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IMPACT OF BUYER BEHAVIOUR AND BRAND LOYALTY ON BRAND PREFERENCE OF CHOCOLATES (A STUDY ON CONSUMER'S PERCEPTION IN CHENNAI CITY)

Dr. R. Srividhya
Assistant Professor
Department of B.Com (Accounting and Finance)
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai 600 044
srividhya300983@gmail.com

Abstract

Chocolate is consumed by several 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. 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. Brand preference denotes the brand that is preferred under expectations of equality in price and availability. The main aim of this study is to understand the consumer's perception, buyer behaviour, brand loyalty and brand preference 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 perception of consumers relating to buyer behaviour, brand loyalty and brand preference as regards chocolates. Questionnaire was circulated among 100 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 occupation and the brand loyalty of consumers with respect to chocolates. Factor Analysis revealed that the major factors influencing brand preference were brand awareness, brand appearance, emotional attachment and brand experience.

Keywords: Buyer behaviour, brand loyalty, brand preference, consumer perception, Chocolates.

I INTRODUCTION

Chocolate is consumed by many people all over the world. Chocolate is made out of cocoa which brings delight to its consumers. Cadbury's, Nestle, Hershey's, Amul are some of the famous branded chocolates. Brand preference denotes the brand that is preferred under expectations of equality in price and availability. Different brand available in the market create tough competition among the manufactures and induces them to take initiative to turn

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their customers to be loyal for their products. Consumer buying behaviour differs from person to person and from product to product based on the fulfilment of the need and the level of satisfaction attained by the consumer.

II OBJECTIVES OF THE STUDY

1. To study about the demographic profile of consumers in Chennai city.
2. To rank the preference of chocolate brands among consumers.
3. To find out the association **b**etween the occupation and the brand loyalty of consumers towards chocolates
4. To identify the factors influencing the brand preference of the as regards chocolates.

III 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 determinants that influence the women consumers to purchase the same brand.

Selvalakshmi M Anurani R R (2013)[2] analysed preferences of 316 Arun ice cream consumers in Chennai and found that television advertisement and word of mouth were the most influencing factors as regards purchase of Arun ice creams. Majority of consumers purchased ice cream exclusively from Arun ice cream parlours. It was found that Butterscotch was the most preferred flavour by the respondents.. Female consumers preferred cup, cone and bar form of ice creams.

Sushilkumar M. Parmar (2014)[3] analysed brand loyalty of 113 consumers as regards cosmetic products in Kheda and Vadodara and found that 57% respondents purchased cosmetics from nearby shop. Garrett ranking test revealed that first rank was assigned to excellent quality followed by satisfaction, need, brand name, reasonable price and packaging. Majority of female respondents preferred Fair and lovely and Nivea for skin care. Majority of consumers were influenced by friends followed by their parents. It was found that quality, allergic reaction and recommendation were the reasons for brand switching.

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Ramya N, Akshaya C, Haripriya M and Jamuna S (2017)[4] analysed consumer perception of Cadbury's chocolate and found that majority of the respondents were highly satisfied with the flavour of Cadbury's chocolate.

Mahalaxmi K R and Aishwaryadevi D (2020)[5] analysed brand preference of consumers as regards Ruby food products in Madurai and found that majority of respondents consumed Ruby food products daily. It was found that price and quality were the major factors that influenced the respondents to buy Ruby food products. 33.3% respondents preferred rose milk as their most favourite flavour followed by badam milk and milkshakes. 57.6% respondents preferred pet bottles to glass bottles. 81% respondents consumed cool products of Ruby brand.

IV 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, brand loyalty and brand preference as regards chocolates. Questionnaire was circulated among 100 respondents in the city of Chennai. Secondary data was collected from journals and web resources. Simple percentage analysis, Chi-Square test, Garret ranking and Factor analysis were used to find out the demographic profile, perception and brand loyalty of the respondents as regards chocolates.

