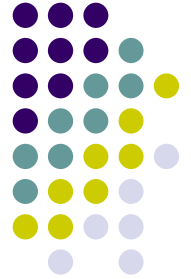


V/S

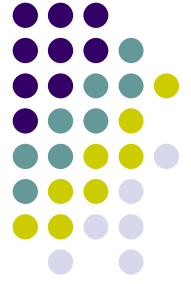


“Kuch Meetha Ho Jaaye???”

MEMBERS:



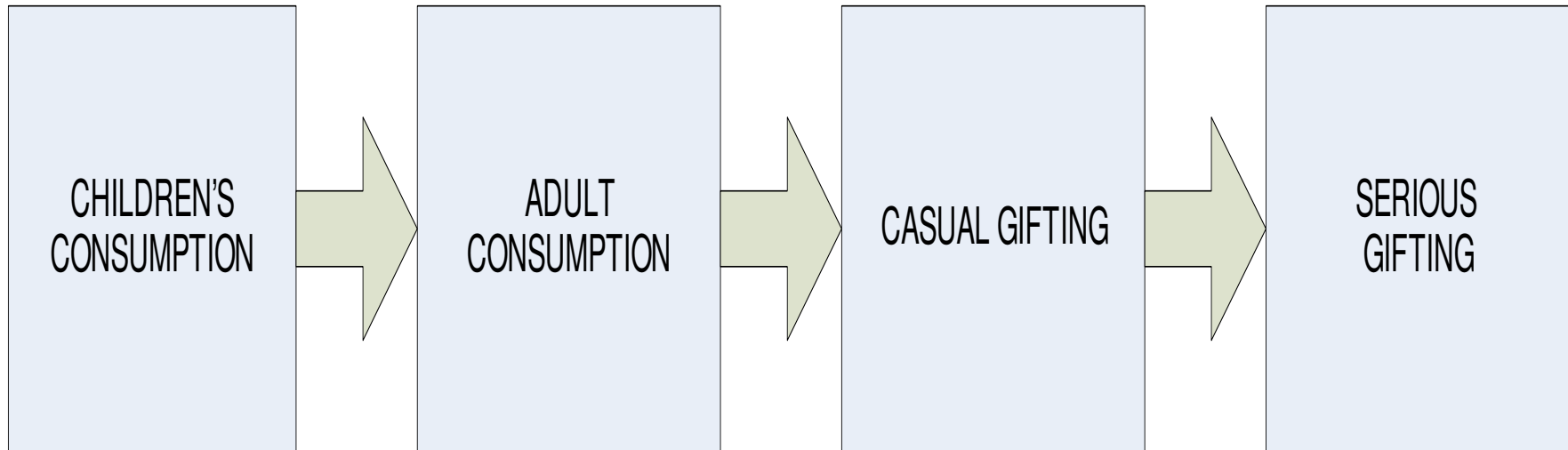
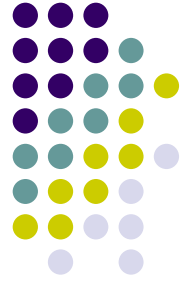
- **Rahul Bakhshi** – C 202
- **Avik Das** – C 205
- **Kedar Gore** – C 208
- **Ronney Shah** – C 236
- **Kshitij Sharma** – C 237
- **Kunal Bawari** – C 260

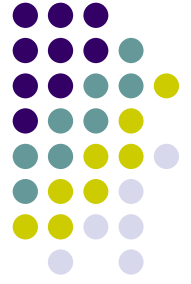


Introduction

- Chocolate consumption in India is extremely low
- Per capita consumption 160 gm in the urban areas, 8-10 kg in the developed countries. In rural areas, it is even lower
- Chocolates in India are consumed as indulgence and not as a snack food
- A strong volume growth in early 90's when *Cadbury* repositioned its offerings
- An increasing consumer base is a huge opportunity in this market

Cadbury's Re-positioning





Our Work

- The positioning of “Serious Gifting option for happy occasions” is the object of our study
- Pitched directly against a strongly entrenched, traditional Indian mindset of gifting sweetmeats or ‘Mithai’

Celebrations – TVC Storyboard



Looking wistfully at a photograph, Mr. Bachchan thinks, "*Aaj dil ne socha yun, kissi apne ko kya doon?*"



He recollects the photo-shoot when he had thrown the cap off his friend's head.

