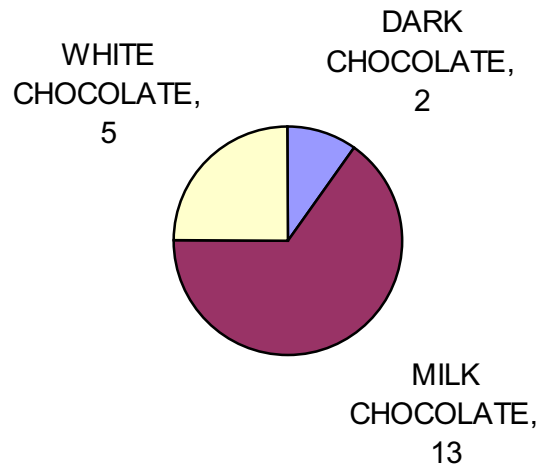


### Cadbury market research exercise part 3 of 4

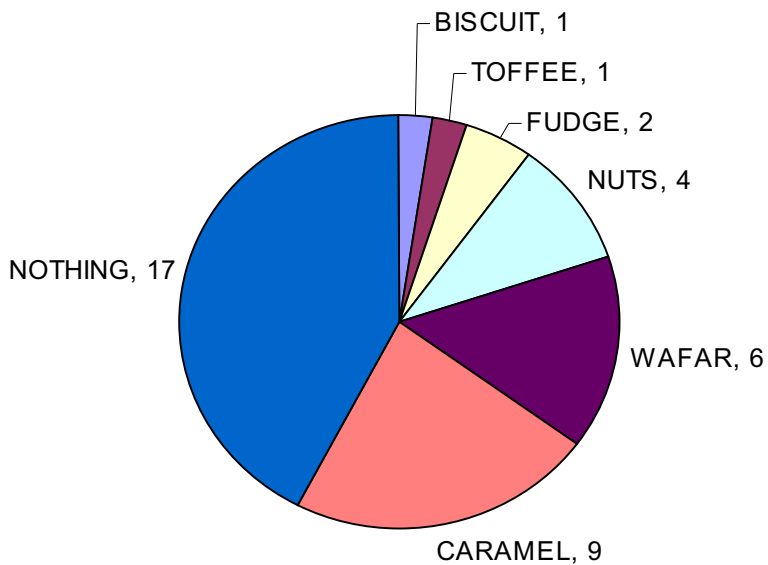
#### Charts made from my results

Underneath, are pie charts showing the results of my questionnaire in twenty 14 -16 year olds.

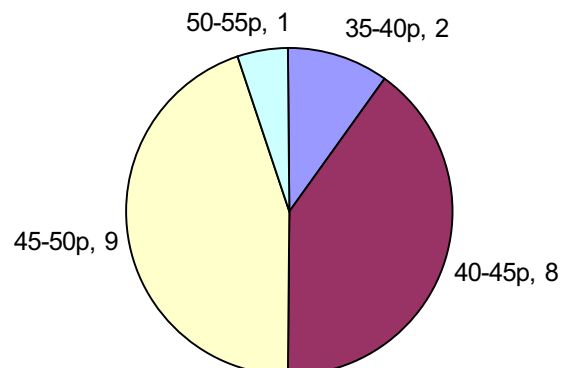
Below is a pie chart showing the amount of people who preferred different types of chocolate.



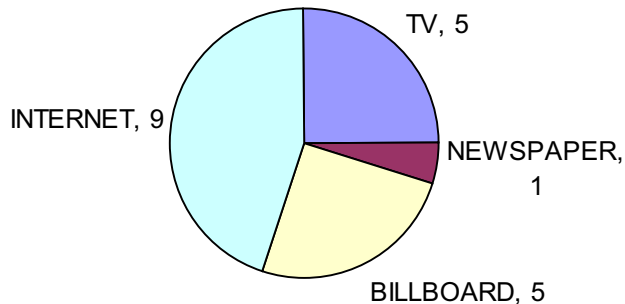
Below is another pie chart showing twenty people's two most favourite things which people like to have in their chocolate.



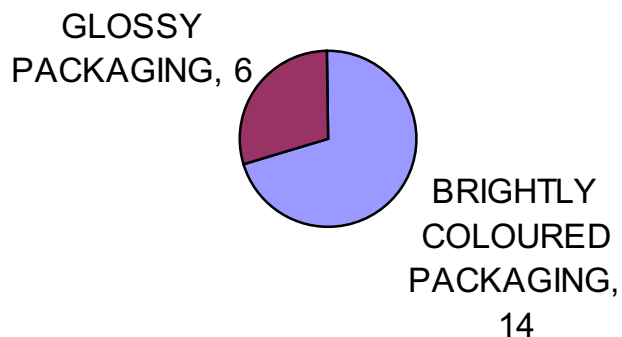
Below is a pie chart showing what prices twenty 14 – 16 year olds want for a chocolate.



