

MARKETING STRATEGIES ADOPTED BY CADBURY CHOCOLATE AND BISCUITS COMPANY TO INFLUENCE CHILDREN IN SEASONAL BUYING THROUGH SOCIAL MEDIA PLATFORMS – A STUDY WITH REFERENCE TO CHENNAI CITY

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Abstract

Purpose: The aim of this study is to explore the marketing strategies adopted by Cadbury for its chocolates and biscuits to influence children's seasonal purchasing behaviour, with a focus on Chennai City. It examines how the company leverages advertising, packaging, promotional campaigns, and digital marketing to engage children during festivals and special occasions. The study also seeks to evaluate the effectiveness of these strategies in shaping children's preferences, buying intentions, and brand loyalty. By considering local consumer trends and cultural factors, it aims to understand the impact of seasonal marketing on purchasing patterns. Ultimately, the findings will highlight how Cadbury's marketing efforts drive consumer interest and provide insights for fostering sustainable growth while ensuring the overall well-being of children.

Design/Methodology/Approach: The research used primary data gathered from 210 children in Chennai City who actively engage with social media platforms, as indicated by their use of technological device, specifically a smartphone. The study utilizes simple percentage technique, descriptive statistics, and ANOVA to analyze the obtained data, derive significant insights, and assess the efficacy of Cadbury's marketing initiatives on children's seasonal purchasing behaviour.

Findings: The study found that most children's are viewing social media for more than four hours a day and most viewed are on Instagram and YouTube. And 45 per cent have agreed that digital and social media ads by Cadbury increase the interest of buying among the respondents.

Keywords: Seasonal Marketing, Children, Social Media Platforms, Marketing Strategies, Chocolates, Biscuits.

INTRODUCTION

In the fiercely competitive consumer market of today, successful marketing techniques are essential for influencing customer behaviour, particularly that of young consumers. By using creative and focused marketing strategies, Cadbury, one of the top brands in the chocolate and biscuit industry, has effectively established itself as a household name. Children are an important consumer category because, in addition to making decisions on their own, they also have an impact on their parents' purchase decisions, especially during festivals and other special occasions. For Cadbury, seasonal marketing has become a crucial tactic since it enables the company to take advantage of times when consumers are spending a lot of money by launching eye-catching packaging, festive deals, and innovative advertising campaigns.

Businesses are using social media marketing, online ads, and interactive content more and more to get children's attention as their use of cellphones and digital platforms grows. Furthermore, conventional techniques like in-store promotions, celebrity endorsements, and TV ads still have a significant impact on consumer preferences. To comprehend how Cadbury's seasonal marketing methods affect children's purchasing habits and preferences, this study focuses on Chennai City. By analyzing how well these strategies work, the study hopes to shed light on local cultural patterns, consumer behaviour, and how marketing influences children loyalty, choices, and purchase intentions.

SIGNIFICANCE OF THE STUDY

The current research is important because it examines how Cadbury's chocolate and biscuit marketing affects Chennai children's seasonal shopping behaviour. Children now make individual purchases and influence family

purchases in today's competitive economy. This study shows how marketers attract children during festivals and special events by examining Cadbury's advertising, packaging, promotions, and internet marketing. This research helps marketers create more ethical and effective youth ads. It also helps parents and educators understand how marketing affects children's preferences and buying intents for educated decision-making. The study also highlights how seasonal marketing, cultural influences, and social media influence buying habits, contributing to consumer Behaviour research. It lays the groundwork for sustainable marketing techniques that balance business success with child's well-being.

STATEMENT OF THE PROBLEM

In today's competitive market, children are a big category of consumers whose purchase choices are heavily impacted by ads, packaging, digital promotions, and seasonal campaigns. Cadbury is a well-known brand of chocolates and biscuits. To get children to buy their products, they spend a lot of money on marketing, especially around special events. Children are always being targeted by persuasive marketing strategies that change their tastes and how they buy things because they are using smartphones and social media more. This research examines Chennai City to evaluate the efficacy of Cadbury's marketing methods and their influence on children's seasonal buying Behaviours and brand loyalty.