"*Jo usse kahe tum apne ho,*..."



...jo apne aap mein khaas ho, jo sirf taufa nahin ehsaas ho." he continues and finally decides on a Cadbury pack.



"*Jisme rishto ki mithas ho.*" he adds and takes it to gift his buddy on Diwali.



Celebrations – TVC Storyboard



Fooling around a bit before handing it over, Mr. Bachchan says, "*Adam se bhai, rishto ki mithas hai.*"



MVO: "Cadbury Celebrations *ka* rich dry fruit collection. *Pehli bar chuninda* dry fruits *aur* Cadbury chocolate *ka anokha sangam.*"



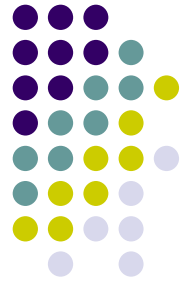
As the star receives his gift his face falls on seeing a traditional pack.



But the friend surprises him by revealing a Cadbury pack inside it.



Celebrations – TVC Storyboard



Playing again, the actor tries to grab the pack while his friend stops him



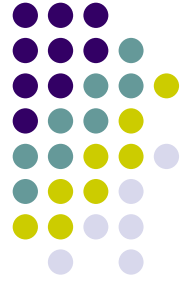
MVO: "Cadbury Celebrations." Super: 'All gift packs are purity sealed.'



Research Objectives



- i. To determine whether chocolates are perceived as a serious gifting alternative to traditional sweetmeats for happy occasions
 - ii. To examine the combination of factors that favors choice of chocolates over traditional sweetmeats for *serious gifting* on happy occasions
 - iii. To examine the combination of factors that deters choice of chocolates over traditional sweetmeats for *serious gifting* on happy occasions
- *Concept:* Gifting
 - *Constructs:*
 - *Casual Gifting:* Impulse gifting, mainly indulged into by the younger target audience
 - *Serious Gifting:* Intentful gifting, involving target audience of a higher age group



