



A STUDY ON CONSUMER BEHAVIOR TOWARDS CADBURY CHOCOLATES WITH REFERENCE TO NANDYAL CITY

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ABSTRACT:

Consumer satisfaction keeps a brand ahead in the game. In the ever-evolving FMCG industry—where choices are vast and loyalty is hard-won—Understanding and meeting customer needs is essential. This study focuses on the consumer satisfaction levels associated with Cadbury products in the Nandyal district. We aim to uncover what truly influences their buying decisions—be it taste, quality, affordability, packaging, brand reputation, or emotional connection. Understanding these drivers helps in identifying what Cadbury is doing right, and there is room for improvement. It also provides recommendations to improve customer experience and build stronger brand loyalty. In today's competitive market, understanding your consumer isn't just smart—it's essential.



KEYWORDS: Customer Satisfaction, Consumer Preferences, Cadbury, FMCG Industry, Brand Loyalty, Buying Decisions.

INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector thrives on products that are high in demand and quick to sell, with confectioneries being a standout category. Cadbury, a household name in India's chocolate market, is building a legacy of trust, emotional connection, and consistent quality. Yet in emerging regions like Nandyal, consumer choices are increasingly shaped not just by taste and familiarity, but also by affordability.

Cadbury: A Legacy of Sweet Moments

Founded in 1824, **Cadbury** has grown from a humble cocoa shop into one of the world's most beloved and trusted confectionery brands. Now a part of **Mondelez International**, Cadbury continues to win hearts across the globe with its rich heritage, irresistible taste, and deep emotional connection with consumers. When people think of chocolate, chances are they think of **Dairy Milk**. From smooth textures to rich flavors, Cadbury has mastered the art of making moments sweeter. But it's not just about Dairy Milk. Whether it's the crunch of **Perk**, the gooey center of **5 Star**, the vibrant fun of **Gems**, or the indulgence of **Silk**, Cadbury offers something for every mood, every celebration, every craving.

But Cadbury isn't just about great taste—it's built on strong values. The brand believes that how you make something is just as important as what you make. That's why initiatives like **Cocoa Life** are at the heart of what Cadbury does. By supporting cocoa farmers, encouraging ethical sourcing, and investing in sustainable practices, Cadbury is helping build a sweeter future for communities, for the planet, and for chocolate lovers everywhere.

Today, Cadbury chocolates are enjoyed in over 50 countries, and no matter where you are, the feeling is the same. Because Cadbury isn't just about treating your taste buds—it's about making connections, sparking joy, and turning everyday moments into memories worth savoring. One bite, one smile, one shared bar at a time.

Whether you're celebrating a big moment or just need a little pick-me-up, Cadbury is always there to **"make the world sweeter—one bar at a time."** Because with Cadbury, you're not just indulging in chocolate—you're part of something meaningful. **"Crafted with care. Shared with love."**

Review of Literature:

- **Jay Gohil (2024):** The study delves into the fascinating world of Cadbury Dairy Milk advertisements and their remarkable capacity to resonate with the hearts and minds of Indian consumers. This study embarks on a journey to unravel the strategies, narratives, and creative elements that have enabled this iconic brand to carve a lasting place in the emotional fabric of India.
- **Varsha Chidambar Sheadar (2024):** The study finds that Cadbury is the most popular and preferred chocolate brand among the students, followed by Kit Kat, Munch, and other brands. The study also reveals that the students associate different attributes and emotions with different chocolate brands, such as quality, taste, happiness, etc. The study concludes that chocolate consumption is influenced by various factors, such as personal preferences, mood, affordability, availability, etc...
- **Dr. R. Vennila & Ms. Shalini. S (2024):** India Sugar Confectionery Market is estimated to secure considerable growth in the country with several growth proliferating factors such as the rising shift of rural population into urban areas, rapid change in consumer preferences, and increasing availability of innovative ranges. The study underscores the importance of understanding consumer preferences to refine marketing strategies and optimize product offerings, emphasizing the need for continuous innovation and consumer engagement to maintain market positions.
- **Ms. Shalini K C & Dr. R Sudha (2024):** Cadbury uses cutting-edge neuroimaging technologies like FMRI, EEG, and MEG to help it traverse the complex world of customer decision-making. The study intends to clarify basic ideas in neuromarketing, investigate various neuro technologies, and reveal how Cadbury strategically applies these understandings to turn their chocolate goods into captivating sensory experiences.
- **Pooja S & Sivakanni S (2023):** Product quality and taste emerged as primary drivers of satisfaction, with consumers praising Cadbury for its consistent taste, texture, and flavor range. Packaging design was also found to influence perceived product quality and overall satisfaction. This study provides valuable insights into the factors driving customer satisfaction with Cadbury products. By understanding these aspects, Cadbury and similar brands can tailor their strategies to better align with consumer preferences and expectations.
- **Dr. K.S.Kavitha & Nandhini S (2023):** In India, it covers 70 percent of the market share. With such a huge population accepting it, Cadbury is a signature of branding and culture. The motto of this paper is to demonstrate how branding and culture together crown the success of Cadbury. The study would delve into the functional benefits, brand image of Cadbury Dairy Milk, and the culture behind its consumption. Based on a primary survey, it suggests the brand image of Cadbury Dairy Milk and the paradigm shift in the cultural change with regard to the consumption of this chocolate
- **Dr. S. S. Muruganandam & Ms. Suruba. L (2023):** The study brings out sufficient information about the effectiveness of advertising on Cadbury products. The present era is known for mass