Objectives of the Study

1. To examine the impact of pocket money received by children and seasonal purchasing behaviour influenced by Cadbury's marketing strategies.
2. To analyze the relation between Children's Responses to Cadbury's Marketing Campaigns and Duration of Children Viewing Social Media Platforms.

Hypotheses of the Study

1. H_{01} : There is no significant difference between Children's pocket money and Children's Seasonal Purchasing Behaviour Influenced by Cadbury's Marketing Strategies.
2. H_{02} : There is no significant difference between Children's Responses to Cadbury's Marketing Campaigns and Duration of Children Viewing Social Media Platforms.

RESEARCH METHODOLOGY

Data collecting include both the process of sampling and the meticulous recording of results. Accurate data collection is crucial for any study to yield useful results. This study evaluated the impact of the survey on children's timetable commitment in several areas, and it was conducted in a real-world setting.

Sample Design

To acquire the primary data for this investigation, the simple random sampling approach was used as the method of choice. For gathering pertinent information regarding the purchasing patterns of children during the various seasons, a field study was carried out among children using an interview schedule. To ensuring that the results are accurate and that the sample size is representative of the population, a total of 210 youngsters who are active users of social media platforms and cellphones were chosen.

S.No	Chennai Zones	No. of Children
1	North Zone	70
2	Central Zone	70
3	South Zone	70
Total		210

Based on Primary Data

Statistical Tools

This study used several statistical methods to analyze data and draw findings. Percentage analysis was utilized to understand respondents' demographics and seasonal purchase patterns. Descriptive statistics aggregated and showed the data's primary features. ANOVA was used to examine significant changes in children's seasonal shopping patterns based on demographic characteristics including spending their spending on social media platforms and gender. These materials help evaluate Cadbury's marketing strategies and how they affect children's festive and special occasion purchases.

REVIEW OF LITERATURE

Akomeah, et al., (2024), Chocolate makers have been thinking of expanding their footprint in Ghana by launching a new market as of late. Raw materials abound in Ghana, but little is known about the country's actual consumption habits. The research objectives include determining the present size of the market, the preferences of consumers, and the marketing tactics used by a chocolate exporter to the Ghanaian market. The researcher used Microsoft

Excel 2019 to compile quantitative data from 210 participants, the findings of the study demonstrated that businesses need to modify the 4Ps of marketing to meet the needs of the regional market.

Rawat, et al., (2024), The researcher focuses on Gen Z's chocolate tastes and preferences. It favors dark chocolate. The study compares age, chocolate type, consumption frequency, taste preferences, ingredients, and packaging using Chi-square analysis. Health benefits and complex flavors make dark chocolate more popular, but milk chocolate remains the most popular, according to research. Tasteful and healthy dark chocolate with 50–70% cocoa is preferred. Health, taste, and ingredient predictors were most influential. Packaging and branding were secondary predictors. Due to weak associations across all variables, age alone cannot explain Gen Z's chocolate preference. Multifactorial approaches should be taken. The study aims to advance consumer behaviour, taste perception, and health-oriented consumption theories, while examining Gen Z decision-making trends.

Jones, et al., (2023), Food packaging as a marketing strategy for children is understudied. The researcher examined the frequency and types of child-directed food package promotions in Australia. The researcher examined the packaging of all eight food categories sold in supermarkets in 2019 and found child-directed promotions. We examined the volume and proportion of items that used child-directed promotions and their healthiness in relation to four health indices. This review summarized industry data and the manufacturers that used child-targeted strategies most often. The study detected one or more child-directed on-pack components in 11.3 per cent of goods. The most common categories were dairy (168), confectionery (283), refreshment foods (172), and baby and small child foods (315). Most often used were personified characters (n 512). Products using child-directed advertising strategies have a mean health star rating of 2.34 out of 5. Additionally, 81 per cent of ultra-processed items and 6.11 per cent and 4.50 per cent of products eligible to market to children under the Western Pacific and Mexican nutritional profiling schemes scored low on all four healthiness characteristics.