Research

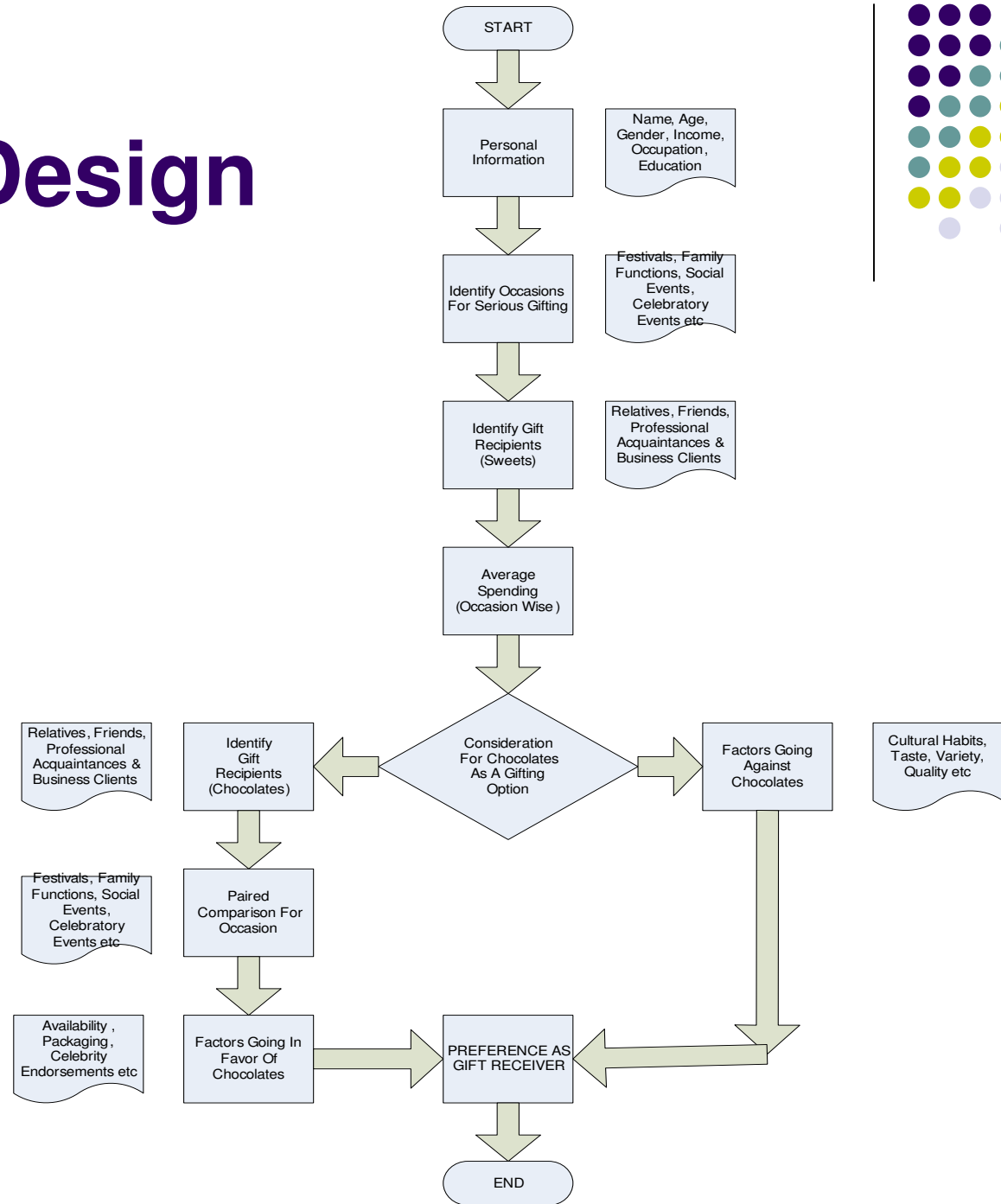
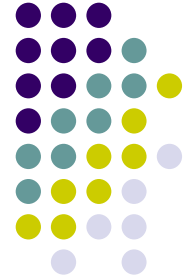
- **Research Type:**

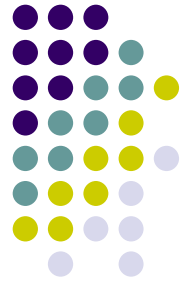
- Descriptive

- **Research Hypothesis:**

- Chocolates are not perceived as a serious gifting alternative to traditional sweetmeats for happy occasions.

Research Design





Sampling Estimation

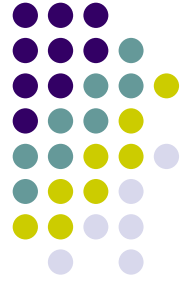
- Vile-Parle is a Mumbai suburban area
- On the basis of a pilot study (**10 respondents, convenience sampling**), it is decided to have a sample size of **103 respondents for the final research (convenience sampling)**
- Feedback obtained regarding the questionnaire, changes incorporated
- Respondents are from the pool of persons who indulge in *serious gifting*



Calculations for 'n'

