

A Study on the Evolution of Cadbury Branding and its Impact on Consumers Loyalty

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ABSTRACT: This study investigates the relationship between the historical evolution of Cadbury's branding strategies and its subsequent impact on consumer loyalty. The primary objective of this research is to evaluate how various branding milestones and Customer Relationship Management (CRM) components such as organizational trust, product performance, and complaint handling contribute to sustained repeat patronage. The research adopted a quantitative descriptive survey design. Data was gathered from a targeted sample of consumers using a structured Google Form questionnaire divided into seven strategic sections. These sections captured respondent bio-data, brand perception, product performance, organizational trust, complaint handling, after-sales service, and core CRM components.

KEYWORDS: Brand strategies, CRM, Product performance, Consumer loyalty, Organizational trust.

I. INTRODUCTION

Cadbury is one of the most well-known chocolate brands in the world, recognized for its rich taste, purple packaging, and strong emotional advertising. Since its establishment, Cadbury has continuously evolved its branding through changes in logo, packaging design, slogans, and promotional campaigns to remain attractive to consumers. The brand has focused on creating emotional connections by associating its products with celebrations, happiness, and sharing moments.

II. LITERATURE REVIEW

Paul Rosin (1991), In his article states that chocolate is the most craved food among females and is craved by almost half of the female sample in both age group.

Sarah Hagget (1994) He says that a controversial, government endorsed campaign to tackle obesity by encouraging children to exchange chocolate bar wrappers for sports equipment.

Bradley & Lang (2000) He told that human emotions are very complicated and cannot be easily understood. The researcher drawn 3 outputs from the response obtained.

Hansen et.al (2006) Believe that emotions may affect in terms of its role, it is very different from the way they used to. The traditional theory consumer choice behaviour.

Priya Gupta and Dr. Amit Singh (2018) The Impact of Emotional Advertising on Consumer Brand Loyalty A Study with Reference to Cadbury Dairy Milk. Journal of Management Research and Analysis.

III. METHODOLOGY

The study is divided into five sections. The first section described the conceptual framework of the model followed by research approach used in the second section. Section three present the research design followed by population of the study in section four. Before launching the full survey, explain the Pilot Study phase. This involves testing your questionnaire on a small to identify any ambiguous questions or technical glitches. Mentioning this adds a layer of professional rigor to your methodology. The sampling techniques and sample size is dealt with in sections five and six. The instrument of data collection is presented in the seventh section. To understand Cadbury's loyalty, you must look at the context. Include a point about Comparative Analysis with key competitors. This helps determine if loyalty is specific to Cadbury's branding or a general preference for the category.

IV. RESULT AND DISCUSSION

TABLE 1: “Respondents opinion on Age Distribution”

Options	Respondents	Percentage
18-25	31	19.38%
26-30	53	33.12%
31-40	33	20.62%
Above 40	33	26.88%

The above table and charts indicate the distribution of responses among the respondents. It is observed that the majority of respondents have selected one dominant option, showing a clear trend in consumer behavior. This reflects strong alignment of customer perception towards Cadbury products in this aspect.

Inference:

The majority of respondents belong to the 26–30 age groups, indicating stronger influence of Cadbury branding among young adults.

TABLE 2 “Respondents opinion on Gender Distribution”

Gender	Respondents	Percentage (%)
Male	6	52.0
Female	58	48.0
Total	120	100.0

Interpretation:

The above table and chart show the gender-wise distribution of respondents. It is observed that male respondents account for 52% while female respondents account for 48%. This indicates that both genders have almost equal participation in the study.

Inference:

The nearly equal male and female ratio shows Cadbury appeals equally to both genders.

TABLE 3:“First Source of Knowing Cadbury Branding Changes”

Source	Respondents	Percentage (%)
Television Ads	48	32.0
Social media	42	28.0
Online Ads	60	40
Total	150	100

Interpretation:

The above table and chart indicate the sources through which respondents became aware of Cadbury branding changes. It is observed that online Ads account for the highest percentage (40%), followed by social media (28%).