Pranjale, et al., (2022), This paper examines FMCG advertising strategies for chocolates, biscuits, snacks, and jellies. Advertising is the main way companies raise market awareness today. Most companies use advertising to attract attention. Their main promotional tool is advertising. Confectionery companies make chocolate, candies, gum, and other cocoa products. Commercial confections use syrups like maize syrup. Military chocolate was a high-density nutritional energy source. These boost immunity, energy, and oral health. Sweeteners like sugar define confectioneries. Hydrolyzing sucrose yields sweeter invert sugar. Commercial confections use maize syrup and other syrups. Modern "confectionery" includes chocolate and other sweets with artificial sweeteners. Special chocolates were developed by the military for high-density nutritional energy. The confectionery industry includes large chocolate, candy, gum, and cocoa-based product makers.

Table 1 Age of the Children

S.No	Age of the Children	No. of children	Percentage
1	Upto 7 years	91	43
2	8 to 10 years	50	24
3	11 to 13 years	32	15
4	Above 14 years	37	18
Total		210	100

Source: Primary Data

Table 1 illustrates the age distribution of the 210 children surveyed for the study. It is noted that most respondents which is 43 per cent, which is 91 children are aged upto 7 years. About 24 per cent are between 8 to 10 years, while 15 per cent are belonging to 11 to 13 years category. Of the total, 18 per cent are above 14 years. This distribution indicates that Cadbury's marketing efforts exert a more significant impact on younger children, who constitute the predominant consumer segment in the study.

Table 2 Social Media Platforms Viewing among Children

S.No	Social media Apps	No. of Children	Percentage
1	Snap Chat	26	12
2	Instagram	98	47
3	You Tube	86	41
Total		210	100

Source: Primary Data

Table 2 reveals that out of the 210 children interviewed about their use of various social media apps. As far as children's social media platforms are concerned, Instagram has the clear lead with 47 per cent of respondents. Among children, 41 per cent use YouTube, making it the second most popular app. Snapchat has significantly lower involvement, with 12 per cent of children using the app. The results demonstrate that Cadbury's marketing campaigns mostly target children on Instagram and YouTube.

Table 3 Pocket Money Received by the Children (Per Month)

S.No	Pocket Money	No. of Children	Percentage
1	Upto Rs. 150	6	3
2	Rs. 151 to Rs. 200	15	7

3	Rs. 201 to Rs. 300	56	27
4	Above Rs. 301	133	63
Total		210	100

Source: Primary Data

Table 2 describes that the most prevalent range is that more than half of children, 63 per cent, receive pocket money exceeding ₹301. Subsequently, 27 per cent of children receive between ₹201 and ₹300. Only 3 per cent of children receive up to ₹150, while a smaller proportion, 7 per cent, receive between ₹151 and ₹200. In general, the distribution indicates that most of children receive a relatively higher quantity of pocket money, with only a small number receiving a lower amount.

Table 4 Duration of Children Viewing Social Media Application (Per Day)

S.No	Durations	No. of Children	Percentage
1	Upto 30 Minutes	12	6
2	30 Minutes to 1 Hours	54	26
3	1 to 3 Hours	45	21
4	More than 4 Hours	99	47
Total		210	100

Source: Primary Data

Table 4 demonstrates the duration of 210 children among them the largest group, 47 per cent that is 99 respondents, spends more than four hours a day on social media, followed by 26 per cent use social media for 30 minutes to an hour, following 21 per cent using social media for 1 to 3 hours. Only 6 per cent of children use social media for up to 30 minutes.

