



INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD

Diagnostic Study Of The Dark Chocolate Segment And Assess Market Opportunities For Amul

A report submitted to

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Introduction

Chocolate is consumed by a lot of people in India starting from children to old people. The chocolate Indian market in 2016-17 grew at 13% (Mintel Research). A 20.6 % CAGR in the year interval 2016-20 is what is expected from this industry. The chocolate industry growth is mainly dominated by the following factor:

- Chocolate is becoming a sweet alternative specially in the metropolitan cities
- Recently India has seen an increasing disposable income.
- Unlike the past now chocolate is considered a gift option in Rakhi, Bhai Dooj, Diwali etc.
-

There are of three kinds of Chocolates namely:

- Milk Chocolate (chocolate content of 75%),
- White Chocolate (chocolate content of 16%)
- Dark Chocolate (chocolate content of 9%).

Milk chocolates has been there in the market for a very long time and it is seen there has been a recent trend in the market about dark chocolate. The people who are consuming are seen to be more health conscious because dark chocolates contains flavonoids and other antioxidants. People today are suffering from various health diseases and one of them is diabetes for which it is seen there has been a rising trend in bitter chocolates too. People are gradually moving towards dark, bitter and sugar free chocolates.

Today the following brand offers Dark chocolate:

- Cadbury's Bourneville (Various flavours) and Hot chocolate by Cadbury
- Nestlé's Dark chocolate and Kitkat in Dark Flavour
- Amul's Dark Chocolate recently launched but various flavours are launched
- Others- Hersheys, Galaxy Dark Chocolate, Schmitts Dark Chocolate, Other imported brands

The health-conscious consumers are driving this and companies are targeting and they are the early adopters of the products after which it will become a trend. Somewhat we can say an acquired taste like sushi or any beer etc. One of the

setbacks in this is this type of chocolate are highly priced because of which entry is a bit difficult.

Amul's offering is targeted towards these consumers. Several flavours of Amul's dark chocolates are launched. We believe that consumers connect milk chocolate with Amul because of the background of Amul Milk and the white revolution. Our project aims to understand what is the gap in the offering by Amul's dark chocolate by market research in the Indian consumer market and try to understand the market opportunities for Amul.

PROBLEM DEFINATION

The dark chocolate market has huge potential mainly because of the rising trend of the people becoming more health conscious.:

- To identify what the potential consumers of dark chocolates need and what Amul's dark chocolate is offering.
- We will try to understand the potential market and what is the worth of Amul brand.
- Identify the market gap and create a new product offering.
- We will devise a marketing strategy for Amul.
- We will also try to understand the differences between the current offering and the offering that is proposed through perception map

MANAGEMENT DECISION PROBLEM

To understand the performance and perception of Amul Dark chocolate and suggest what can be a way ahead.

MARKET RESEARCH PROBLEM

- How do consumers perceive Amul's dark chocolates and its various flavours and what importance do they give to the attributes?
- What attributes do existing brands in the market like Cadbury, Hershey etc. signal to their consumers (implicit and explicit)?

- Are there Any of the attributes in the current offering that if removed may interest the consumers to consume Amul's dark chocolate?
- Are there any attributes if added to the current offering may interest the consumers to consume Amul's dark chocolate?
- After the first two questions, what are the gaps that are identified?
- We will also try to Understand the buying behaviour of dark chocolates.
- Understand perception of consumers about Amul brand, and assess efficacy of Amul's marketing mix and meet the consumer's expectation.
- Understand what is the specific buying behaviour of Amul's customers

GLOBAL TRENDS IN CHOCOLATES:

Value growth

The table 1 shows actual growth in terms of value of the chocolate market globally. Strong growth is depicted by the green region while the weak growth is depicted by the red region. A strong growth has been seen for India between 20% and this trend is set to continue for the next several years. Other markets globally which also shows a strong growth are China and Brazil; Mexico and Russia also have seen good growth in 2012 and 2013 while it is declining.

Very strangely the European market is showing very slow growth in spite of the fact they consume chocolates and use chocolates in food a lot. The growth of USA and UK is also weak but growing.