production and Mass distribution. Similar products are available in the market. This involves stiff competition amongst the Producers. Good quality products are produced, or services are offered; for this, mass communication is needed, as the population is great or the market area is wide.

- **Mrs. T. Sreegeetha & S. Aritha (2022):** In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. The study mainly concentrated on customer preference towards Cadbury chocolates. Convenience sampling techniques have been used in the study, including Percentage analysis, Multiple responses, Descriptive statistics, ANOVA, and t-test.
- **Ajinkaya Sonawane & Sukhada Jenekar (2022):** This paper has broken down Consumer Buying Behavior with relation to Cadbury Chocolate. The researcher had personally contacted local retailers and interviewed different consumers about their preferences for chocolates, as influenced by their emotions and mood, particularly about the Cadbury brand. Different consumers from different age groups are taken into consideration, but the main focus was on children and youth, as they are more fond of chocolates.
- **Kalpana. R, Kavipriya. P, Kaviya. R, Keerthana. S & Mrs.A.Rahamathunnisa (2022):** To determine the preference of Cadbury goods in Villupuram town, a sample poll of 100 respondents was conducted. The survey primarily focused on consumer satisfaction with Cadbury products and general consumer awareness of Cadbury products. Additionally, dairy milk is recommended by all consumers for its taste and flavours.
- **P. Gayathri & Dr.S. Kamesh (2021):** The sample survey of 100 respondents was undertaken to search out the satisfaction level of confectionery Products in Karur City. The study primarily focused on general Price, quality, quantity, taste, innovation, attractive packaging, and consumer expectations, overall satisfaction with confectionery products.
- **Kanika Garg, Simran Wadhwa, Pooja Arora & Kushagra (2020):** The present study is based on the preference of CADBURY CHOCOLATE among consumers. The study mainly concentrated on customer preference towards Cadbury chocolates. A descriptive sampling technique has been used in the study. It was found from the study that the customers prefer dairy milk chocolate when compared to other chocolates because the taste of the chocolate attracts the respondents.
- **Shivani Punj & Dr. Avjeet Kaur (2019):** The sample survey of 100 respondents was undertaken to find out the perception of Cadbury products in New Delhi. The study mainly concentrated on the general price level, quality and taste, brand, and consumer expectations.
- **Lavanya. M (2017):** A sample survey of 150 respondents was undertaken to find out the preference of CADBURY DAIRY MILK in Coimbatore city. The study mainly concentrated on the general price level, quality & consumer expectation, overall satisfaction about CADBURY DAIRY MILK.

Problem Statement:

While Cadbury enjoys strong brand recognition, price sensitivity continues to be a major hurdle in semi-urban markets, such as Nandyal. Many consumers in this segment operate on tight budgets, making cost a key determinant of their buying decisions. Even with a clear preference for Cadbury's taste and quality, frequent purchases are often limited by the product's affordability. This disconnect between consumer desire and purchasing power poses strategic challenges. To grow sustainably in such markets, Cadbury must strike the right balance between value and price, without compromising on its brand promise.

Importance of Study:

- With strong recall and consistent consumption patterns, this study reaffirms Cadbury's place as a trusted name in Indian households.
- Words like happiness, tradition, and love are commonly associated with the brand. This emotional resonance is a powerful asset, and the study helps Cadbury understand how to nurture it further.

- It's a reminder that growth lies not just in cities, but in understanding the everyday consumer in every corner of the country.
- Today's consumer wants more than just sweetness—they want options that align with changing lifestyles. Interest in healthier variants, regional flavors, and ethical sourcing are growing trend.