V. ANALYSIS OF DATA

The demographic profile and purchase preference of the respondents is shown in Table No.1.

Table No. 1 Demographic profile and purchase preference 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
Family type	Nuclear	63
Frequency of purchase	weekly	31

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Place of purchase	Departmental store	39
Size of chocolate	Medium	56
Kind of chocolate	Dark	51
Recommendation of favourite brand	Yes	95

Source: Survey data – Questionnaire

Chi-Square test was used to find out the association between the occupation and the brand loyalty towards chocolates.

Table No.2 Occupation Vs Brand loyalty towards chocolates

	Value	df	Asymp.sig. (2-sided)
Pearson Chi-square	26.107	12	.000

It was found that chi square value= 26.107, P value = 0.000. It was statistically significant at 5% level hence, null hypothesis is rejected. Hence it was found that there was significant association between occupation and the brand loyalty of consumers towards chocolates.

Garrett ranking analysis had been applied to rank the preferred brand of chocolates

Table No.3 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
M&M	45.49	VI
Ferrero	40.65	VII
Campco	38.74	VIII

It was found that Cadbury's was ranked I followed by Nestle, Amul, Hershey's, Parle M&M, Campco and Ferrero.

FACTORS INFLUENCING BRAND PREFERENCE AS REGARDS CHOCOLATES

Factor analysis had been applied to identify the factors that influence the brand preference of consumers as regards Chocolates. Cronbach's Alpha value was 0.896, KMO measure of

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sampling adequacy was 0.815 and Bartlett's test showed a significance level of 0.000. Therefore, factor analysis could be applied to 16 variables measuring brand preference as regards Chocolates. It was observed that all measures of sampling adequacy (MSA) being more than 0.5, all the 16 variables could be subjected to Factor Analysis. The total variance explained was 65.764%

Table No.4 Factors influencing brand preference as regards branded chocolates

S. No	Factor	Variable	Loadings
1	Brand Awareness	Word -of - mouth is the best way to create brand awareness	.662
		Knowledge about the ingredients used in the chocolate brand attracts me to buy	.653
		Awareness of different brands of chocolates makes me to choose the best	.642
		Information provided in the chocolate brand induces me to buy	.461
2	Brand appearance	Brand appearance induces consumers to buy.	.674
		Different flavours and colours used in chocolates are appealing	.660
		Unique shape of chocolates attracts consumers	.636
		Appearance of the chocolate create more appetite	.577
3	Emotional Attachment	Chocolate brand makes me feel happy	.807
		Chocolate brand makes me excited	.728
		Emotional bondage induces to purchase that brand of chocolate	.670
		Emotional	.633

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		Attachment of brand prevents me to purchase other brands.	
4	Brand experience	Taste of the chocolate brand changes the mood.	.695
		Taste of chocolate brand creates memorable experience	.653
		Enjoyable experience of Chocolate brand helps in differentiating other brands	.649
		Consuming chocolate brand shows my life style	.606

The first factor was named as "brand awareness" and it included four variables like word of mouth, knowledge about ingredients etc. and it explained 40.439% of the variance. The second factor was named as "brand appearance" which comprised four variables viz appearance, shape etc and it explained 9.855% of the variance. The third factor was named as "emotional attachment" with four variables viz feeling happy, excited etc., and it explained 8.718 % of the variance. The fourth factor was named as "brand experience" which had four variables like taste changes mood, memorable experience etc., and it explained 6.572 % of the variance.

VI SUGGESTIONS

- Marketers should understand the changing taste and preferences through regular market research.
- Packaging should be attractive to create positive impact on purchase decision among consumers.

VII CONCLUSION

Buyer behaviour is affected by different varieties offered by various brands in terms of quality, price, taste, promotion etc. Several brands available in the market are laying attention on the consumers to reap the benefits of repeat sales that increases brand loyalty of

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customers. Brand loyalty as well as buyer behaviour plays a substantial role in determining brand preference as regards chocolates.

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