Region	2012	2013	2014	2015	2016
Australia	3.6	4.8	4.1	3.2	3
Brazil	12.8	14.3	14	13.2	12.8
China	18.4	14	14.8	13.1	12.2
France	1.5	2.8	2.3	3.3	4
Germany	-0.1	0.9	1.1	1.6	2.4
India	22.9	22.2	23.1	20	20.5
Italy	0.8	-2.2	-0.1	0.9	2
Japan	0.5	0.6	0.8	0.8	0.6
Mexico	10.5	5.2	6.8	7.1	7.4
Russia	10	7	9.6	4.9	5.1
Spain	9.5	4.7	5.3	6.4	5.9
UK	2.3	2.3	2.6	3.1	3.1
US	3	3.6	2.7	2.8	2.6

http://www.teknoscienze.com/Contents/Riviste/PDF/AF1_2015_LOW_26-30.pdf

CHOCOLATE SALES TRENDS IN INDIA

The chocolate Indian market in 2016-17 grew at 13% (Mintel Research). A 20.6 % CAGR in the year interval 2016-20 is what is expected from this industry.

Recent trends:

Chocolate industry is gradually moving from a eating for pleasure to health conscious. The entire world is trying to understand that healthy consumption is necessary and the chocolate has many problems associated with it. But it's mostly milk chocolates because of the large amount of sugar. So, people are moving more towards dark chocolates or bitter chocolates or in other less sugar diet. Besides raw cocoa is also more in demand.

- Another trend that has been observed is people are more interested in buying chocolates with good packaging. It's more a gifting option or a

sweet alternative so the packaging becomes very important since we are giving it to the people. Blended chocolates with lots of dry fruits is also in demand. Chocolate is becoming a sweet alternative specially in the metropolitan cities

- Recently India has seen an increasing disposable income.
- Unlike the past now chocolate is considered a gift option in Rakhi, Bhai Dooj, Diwali etc.

The health-conscious consumers are driving this and companies are targeting and they are the early adopters of the products after which it will become a trend. Somewhat we can say an acquired taste like sushi or any beer etc. One of the setbacks in this is this type of chocolate are highly priced because of which entry is a bit difficult.

Insights from the In-Depth Interviews of customers: -

1. External Motivation –

Majority of the dark chocolate respondents mentioned the presence of a feeling of belonging to an elite class and a sense of fulfillment is being achieved. The concept of dark chocolate somewhere down the line also cited bandwagon effect as a major underlying factor for the purchase of it.

Everyone had their own reason of consuming dark chocolate but more than an internal crave or an internal reason, the external factors seemed to be contributing more towards the consumption of the dark chocolate. It was evident that the initial usage was because of the external trigger related to bandwagon effect, rather than an internal need.

2. Size of the bar –

A dark chocolate can be easily identified by the bar size. The dark chocolate enthusiasts even clearly said even if the person has been watching another person who is away but with a chocolate, can identify whether it's a dark chocolate or not by the sheer size of it.

The regular chocolates were basically of smaller sizes. Normally, the respondents said that they have grown up eating small packets of regular

chocolates which were either white chocolate or milk chocolate. The size of the bar has also been related to the feeling of elite, love and exotic as the people have shifted from the milk or white chocolate to dark chocolate.

3. Private Luxury-

A very unique attribute which came out of the interviews was that people liked to consume the dark chocolate alone. We can say it in other words that dark chocolate is something which people preferred not to share while consuming. Also an underlying fact which was evident as not something on the surface but as something which was on the

The consumption of dark chocolate was somewhere down the line related to the individual time or we can say it gave them a feeling of a personal space as they didn't like to share it rather enjoy every bit of it themselves.

4. Emotional Connect -

Among the regular users of dark chocolate, we got a mixed response of the form that few of them said that they didn't experience any change in the state of emotion after consuming the dark chocolate as compared to the pre-consumption state of emotion. While others said that they feel it to be little intoxicating, sometimes a feeling of romance and sensuousness also prevails.

5. Perception of Amul-

Amul generally is perceived to be a very domestic home-grown brand which is very trust worthy. But somewhere down the line it is clear that they find difficulty in associating Amul with premium, rich, dark, bitter which are the general attributes to the dark chocolate.