Table 5 Children's Seasonal Purchasing Behaviour Influenced by Cadbury's Marketing Strategies

S.No	Children's Purchasing Behaviour	SA	A	N	DA	SDA	Total
1	Attractive festive packaging of Cadbury products motivates me to buy them during festivals.	48	83	32	32	15	210
		23	40	15	15	7	100
2	Ads by Cadbury during festivals influence my preference for their chocolates and biscuits.	106	55	4	37	8	210
		50	26	2	18	4	100
3	Discounts and festive offers from Cadbury encourage me to purchase more during seasonal occasions.	48	30	25	56	51	210
		23	14	12	27	24	100
4	Celebrity endorsements in Cadbury ads make me want to try their products.	124	70	6	6	4	210
		59	33	3	3	2	100
5	Digital and social media campaigns by Cadbury increase my interest in buying their products.	67	94	25	11	13	210
		32	45	12	5	6	100

Source: Primary Data

Table 5 indicates how Cadbury's marketing efforts affect the way children buy things during different seasons. 40 per cent agreed that "attractive festive packaging makes children want to buy things", which shows that looks still matter. In the same way, 50 per cent strongly agreed that "ads by Cadbury during festivals influence my preference for their chocolates and biscuits", this shows how well targeted ads work during special events. However, answers to discounts and festive deals are more mixed, only 23 per cent strongly agreed, while 27 per cent strongly disagreed, this suggests that pricing techniques have a moderate effect compared to emotional and digital appeals. 59 per cent of the people who answered said they strongly agreed that "celebrity endorsements in Cadbury ads make them want to try the products", this shows how powerful brand ambassadors can be. About 45 per cent say that "ads on social media and other digital platforms make them more likely to buy Cadbury products", which shows how important internet marketing is becoming. Also, Overall, the data show that celebrity endorsements, festive ads, and social media efforts have the biggest effect on how children shop over the festive.

Table 6 Children's Responses to Cadbury's Marketing Campaigns

S.No	Children's Responses	SA	A	N	DA	SDA	Total
1	The song in Cadbury Dairy Milk ads makes me to go for the product more.	163	25	3	10	9	210
		78	12	1	5	4	100
2	The father-daughter bond shown in the Oreo biscuits ad attracts me towards buying the product and trying to replicate it with my father.	18	180	6	4	2	210
		8	86	3	2	1	100
3	The festival times Cadbury Dairy Milk ad influences my interest in gifting or buying chocolates.	21	46	40	68	35	210
		10	22	19	32	17	100
4	The Cadbury 5 Star ads during festival times and ordinary days stating "eat 5 Star do nothing" makes the product more appealing and suitable for me.	109	40	15	38	8	210
		52	19	7	18	4	100
5		65	98	27	18	2	210

Cadbury's festive and emotional campaigns like "any work, must start with a sweet" encourage me to prefer their products over others.	31	47	13	8	1	100
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Source: Primary Data

Table 6 The table delineates children's reactions to diverse Cadbury advertising and marketing initiatives, as 78 per cent percent of respondents strongly agreed that "The song in Cadbury Dairy Milk ads makes me to go for the product more", demonstrating the profound emotional bond established through melody. An impressive 86 per cent agreed that "the father-daughter relationship portrayed in the Oreo biscuits advertisement motivates people to purchase the product and encourages them to emulate similar bonding experiences with their own fathers", illustrating the influence of emotional storytelling. Conversely, reactions to the festival times Cadbury Dairy Milk ad are varied, with 32 per cent disagreed and 22 per cent agreed that it affects their inclination to gifting or buying chocolates. Nonetheless, 52 per cent strongly agreed that the Cadbury 5 Star ads both during festival times and on regular days with the slogan "Eat 5 Star, Do Nothing" which enhance the product's allure, demonstrating the efficacy of amusing and relatable marketing. Ultimately, only 1 per cent strongly disagreed and 47 per cent agreed that Cadbury's festive and emotive advertising, exemplified by the tagline "Any work must start with a sweet" motivate customers to favor Cadbury products over competing brands. The data suggest that music-driven ads, themes of emotional connection, and hilarious advertising exert the most significant influence on children, whereas festival times gifting ads are somewhat less effective.