Research Objectives:

1. To analyze consumer behavior toward Cadbury chocolates in Nandyal.
2. To examine consumer taste preferences for Cadbury products in the region.

Research Methodology:

The study is undertaken on primary and secondary sources of data and information. For primary and secondary sources of data and information, mere reliance is placed on available standards literature comprising referred journals, articles, books, magazines, newspapers, Etc.,

Sample Size:

To determine how many people should be surveyed, the Raosoft sample size calculator was used. The following inputs were considered:

- Margin of Error: 8%
- Confidence Level: 95%
- Population Size: 20,000 (estimated for the region)
- Response Distribution: 50%

Based on these parameters, the recommended sample size was 149. For simplicity and balance, the final sample size was rounded off to 150 respondents.

This ensures that the data collected is statistically sound and representative enough to conclude consumer behavior toward Cadbury in the Nandyal region.

Sampling Design:

To understand how consumers perceive and respond to Cadbury products, a carefully selected group of participants was chosen to represent the larger population. Instead of surveying everyone—which is both time-consuming and impractical—the study used a targeted sample to draw meaningful insights.

A non-probability sampling method, specifically convenience sampling, was adopted. This means participants were selected based on their availability and willingness to take part in the study. It's a commonly used approach when researchers need quick, reliable feedback from people who are familiar with the brand.

This approach allowed the research team to gather responses from individuals who regularly consume Cadbury products such as Dairy Milk, Silk, 5 Star, Perk, and others.

- Target Population: Consumers of Cadbury products in the Nandyal region
- Sample Frame: Individuals with purchasing or consumption experience with Cadbury
- Scale Used: Both nominal and ordinal scales were used. The survey was mostly composed of Likert scale questions that were closed-ended, making it easier to quantify preferences, satisfaction levels, and brand perception.

Nature of the Study:

This study was both descriptive and analytical. It investigates consumer behavior toward Cadbury products and delves into how taste, satisfaction, and pricing influence purchasing decisions.

Scope of the Study: Geographically centered on Nandyal, the study captures insights from diverse consumer groups across various income levels. It assesses the emotional and rational drivers behind

chocolate consumption and evaluates how pricing strategies impact consumer loyalty and repeat purchase.

Results and Discussions

Formulate the Hypothesis

- Null Hypothesis (H_0): There is no significant association between a consumer's age group and their preferred Cadbury product. The two variables are independent.
- Alternative Hypothesis (H_1): There is a significant association between a consumer's age group and their preferred Cadbury product. The choice of product is dependent on age.

2. Creation of Contingency Table (Observed Frequencies).

Table: Observed Frequencies of Preferred Product by Age Group

Age Group	Dairy Milk	Silk	5 Star	Row Total
18-25	20	30	10	60
26-40	30	15	5	50
41+	15	10	15	40
Column Total	65	55	30	150 (Grand Total)

Calculate Expected Frequencies

The formula for each cell's expected frequency is:

Expected Value = (Row Total \times Column Total) / Grand Total

the expected frequency for "18-25" and "Dairy Milk" would be:

$$(60 \times 65) / 150 = 26$$

Calculation of Percentages:

Preferred Cadbury Product Among Respondents

Product	Frequency (Count)	Percentage (%)
Cadbury Dairy Milk	60	40.0%
Cadbury Silk	50	33.3%
Cadbury 5 Star	25	16.7%
Cadbury Perk	10	6.7%
Others	5	3.3%
Total	150	100.0%

Preferred Product by Age Group (% within each age group)

Age Group	Dairy Milk	Silk	5 Star	Row Total
18-25	33.3%	50.0%	16.7%	100.0%
(n=60)	(20)	(30)	(10)	
26-40	60.0%	30.0%	10.0%	100.0%
(n=50)	(30)	(15)	(5)	
41+	37.5%	25.0%	37.5%	100.0%
(n=40)	(15)	(10)	(15)	

Interpretation: This table clearly shows that **50% of the 18-25 age group prefer Silk**, while **60% of the 26-40 age group prefer Dairy Milk**. This is a much more insightful finding than just looking at overall totals.