Even the dark chocolate of Amul is found to be sweet and not bitter to a great extent. The brand is also very affordable so the premium feeling which generally is derived from the dark chocolate was found hard to feel.

Insights from the In-depth Interviews of Retailers of Dark Chocolate: -

We conducted an in-depth interview with 3 retailers. The following were the insights obtained from them.

1. Consumer Demographics -

After interviewing the retailers we came to know that chocolates in general is being consumed by the kid and adults up till the age 30 generally. However, if we constrict ourselves to dark chocolate, we would find that the dark chocolate is generally being consumed by the adults aged 18-30. Also, majority if the consumers who consumed dark chocolate were found to be women.

2. Brand Specific-

The customers were basically found to be highly brand conscious and generally asked for Bournville or Amul. However, if they weren't able to find the preferred brand, they used to enquire the retailer about the unavailability of the specific brand. Some of them went for the second brand available for the dark chocolate while others left the shop for that specific brand and asked for it in another shop.

3. Trends in sales of dark chocolates

Over a period of past three years the overall general demand of the dark chocolates has been increasing. The retailer said that companies like Cadbury had set a sales target of INR 70000/- per month sales as per revenue per retailer while other companies like Amul didn't had any such target. The demand for Bournville is higher despite the lower price of Amul dark chocolate. The customer has doubts on the quality and purity of the Amul chocolate because of the lower price.

4. Size and SKU preference-

Here we can see that the customers were sort of divided into two major categories and was further divided into 2 sub-categories of each major

category. The two broad categories are affluent class & frequent buyers and not so affluent class. Among them also there are two sub categories. One is who favors large packs and other one is the one who prefers to buy the lowest size pack of dark chocolate. According to the retailers the new buyers and not so affluent class (general mass) prefer buying the smaller packs and those who buy large bars are generally from affluent class. The frequency of buying of smaller packs is higher than the bigger packs. One retailer also claimed that the sales of Amul dark chocolate has increased significantly after introduction of smaller packs. This shows the importance of pack size for the sale of chocolate.

5. Acceptance of Amul dark chocolate-

The Amul dark chocolate is having less price and general public and chocolate enthusiasts who like to try new varieties would like to try it. But according to the retailers, the Amul dark chocolate is not available in every store and it is also difficult for the retailer to keep stock for such number of varieties of chocolates. Keeping the product portfolio in view, the promotion done by the company is negligible. People are not sure about the product offerings and uniqueness of the varieties. This lack of awareness is the main hinderance for the trial of the chocolate.

6. Seasonality-

According to the retailers, festive season is the most important part of the year when the chocolate sales is high. Cadbury has successfully been able to position itself as a sweet which can be gifted in the festivals and other special occasions. But people do realize the health effect of milk chocolate. Amul can take advantages of the health perception associated with the dark chocolate and target the festive seasons. But before that Amul have to establish itself as a premium chocolate brand, so that people won't feel cheap while gifting Amul dark chocolate.

Insights from the FGD:

Two FGDs were conducted, first with 6 participants and the second with 5 participants. Each group discussion lasted for 30 minutes. Both the group was a mix of dark chocolate consumers and milk chocolate consumers.

Snob effect of dark chocolate: Most of the members from both the groups agreed that dark chocolate has a snob effect. Most of them related it with the taste which is bitter and acquired with time. But two members from group one argued that the demand is not completely due to snob effect but it has health benefits

also. Although other group member didn't comment on the health benefits, but it was clear that there is some part of the demand which is driven by snob effect.

Amul and its marketing strategy: In the FGD, the participants were not very much satisfied with the marketing strategy of Amul. Although 2 members out of 5 in the second group were fine with the current pricing strategy, others were in support of increasing the price as well as the quality of the chocolates. The move to launch small packs of chocolates was appreciated, because that is what needed by the targeted customers (mass customers). About the quality and promotion of the Amul chocolates, the team agreed that it is not comparable with brands like Bourneville. The group was unable to recall any promotional activity done by Amul, except one who have seen the poster of Amul chocolates. On the other hand, the promotional campaign by Bourneville, "U earn a Bourneville" can easily be recollected by the members.