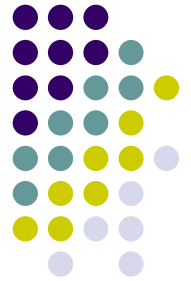
| No. | Name | X_i | $\bar{X} - X_i$ | $(\bar{X} - X_i)^2$ |
|-----|-------------------------|-------|-----------------|---------------------|
| 1 | Jatindu Pal Singh Kalsi | +1 | 0.20 | 0.04 |
| 2 | Vijay Punjabi | 0 | -0.80 | 0.64 |
| 3 | Banita Sharma | +1 | 0.20 | 0.04 |
| 4 | Varun | +2 | 1.20 | 1.44 |
| 5 | Rameet Arora | +2 | 1.20 | 1.44 |
| 6 | Anuja Naik | +2 | 1.20 | 1.44 |
| 7 | Vyankatesh | -1 | -1.80 | 3.24 |
| 8 | Abhishek Matoo | 0 | -0.80 | 0.64 |
| 9 | Anil Kumar | +1 | 0.20 | 0.04 |
| 10 | Sandeep | 0 | -0.80 | 0.64 |

Calculation of Sample Standard Deviation



- **Pilot sample size (n) = 10**
- **X-bar = 0.8**
- **Variance = 1.07**
- **Std. Dev. (s) = 1.033**

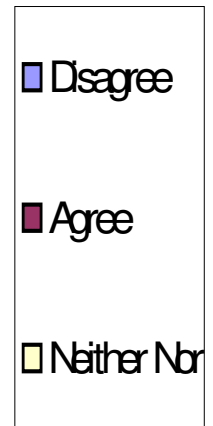
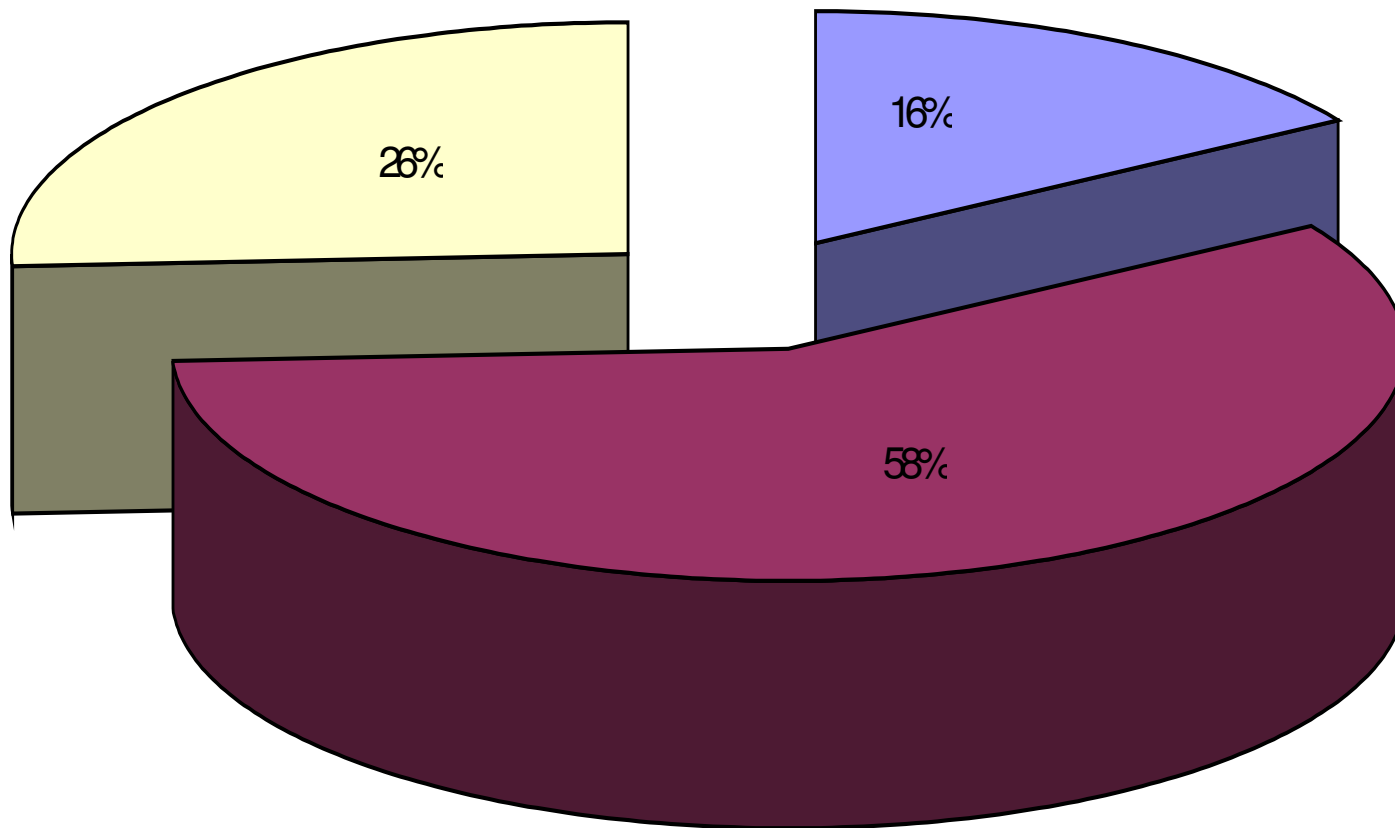
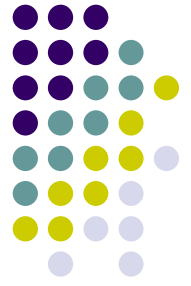
Calculation of Sample Size