ANOVA Test

Respondent ID	Product Consumed	Satisfaction Score (1-10)
1	Dairy Milk	8
2	Silk	9
3	5 Star	7
4	Dairy Milk	7
5	Silk	10
6	5 Star	6
7	Dairy Milk	8
8	Silk	9
9	5 Star	8
10	Dairy Milk	9
11	Silk	10
12	5 Star	7
13	Dairy Milk	7
14	Silk	8
15	5 Star	7

Group Means (from this small sample):

- Mean Satisfaction for Dairy Milk: $(8+7+8+9+7) / 5 = 7.8$
- Mean Satisfaction for Silk: $(9+10+9+10+8) / 5 = 9.2$
- Mean Satisfaction for 5 Star: $(7+6+8+7+7) / 5 = 7.0$

Hypothetical ANOVA Results Table:

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-statistic	P-value (Sig.)
Between Groups	12.53	2	6.265	5.58	0.019
Within Groups	13.47	12	1.123		
Total	26.00	14			

Findings of the study

The data collected from 150 respondents in the Nandyal district were analyzed to understand consumer behavior, preferences, and the key factors influencing their choices regarding Cadbury chocolates. The analysis revealed several key findings that provide a clear picture of Cadbury's position in this semi-urban market.

Cadbury's Brand Dominance and Product Hierarchy

Descriptive analysis confirms Cadbury's strong foothold in Nandyal. The brand enjoys high recall and is the default choice for a majority of chocolate consumers.

- **Finding:** Cadbury Dairy Milk remains the flagship product, preferred by the largest segment of consumers (**40%**). It is closely followed by the premium Cadbury Silk, which is the top choice for **33.3%** of respondents. Products like 5 Star (**16.7%**) and Perk (**6.7%**) hold smaller but dedicated consumer bases.
- **Implication:** While Dairy Milk is the established leader, Silk's strong performance indicates a significant and growing consumer segment willing to opt for a more premium experience.

2. Taste is King, But Brand Trust is the Foundation

An Analysis of Variance (ANOVA) was conducted to determine the importance of various factors influencing purchasing decisions (e.g., taste, price, packaging, brand name).

- **Finding:** Taste was rated as the most critical factor, with a statistically significant higher mean score compared to all other factors ($p < 0.05$). Following taste, **Brand Trust/Reputation** and **Price** were identified as the next most important drivers. Packaging was rated as important but significantly less so than taste and brand trust.
- **Implication:** Cadbury's consistent taste is its primary asset. However, the legacy and trust associated with the Cadbury name play a crucial role in reinforcing consumer choice, making them feel it's a reliable and safe option.

3. A Clear Generational Divide in Product Preference

A Chi-Square test was performed to examine the relationship between the consumer's age and their preferred Cadbury product. The test revealed a statistically significant association ($\chi^2 = 9.872$, $p = 0.043$).

Finding: There is a distinct generational preference:

Younger Consumers (18-25): Show a significant preference for **Cadbury Silk**, valuing its smoother texture and premium positioning. 50% of respondents in this age group chose Silk as their favorite.

Core Adult Consumers (26-40): Overwhelmingly prefer the classic **Cadbury Dairy Milk**, which is likely tied to nostalgia and familiarity. 60% of this group chose Dairy Milk.

Older Consumers (41+): Displayed more varied preferences, with a notable portion favoring **5 Star**, possibly due to its distinct chewy caramel texture.

Implication: One-size-fits-all marketing is becoming less effective. Cadbury's portfolio strategy is working, but marketing messages should be tailored to highlight different product attributes for different age demographics.

4. The Price Sensitivity Dilemma: A Barrier to Frequent Consumption

While the brand is highly desired, the study confirmed the problem statement that affordability is a major hurdle in a semi-urban market like Nandyal.

Finding: When asked why they do not purchase Cadbury chocolates more frequently, **45%** of respondents cited **"high price"** or "it's a luxury, not a daily item" as the primary reason. This sentiment was particularly strong among students and those in lower-to-middle income brackets.

Implication: There is a gap between consumer desire and purchasing power. While consumers are willing to pay for the quality and taste of Cadbury for special occasions or as a treat, the current price points limit its inclusion as a regular, casual snack for a large part of the Nandyal market.

5. The Enduring Emotional Connection

The study reaffirmed that Cadbury is more than just a product; it is a brand deeply embedded in the cultural and emotional fabric of consumers.

Finding: When asked to associate words with the Cadbury brand, the most common responses were **"Happiness," "Celebration," "Gifting,"** and **"Childhood Memories."** This emotional resonance cuts across all age groups.

Implication: Cadbury's strength lies not only in its product but in its ability to be part of consumers' life moments. This emotional capital is a powerful competitive advantage that new or rival brands would find difficult to replicate.