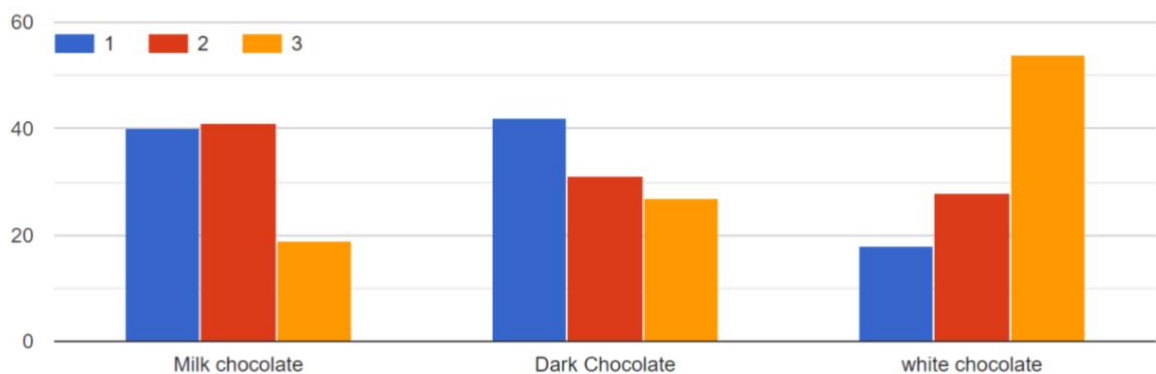
Hinderances for Amul dark chocolate's sales: When the group was asked that what are the factors which prevent the sales and adoption of Amul dark chocolate, many theories came out. Most important of them was the lack of premium feeling. Mostly dark chocolate is associated with premium and luxury, which is lost in case of Amul due to less price. Some members also suggested that the lowered prize is also an indicator of lower quality, which is true in many cases. Most of the group members agreed to the fact that the Amul dark chocolate is inferior to taste compared to its competitors. Another factor identified was availability and accessibility. The Amul dark chocolate is not available in all the retail stores. While Bourneville (Amul's competitor) is present in almost all the retail shops, who keep chocolates, Amul is not able to secure that space. The number of varieties also create problem for the retailers to stock the Amul dark chocolate.

Consumption Pattern: Two out of six participants in group one didn't want to share the dark chocolate but rest like to have it with their friends. This shows that dark chocolate can be a friend when you are alone and also a medium to strengthen the friendship with other friends. In group two it was discussed that dark chocolate is not suitable for gifting in marriages and festival due to its bitter taste and milk chocolate is preferred as a substitute to sweet. But the health angle of the dark chocolates which can make the it a healthy gift item has not been explored yet.

Insights from Primary research:

After revision of the pre-test questionnaire we floated the final questionnaire for which we got 100 responses. After analyzing the responses, we got following insights from each question.

Q.1.What type of chocolate do you prefer? (rank, 1 being most preferred)



The above question was asked to know the distribution of the respondents based on the preference of the chocolates. Here we found out that 40% of the respondents prefer milk chocolate, 42% prefer Dark chocolate and only 18% prefer white chocolate. It shows that the sample has a fair number of dark chocolate enthusiasts.

Q.2. What comes to your mind when you think about Dark chocolate

This word cloud suggests that the people associate Amul dark chocolate mostly with affordability, sweetness, dark, bitter, economical etc. The intersection of the two word clouds i.e. for dark chocolate and the word cloud for Amul dark chocolate is less. The words emphasized in dark chocolate is not emphasized for Amul dark chocolate.

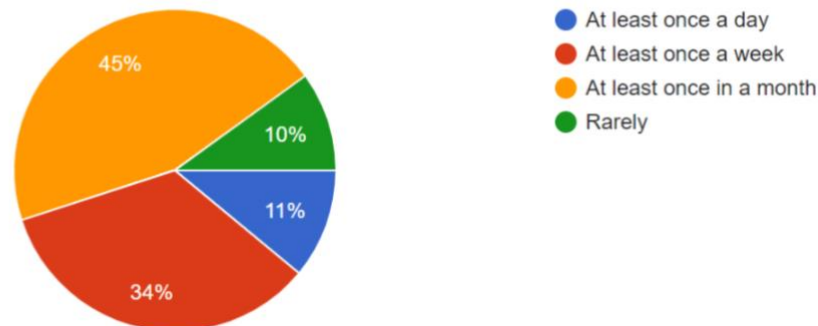
Q.4. What comes to your mind when you think about Bournville Dark chocolate



We can see from the words that are associated with Bourneville matches with the dark chocolate more than the Amul dark chocolate. It is considered bitter and premium which are perceived important attributes of dark chocolate.