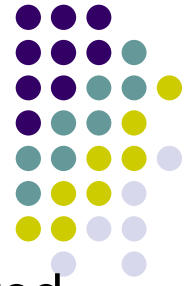


| Confidence Level | D | 0.5 | 0.45 | 0.4 | 0.35 | 0.3 | 0.25 | 0.2 | 0.15 | 0.1 | 0.05 |
|------------------|------|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Z | Sample Size | | | | | | | | | |
| 80% | 1.28 | 7.012 | 8.657 | 10.96 | 14.31 | 19.48 | 28.05 | 43.83 | 77.92 | 175.3 | 701.2 |
| 85% | 1.44 | 8.875 | 10.96 | 13.87 | 18.11 | 24.65 | 35.5 | 55.47 | 98.61 | 221.9 | 887.5 |
| 90% | 1.65 | 11.65 | 14.39 | 18.21 | 23.78 | 32.37 | 46.61 | 72.83 | 129.5 | 291.3 | 1165 |
| 92% | 1.75 | 13.11 | 16.18 | 20.48 | 26.75 | 36.41 | 52.43 | 81.92 | 145.6 | 327.7 | 1311 |
| 95% | 1.96 | 16.44 | 20.3 | 25.69 | 33.56 | 45.67 | 65.77 | 102.8 | 182.7 | 411.1 | 1644 |
| 97% | 2.17 | 20.15 | 24.88 | 31.49 | 41.13 | 55.98 | 80.62 | 126 | 223.9 | 503.9 | 2015 |
| 98% | 2.33 | 23.24 | 28.69 | 36.31 | 47.42 | 64.54 | 92.94 | 145.2 | 258.2 | 580.9 | 2324 |
| 99% | 2.57 | 28.27 | 34.9 | 44.17 | 57.69 | 78.52 | 113.1 | 176.7 | 314.1 | 706.7 | 2827 |

Research Inferences

Preference chart for box of chocolates





Research Inferences

- Objective: To validate the proposition “Chocolates are preferred over sweets as a gifting option on happy occasions”
- Null Hypothesis: 50% population prefers chocolates over sweets
 - $H_0 : p = 0.5$
- Alternate Hypothesis: More than 50% of the population prefers chocolate
 - $H_1 : p > 0.5$
 - Confidence Interval = 95% (using one-tailed t-test)
 - Standardized t-value = 0.7826
 - Calculated t-value = 0.6523
- Hence null hypothesis is rejected, majority of the population prefers chocolates as a serious gifting option