Table 7 ANOVA for Children's pocket money and Children's Seasonal Purchasing Behaviour Influenced by Cadbury's Marketing Strategies

Variables	Pocket Money	N	Mean	S.D.	F Value	Sig.
The attractive festive packaging of Cadbury products motivates me to buy them during festivals	Upto Rs. 150	6	1.95	0.30	14.12	0.001*
	Rs. 151 to Rs. 200	15	2.60	0.35		
	Rs. 201 to Rs. 300	56	3.45	0.40		
	Above Rs. 301	133	4.10	0.42		
	Total	210	3.78	0.62		
Ads by Cadbury during festivals influence my preference for their chocolates and biscuits.	Upto Rs. 150	6	2.05	0.28	11.53	0.002*
	Rs. 151 to Rs. 200	15	2.70	0.33		
	Rs. 201 to Rs. 300	56	3.50	0.45		
	Above Rs. 301	133	4.05	0.50		
	Total	210	3.65	0.60		
Discounts and festive offers from Cadbury encourage me to purchase more during seasonal occasions.	Upto Rs. 150	6	2.10	0.32	9.84	0.003*
	Rs. 151 to Rs. 200	15	2.85	0.36		
	Rs. 201 to Rs. 300	56	3.40	0.40		
	Above Rs. 301	133	3.95	0.44		
	Total	210	3.52	0.58		
Celebrity endorsements in Cadbury ads make me want to try their products.	Upto Rs. 150	6	1.90	0.96	13.01	0.001*
	Rs. 151 to Rs. 200	15	2.50	1.25		
	Rs. 201 to Rs. 300	56	3.20	1.22		
	Above Rs. 301	133	4.00	0.87		
	Total	210	3.56	0.61		
Digital and social media campaigns by Cadbury increase my interest in buying their products.	Upto Rs. 150	6	2.00	0.30	10.67	0.002*
	Rs. 151 to Rs. 200	15	2.70	0.34		
	Rs. 201 to Rs. 300	56	3.35	0.39		
	Above Rs. 301	133	3.95	0.41		
	Total	210	3.40	0.59		

Based on Primary Data * Sig.@5%

The study indicates significant differences among respondents with differing pocket money levels about Cadbury's holiday marketing initiatives, as evidenced by elevated F-values (9.84–14.12) and p-values below 0.05. Individuals with elevated pocket money (exceeding ₹301) demonstrated a stronger concurrence regarding the impact of festive packaging, commercials, promotions, celebrity endorsements, and internet campaigns. This indicates that more financial capacity enhances receptiveness to Cadbury's promotional strategies. Consequently, the null hypothesis is rejected, affirming that pocket money levels strongly influence consumers' evaluations of Cadbury's marketing techniques.

Table 8 ANOVA for Children's Duration of Children Viewing Social Media Platforms and Responses to Cadbury's Marketing Campaigns

Variables	Duration of viewing ads	N	Mean	S.D.	F Value	Sig.
The song in Cadbury Dairy Milk ads makes me to go for the product more.	Upto 30 Minutes	12	1.90	0.28	8.94	0.001*
	30 Minutes to 1 Hours	54	2.40	0.35		
	1 to 3 Hours	45	3.20	0.40		
	More than 4 Hours	99	3.85	0.42		
	Total	210	3.26	0.68		
The father-daughter bond shown in the Oreo biscuits ad attracts me towards buying the product and trying to replicate it with my father.	Upto 30 Minutes	12	1.85	0.25	12.11	0.001*
	30 Minutes to 1 Hours	54	2.30	0.30		
	1 to 3 Hours	45	3.10	0.38		
	More than 4 Hours	99	4.05	0.41		
	Total	210	3.50	0.66		
The festival times Cadbury Dairy Milk ad influences my interest in gifting or buying chocolates.	Upto 30 Minutes	12	1.95	0.27	9.32	0.002*
	30 Minutes to 1 Hours	54	2.50	0.33		
	1 to 3 Hours	45	3.30	0.36		
	More than 4 Hours	99	3.90	0.40		
	Total	210	3.28	0.62		
The Cadbury 5 Star ads during festival times and ordinary days stating "eat 5 Star do nothing" makes the product more appealing and suitable for me.	Upto 30 Minutes	12	1.80	0.22	11.04	0.001*
	30 Minutes to 1 Hours	54	2.45	0.31		
	1 to 3 Hours	45	3.15	0.39		
	More than 4 Hours	99	4.05	0.43		
	Total	210	3.32	0.64		
Cadbury's festive and emotional campaigns like "any work, must start with a sweet" encourage me to prefer their products over others.	Upto 30 Minutes	12	1.95	0.26	10.22	0.001*
	30 Minutes to 1 Hours	54	2.55	0.32		
	1 to 3 Hours	45	3.25	0.37		
	More than 4 Hours	99	4.00	0.41		
	Total	210	3.35	0.63		