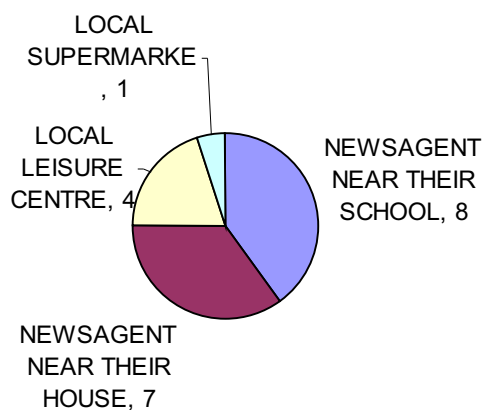
Below is the pie chart showing which types of advertising media which is most likely to inform children aged 14 – 16 about a new chocolate bar, according to themselves.



Below is a pie chart which shows what kind of packaging 14 – 16 year olds were attracted to when they entered a shop.



Below is a pie chart showing where twenty 14 – 16 year olds usually go to buy a bar of chocolate.



From these charts, I can see that the favourite type of chocolate is the one which has nothing within it, followed by caramel and then wafer. Also, the

preferred variety of chocolate is milk chocolate. I have found out that the wanted price is 45-50p. As 40-45p was a popular choice as well, I have decided to keep the price at 45p which is in both of the two price ranges. I have found out that the most common way of finding out about a chocolate bar is through the internet for these 14 – 16 year olds. This means that Cadbury should advertise this product through the internet. I now know that a 14 – 16 year old child is attracted more to a brightly coloured packaging, than to a glossy packaging. I have also found out that the majority of chocolate bars, which are bought separately, are bought at newsagents and is more likely to be bought at a newsagent near a school.

I have decided that Cadbury should make a chocolate bar which is made from milk chocolate, priced as close to 45p as they can get. The packaging should be brightly coloured and should be easily available in newsagents.

Now I know that the chocolate should be milk chocolate with nothing inside, I will now make a questionnaire about what 14 – 16 year olds like in a plain milk chocolate bar.

### Questionnaire No. 2

What qualities would you like a plain milk chocolate bar to have?

(tick one box only)

- |                      |                          |
|----------------------|--------------------------|
| Light                | <input type="checkbox"/> |
| Milky                | <input type="checkbox"/> |
| 'Melt in your mouth' | <input type="checkbox"/> |
| Flaky                | <input type="checkbox"/> |
| Smooth texture       | <input type="checkbox"/> |
| Soft                 | <input type="checkbox"/> |
| Chunky               | <input type="checkbox"/> |
| Crunchy              | <input type="checkbox"/> |
| Long aftertaste      | <input type="checkbox"/> |

How often do you access the internet?

(tick one box only)

- |                 |                          |
|-----------------|--------------------------|
| 5-7 days a week | <input type="checkbox"/> |
| 3-4 days a week | <input type="checkbox"/> |
| 1-2 days a week | <input type="checkbox"/> |
| Rarely          | <input type="checkbox"/> |

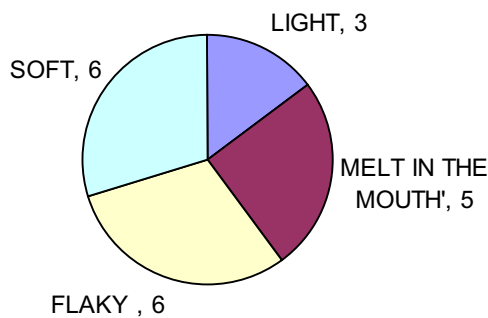
How much are you willing to pay for a plain milk chocolate bar?

(tick one box only)

- |        |                          |
|--------|--------------------------|
| 40-44p | <input type="checkbox"/> |
| 44-46p | <input type="checkbox"/> |
| 47-50p | <input type="checkbox"/> |

I gave this questionnaire to twenty 14 – 16 year old children. The following are my results.

Below are the answers given by the twenty people questioned about what qualities they would like in their chocolate bar.



As you can see, the most popular qualities were soft and flaky followed by the 'melt in your mouth' quality. All of these are qualities of the very successful product Flake, also made by Cadbury.

Ten of the twenty questioned said that they had accessed the internet 5-7 days a week. Six of the twenty accessed the internet 3-4 days a week and the other four accessed the internet at least one time a week. This shows that a child in this age group may access the internet quite frequently and would be able to receive advertisements on the internet.

Also, thirteen out of the twenty people questioned thought that the price for the chocolate bar should be 44-46p. Four chose 47-50p and three chose 40-43p. This shows that Cadbury should set the price at around 44-46p. This supports my suggestion earlier that Cadbury should try and keep the price of a bar of this chocolate as close to 45p as possible.

From this, I have decided that this plain chocolate bar should be soft, flaky and should be able to melt in your mouth. The price should be as close as possible to 45p and the chocolate bar should be advertised on the internet.

I think that the name of this product should be Dairy Milk Crumbly. I have called it crumbly as it is both soft and flaky and this word can describe both of these qualities. I have also called it Dairy Milk because after doing some 'desk' research I have found out that Cadbury's Dairy Milk is one of the UK's most favourite chocolates. The benefits of calling this chocolate bar Dairy Milk is that it is a well known brand which is trusted and eaten by the general public. This would lead the public to trust this new product and they are therefore more likely to buy it.