Factor Analysis – Factors Favoring Chocolates



Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|-------------|--------------|-------------------------------------|-------------|--------------|-----------------------------------|-------------|--------------|
| | Total | of Variance | Cumulative % | Total | of Variance | Cumulative % | Total | of Variance | Cumulative % |
| 1 | 4.382 | 33.708 | 33.708 | 4.382 | 33.708 | 33.708 | 3.536 | 27.199 | 27.199 |
| 2 | 3.192 | 24.555 | 58.262 | 3.192 | 24.555 | 58.262 | 2.732 | 21.019 | 48.218 |
| 3 | 2.058 | 15.830 | 74.092 | 2.058 | 15.830 | 74.092 | 2.563 | 19.717 | 67.935 |
| 4 | 1.127 | 8.669 | 82.762 | 1.127 | 8.669 | 82.762 | 1.927 | 14.826 | 82.762 |
| 5 | .787 | 6.052 | 88.814 | | | | | | |
| 6 | .445 | 3.422 | 92.236 | | | | | | |
| 7 | .387 | 2.977 | 95.213 | | | | | | |
| 8 | .286 | 2.203 | 97.415 | | | | | | |
| 9 | .188 | 1.443 | 98.858 | | | | | | |
| 10 | .144 | 1.111 | 99.969 | | | | | | |
| 11 | .002 | .019 | 99.989 | | | | | | |
| 12 | .001 | .008 | 99.997 | | | | | | |
| 13 | .000 | .003 | 100.000 | | | | | | |

Extraction Method: Principal Component Analysis.

Factor Analysis – Factors Favoring Chocolates



| Component | Variables |
|-----------|---------------|
| 1 | R5, R7, R10 |
| 2 | R4, R1, R2 |
| 3 | R12, R11, R13 |
| 4 | R8, R9 |

Rotated Component Matrix

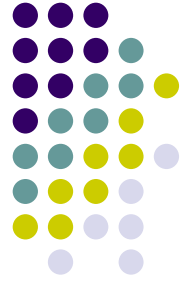
| | Component | | | |
|-----|-----------|------|-------|-------|
| | 1 | 2 | 3 | 4 |
| R1 | .150 | .843 | .097 | -.145 |
| R2 | .029 | .779 | -.268 | .317 |
| R3 | -.064 | .667 | .234 | .540 |
| R4 | -.090 | .806 | .294 | .078 |
| R5 | .990 | .034 | .089 | -.005 |
| R6 | .128 | .496 | .350 | .364 |
| R7 | .989 | .012 | .084 | -.001 |
| R8 | .025 | .041 | -.061 | .824 |
| R9 | -.045 | .152 | -.136 | .822 |
| R10 | .989 | .034 | .104 | .014 |
| R11 | .505 | .127 | .825 | -.103 |
| R12 | -.187 | .124 | .902 | -.057 |
| R13 | .506 | .127 | .823 | -.094 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Factor Analysis – Factors Against Chocolates

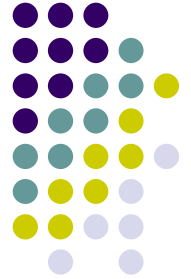


Total Variance Explained

| Component | Initial Eigenvalues | | | Rotation Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-----------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.063 | 33.861 | 33.861 | 4.063 | 33.861 | 33.861 | 3.261 | 27.172 | 27.172 |
| 2 | 2.547 | 21.228 | 55.089 | 2.547 | 21.228 | 55.089 | 2.350 | 19.582 | 46.754 |
| 3 | 1.971 | 16.426 | 71.516 | 1.971 | 16.426 | 71.516 | 2.254 | 18.784 | 65.539 |
| 4 | 1.456 | 12.132 | 83.648 | 1.456 | 12.132 | 83.648 | 2.173 | 18.109 | 83.648 |
| 5 | .821 | 6.840 | 90.487 | | | | | | |
| 6 | .466 | 3.884 | 94.371 | | | | | | |
| 7 | .315 | 2.627 | 96.998 | | | | | | |
| 8 | .185 | 1.539 | 98.537 | | | | | | |
| 9 | .109 | .911 | 99.448 | | | | | | |
| 10 | .066 | .552 | 100.000 | | | | | | |
| 11 | .000 | .000 | 100.000 | | | | | | |
| 12 | .000 | .000 | 100.000 | | | | | | |

Extraction Method: Principal Component Analysis.