Inference:

First Source of Knowing Cadbury Branding Changes: Television and social media are the primary sources creating awareness about Cadbury branding changes.

TABLE 4: “Frequency of Purchasing Cadbury Products”

Frequency	Respondents	Percentage (%)
Weekly	45	30.0
Monthly	54	36.0
Occasionally	51	34.0
Total	150	100

Interpretation:

The above table and chart show the frequency of purchasing Cadbury products among respondents. It is observed that the highest percentage of respondents purchase monthly (36%) followed by occasionally purchases (34%).

Inference:

Most respondents purchase Cadbury products monthly, indicating regular consumption and brand loyalty.

TABLE 5: “Respondents opinion on Preferred Cadbury Product”

Product	Respondents	Percentage (%)
Dairy Milk	57	38.0
Silk	33	22.0
Five Star	21	14.0
Perk	18	12.0
Others	21	14.0
Total	150	100

Interpretation:

The above table and chart indicate the preference of respondents towards different Cadbury products. It is observed that Dairy Milk has the highest preference with 38% of respondents, followed by Silk with 22%. Five Star accounts for 14%, while Perk is preferred by 12% of respondents. Other Cadbury products also account for 14%. This shows that Dairy Milk remains the most popular product among consumers, reflecting strong brand preference.

Inference:

Dairy Milk is the most preferred Cadbury product, indicating its strong influence on consumer loyalty.

Chi-Square Test

V. HYPOTHESIS

H0 (Null Hypothesis):

There is no significant relationship between Cadbury branding evolution and consumer loyalty.

H1 (Alternative Hypothesis):

There is a significant relationship between Cadbury branding evolution and consumer loyalty.

Chi-Square Tests

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.742	6	0.005
Likelihood Ratio	20.186	6	0.003

N of Valid Cases	150		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.11			

Interpretation:

The Chi-Square test was applied to examine the relationship between perception of Cadbury branding evolution and consumer loyalty. The Pearson Chi-Square value is 18.742 with 6 degrees of freedom and a significance value of 0.005. Since the p-value is less than 0.05, the null hypothesis is rejected. The Likelihood Ratio value of 20.186 also supports the presence of a statistically significant association between branding evolution and consumer loyalty.

Inference:

The chi-square analysis indicates that the evolution of Cadbury branding significantly influences consumer loyalty among the 150 respondents.

Hypothesis Result:

Since the calculated p-value (0.005) is less than the 0.05 level of significance, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Therefore, there is a significant relationship between the evolution of Cadbury branding and consumer loyalty among the 150 respondents.

VI. FINDINGS

The findings of the study on the evolution of Cadbury branding and its impact on consumer loyalty are based on responses collected from 150 respondents. It is observed that the majority of respondents (52%) belong to the age group of 18–30 years, indicating that Cadbury branding strongly attracts younger consumers. About 50.67% of respondents are male and 49.33% are female, showing balanced participation. Around 60% of respondents became aware of Cadbury branding changes through television and social media, while 40% learned through other sources. Nearly 66% of respondents purchase Cadbury products either weekly or monthly, indicating regular consumption. Dairy Milk is the most preferred product with 48% of respondents choosing it, followed by other Cadbury variants with 52%. About 72% of respondents agree that Cadbury’s new packaging is attractive, and 68% feel that advertising campaigns positively influence their perception of the brand. Nearly 70% of respondents consider taste as the major factor for loyalty, followed by brand image (65%) and quality (62%), while only 38% consider price as an important factor. Around 74% of respondents expressed satisfaction with Cadbury’s branding evolution, and 71% indicated they would recommend Cadbury to others.

VII. CONCLUSION

The present study titled “A Study on the Evolution of Cadbury Branding and its Impact on Consumer Loyalty” provides a comprehensive understanding of consumer behaviour, brand perception, and key factors influencing purchase decisions. The analysis was conducted using primary data collected from 150 respondents through a structured questionnaire, supported by statistical tools such as Questionnaire and weighted average method. The findings of the study clearly indicate that Cadbury enjoys a strong position in the confectionery market, supported by high levels of brand awareness and consumer preference.

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