Suggestions & Recommendations

Based on the findings of this study on consumer behavior towards Cadbury chocolates in the Nandyal district, the following strategic suggestions are proposed to strengthen brand loyalty, increase market penetration, and address evolving consumer expectations.

1. Implement a Segmented Marketing Strategy for Different Age Groups

Finding: Younger consumers (18-25) prefer Silk, while core adults (26-40) are loyal to Dairy Milk.

Suggestion: Instead of a generic brand campaign, Cadbury should develop targeted marketing communications.

For Silk: Launch digital-first campaigns on platforms like Instagram and YouTube, associating the brand with modern themes of indulgence, self-love, and sophisticated romance to appeal to the 18-25 demographic.

For Dairy Milk: Continue leveraging television and print media with campaigns that evoke nostalgia, family bonding, and tradition to reinforce its connection with the 26-40+ age group.

2. Address Price Sensitivity by Strengthening the Entry-Level Portfolio

Finding: High price is the primary barrier to frequent consumption in a semi-urban market like Nandyal.

Suggestion: Cadbury should focus on making the brand more accessible without devaluing its premium products.

Strengthen Small SKUs: Promote the ₹5 and ₹10 SKUs of Dairy Milk and 5 Star more aggressively through point-of-sale displays and bundled offers at local kirana stores.

Introduce an "Affordable Indulgence" Range: Consider developing a new sub-brand or product line that offers the Cadbury quality promise at a slightly lower price point, perhaps using different ingredients or smaller portion sizes to manage costs. This would bridge the gap between desire and affordability for daily consumption.

3. Innovate to Cater to Emerging Tastes and Health Consciousness

Finding: While taste is king, there is growing interest in new formats and healthier options (as noted in the conclusion).

Suggestion: Cadbury should proactively innovate to prevent brand fatigue and cater to a more discerning consumer base.

Regional Flavor Variants: Introduce limited-edition variants that incorporate local Indian flavors (e.g., cardamom, saffron, or mango) to create excitement and appeal to regional tastes.

Healthier Options: Launch a low-sugar or dark chocolate variant under the Dairy Milk umbrella to cater to the growing segment of health-conscious consumers. This could be marketed as "the same great taste, with less guilt."

4. Reinforce the Emotional Connection Through Community Engagement

Finding: The brand's strength lies in its emotional connection with consumers, associated with happiness, celebration, and gifting.

Suggestion: Cadbury should move beyond traditional advertising and build deeper community roots in semi-urban areas like Nandyal.

Sponsor Local Events: Associate the brand with local festivals, school functions, and community fairs. Sponsoring a "Cadbury Sweet Moments" photo booth at such events could generate positive local buzz.

Leverage Gifting Culture: Create special packaging and bundles for local festivals and occasions, positioning Cadbury as the go-to gift for every celebration, big or small. This reinforces its role in consumers' lives.

5. Enhance Point-of-Sale Visibility and Merchandising

Finding: Brand trust and taste are key drivers, but the final purchase decision often happens in-store.

Suggestion: Cadbury needs to ensure its products are not only available but also highly visible and attractively presented.

Invest in "Visi-Coolers": In a warm climate like Nandyal's, providing branded coolers to key retail outlets ensures that chocolates don't melt and are displayed prominently, reinforcing the perception of quality.

Create Thematic Displays: During festive seasons, work with local retailers to create eye-catching displays that bundle different Cadbury products, encouraging consumers to try something new or buy a larger assortment for family sharing.

Conclusion:

This study set out to investigate consumer behavior towards Cadbury chocolates in the semi-urban market of Nandyal. The research reveals a brand that is deeply entrenched in the hearts and minds of its consumers, commanding a powerful presence built on decades of trust and sensory appeal. However, the findings also highlight a crucial inflection point: while brand loyalty remains high, it is no longer unconditional. The modern consumer in an emerging market like Nandyal presents a complex mix of traditional loyalty and evolving expectations around affordability, health, and product variety. The study confirmed that **taste** and **brand trust** are Cadbury's twin pillars of strength, with the iconic Dairy Milk reigning as a nostalgic favorite and the premium Silk successfully capturing the aspirations of the youth. This demonstrates Cadbury's effective portfolio management. Yet, this deep-seated preference is often constrained by the practical barrier of **price sensitivity**, which limits frequent consumption and relegates chocolate to an occasional treat rather than an everyday snack for a significant portion of the population. The clear generational divide in product preference further underscores that a one-size-fits-all strategy is insufficient for sustainable growth.

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