Factor Analysis – Factors Against Chocolates



| Component | Variables |
|-----------|----------------|
| 1 | Ag4, Ag9, Ag10 |
| 2 | Ag3, Ag1 |
| 3 | Ag5, Ag11 |
| 4 | Ag2, Ag12 |

Rotated Component Matrix

| | Component | | | |
|------|-----------|-------|-------|-------|
| | 1 | 2 | 3 | 4 |
| Ag1 | -.020 | .801 | .151 | .124 |
| Ag2 | .182 | .239 | .083 | .903 |
| Ag3 | .120 | -.842 | .277 | -.185 |
| Ag4 | .871 | -.017 | .051 | .262 |
| Ag5 | -.147 | .408 | .754 | -.145 |
| Ag6 | .364 | .728 | .319 | -.232 |
| Ag7 | .564 | -.145 | .728 | .264 |
| Ag8 | .708 | .378 | .430 | .195 |
| Ag9 | .809 | -.250 | .160 | -.365 |
| Ag10 | .877 | .106 | -.011 | -.135 |
| Ag11 | .173 | -.070 | .850 | .188 |
| Ag12 | -.164 | -.057 | .113 | .932 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 6 iterations.

Discriminant Analysis



How Good Is The Model?

Classification Results

| | | Gifting_Option | Predicted Group Membership | | | Total |
|----------|-------|----------------|----------------------------|-------|----------------|-------|
| | | | Disagree | Agree | Strongly Agree | |
| Original | Count | Disagree | 4 | 0 | 1 | 5 |
| | | Agree | 2 | 10 | 2 | 14 |
| | | Strongly Agree | 1 | 1 | 2 | 4 |
| | % | Disagree | 80.0 | .0 | 20.0 | 100.0 |
| | | Agree | 14.3 | 71.4 | 14.3 | 100.0 |
| | | Strongly Agree | 25.0 | 25.0 | 50.0 | 100.0 |

a. 69.6% of original grouped cases correctly classified.



Discriminant Analysis

Canonical Discriminant Function Coefficients

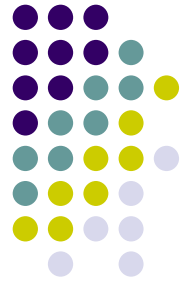
| | Function | |
|------------|----------|--------|
| | 1 | 2 |
| Age | .077 | .429 |
| Gender | -.786 | -1.117 |
| Income | .027 | .007 |
| Occupation | -.033 | .641 |
| Education | 1.742 | -.731 |
| (Constant) | -3.689 | 1.267 |

Unstandardized coefficients

Discriminant Equation

$$Y = -3.689 + 0.77(\mathbf{Age}) - 0.786(\mathbf{Gender}) + 0.027(\mathbf{Income}) - 0.033(\mathbf{Occupation}) + 1.742(\mathbf{Education})$$

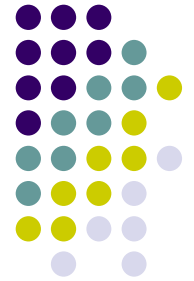
Discriminant Analysis



Standardized Canonical Discriminant Function Coefficients

| | Function | |
|------------|----------|-------|
| | 1 | 2 |
| Age | .128 | .710 |
| Gender | -.393 | -.559 |
| Income | .522 | .132 |
| Occupation | -.021 | .406 |
| Education | .800 | -.336 |

This shows that **education** is the **best predictor** to the **coefficient of 0.8** followed by **Income** with **coefficient of 0.522**

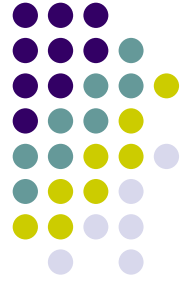


Paired Comparison

| | Family | Festival | Social Visits | Celebratory |
|---------------|--------|----------|---------------|-------------|
| Family | X | 9* | 22 | 17 |
| Festival | 13 | X | 17 | 19 |
| Social Visits | 3 | 7 | X | 9 |
| Celebratory | 8 | 5 | 14 | X |
| SUM | 24 | 21 | 53 | 45 |