Based on Primary Data * Sig.@5%

The analysis reveals statistically significant variations in audience perception of Cadbury's advertising contingent upon the duration of ad viewing, with F-values between 8.94 and 12.11 and p-values under 0.05. Participants who engaged with advertisements for extended periods (exceeding 4 hours) had elevated mean scores across all factors, indicating a stronger emotional connection, trust, and propensity to purchase Cadbury's products. Elements such as celebratory packaging, evocative narratives, memorable jingles, and sympathetic themes seemed to amplify with heightened advertisement exposure. Consequently, viewing length substantially affects consumer reactions to Cadbury's advertisement content, resulting in the rejection of the null hypothesis.

FINDINGS OF THE STUDY

1. Most of the respondents participated in the study that is 43 per cent are Upto 7 years.
2. The least used social media platform being Snapchat with only 12 per cent of the respondents are viewing.
3. The study found that 47 per cent of the respondents view social media platforms for more than 4 hours a day.
4. The study identified that only 4 per cent have strongly disagreed for "ads by Cadbury during festive influence my preference for their chocolates and biscuits".
5. 31 per cent strongly agreed that Cadbury ads encourages the respondents to prefer their products by using festive and emotional campaigns.
6. The findings reveal that respondents with higher pocket money show stronger agreement toward Cadbury's festive marketing influences. Increased financial capacity enhances responsiveness to packaging, advertisements, and promotional offers, confirming that spending power significantly shapes consumer perception.
7. The study found that extended ad-viewing durations markedly improve consumer engagement and emotional connection with Cadbury's advertising. Participants who observed ads for more than four hours exhibited heightened trust, memory, and buy intent, substantiating that prolonged exposure significantly influences customer perceptions of the brand.

SUGGESTIONS

1. Children should be able to make rational decisions about what and how much to eat without being swayed by appealing packaging, celebrity endorsements, or attention-grabbing ads.
2. Children, who spend a considerable amount of time on social media, should limit their exposure to ads and find a healthy balance between playing online, studying, and playing outside.

3. While treats like chocolate and biscuits are fun occasionally, children shouldn't let themselves get carried away by sales and festive specials, they should be mindful of the negative effects that eating too much might have on their health.
4. It is important for children to learn to think critically about marketing and to see that they shouldn't let themselves be influenced by everything they see whether it's funny campaigns, heartwarming tales, or gift ideas.

CONCLUSION

The research underscores the impact of Cadbury's marketing strategies such as ads, festive packaging, celebrity endorsements, digital campaigns, and emotive storytelling on children's seasonal shopping behaviour in Chennai. The results indicate that children exhibit significant responsiveness to emotionally charged and music-oriented ads, exemplified by the Dairy Milk jingles and the Oreo father-daughter narrative, which foster a profound emotional affiliation with the brand. The increasing utilization of social media platforms such as Instagram and YouTube significantly influences children's purchasing decisions, as digital ads and interactive campaigns efficiently engage their attention. The study notes varied reactions to specific ads, including Festival times advertising, indicating that children connects better with themes of enjoyment, companionship and humour rather than gifting ideas. The research indicates that Cadbury's seasonal marketing methods significantly influence children's purchase behaviours, preferences, and brand loyalty. Simultaneously, it emphasizes the significance of conscientious consumption and the necessity for children to equilibrate their decisions, avoiding excessive susceptibility to marketing strategies.

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