SUGGESTIONS

- Offering products across various price ranges, along with discounts, promotional offers, and value packs, may attract consumers of different income groups.
- Eco-friendly and enlightening packaging can positively influence purchase decisions, especially among youngsters.
- With increasing health consciousness, chocolate manufacturers should expand their range of low-sugar, sugar-free, dark chocolate and functional chocolate products.

CONCLUSION

Consumer behaviour is affected by different varieties offered by various brands in terms of quality, price, taste, promotion etc. Brand also plays a substantial role in shaping consumer behaviour. Several brands available in the market are laying attention on the consumers to reap the benefits of repeat sales that increases brand loyalty of customers. Consumer preferences differ across regions. Confectionary companies should undertake periodic market research to recognize the buying behaviour and adapt their marketing strategies accordingly to sustain in the competitive market.

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