* Read as 9 prefer gifting on festivals over family functions

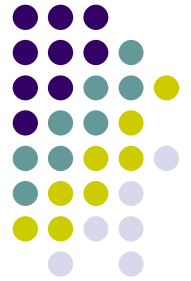
Social visits are the most suitable occasions for gifting chocolates over sweets



Inferences

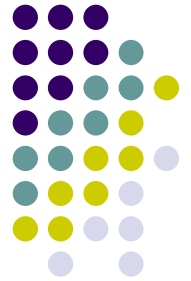
- **Null Hypothesis (H_0):** There is no significant difference in the pattern in which people choose their recipients for gifting sweets
- **Alternate Hypothesis (H_a):** There is a significant difference in the pattern in which people choose their recipients for gifting sweets.

Kendall's Coefficient of Concordance



| Respondent | Friends | ProAcq | Relatives | BizClients |
|------------------------|-----------------|-----------------|-----------------|-----------------|
| 1 | 2 | 4 | 1 | 3 |
| 2 | 2 | 4 | 1 | 3 |
| 3 | 3 | 1 | 4 | 2 |
| 4 | 4 | 3 | 1 | 2 |
| 5 | 2 | 4 | 1 | 3 |
| 6 | 1 | 4 | 2 | 3 |
| 7 | 1 | 3 | 2 | 4 |
| 8 | 2 | 4 | 1 | 3 |
| 9 | 2 | 4 | 1 | 3 |
| 10 | 3 | 2 | 4 | 1 |
| 11 | 2 | 3 | 1 | 4 |
| 12 | 2 | 3 | 1 | 4 |
| 13 | 2 | 3 | 1 | 4 |
| 14 | 1 | 3 | 2 | 4 |
| 15 | 1 | 2 | 4 | 3 |
| 16 | 1 | 0 | 2 | 0 |
| 17 | 2 | 0 | 1 | 0 |
| 18 | 1 | 4 | 2 | 3 |
| 19 | 2 | 3 | 1 | 4 |
| 20 | 1 | 4 | 2 | 3 |
| 21 | 4 | 1 | 3 | 2 |
| 22 | 3 | 2 | 1 | 4 |
| 23 | 3 | 4 | 1 | 2 |
| 24 | 1 | 1 | 1 | 4 |
| 25 | 1 | 2 | 1 | 4 |
| 26 | 1 | 0 | 2 | 0 |
| 27 | 1 | 4 | 1 | 2 |
| 28 | 2 | 3 | 1 | 4 |
| 29 | 1 | 2 | 2 | 0 |
| 30 | 1 | 4 | 1 | 1 |
| 31 | 3 | 4 | 2 | 4 |
| Sum (Rj) | 58 | 85 | 51 | 83 |
| (Rj - Rj bar)^2 | 126.5625 | 248.0625 | 333.0625 | 189.0625 |

Kendall's Coefficient of Concordance



s = 896.75

W = 0.1866

k = 31

n = 4

Confidence Level = 95%

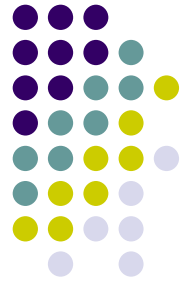
Calculated chi-square = 17.35

Standardized value = 7.815

Hence Null Hypothesis is rejected

Conclusion

There is a significant difference in the pattern in which people choose their recipients for gifting sweets



Conclusion

- People have a preference for gifting chocolates
- Most important factors going in favor of gifting chocolates are:
 - Celebrity endorsement
 - Something different
 - Online gifting options
- Factors going against chocolates are:
 - Quality issues
 - The perception that chocolates are meant for kids
 - Can't be consumed by all family members

Thank You