Q.5. How often do you consume chocolate?

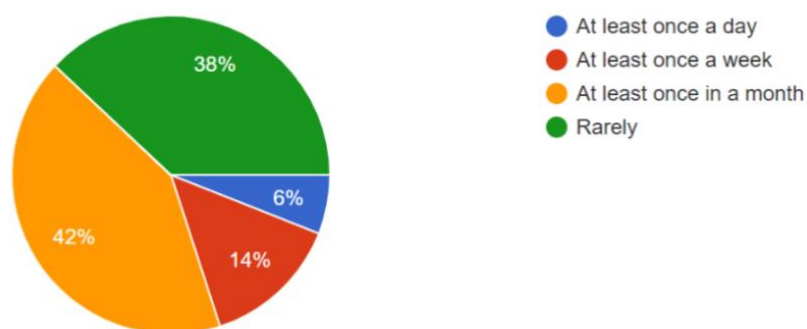
100 responses



This pie chart shows the buying behaviour of the people in terms of intervals of buying of chocolate. Here the chocolate taken into consideration includes both dark and regular chocolates. 45% of the people purchase chocolate once in a month while 34% buy it once a week. Only 10% of the respondents consume dark chocolate rarely. This shows that the representative sample has a fair experience with chocolate consumption.

Q.6. How often do you consume dark chocolate?

100 responses

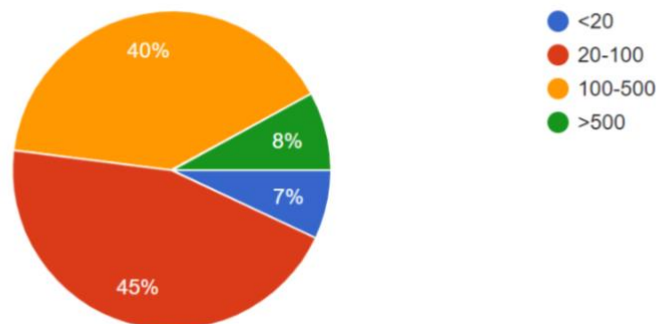


This response shows that 38% respondents consume dark chocolate rarely and rest once in a month or week. On the other hand, only 10% in the previous question had chocolate rarely. This shows that the remaining people consume milk chocolate more. It can also be seen that the high frequency of purchases (once a week or once a month) has reduced from 45% to 20% and once a month

consumption also reduced marginally. This suggests that the consumption of dark chocolate is not in a regular basis. From the FGD we can find the reason to be the large size of chocolate bars.

Q.7. How much do you spend on chocolates every month? (in INR)

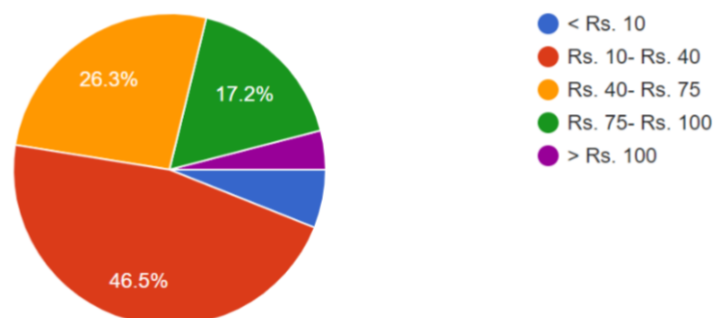
100 responses



Majority of the people (45%) spend RS. 20-100 per month. While 40% spend Rs. 100-500 per month. This shows that the chocolate buys have good spending behaviour when it comes to have a good chocolate.

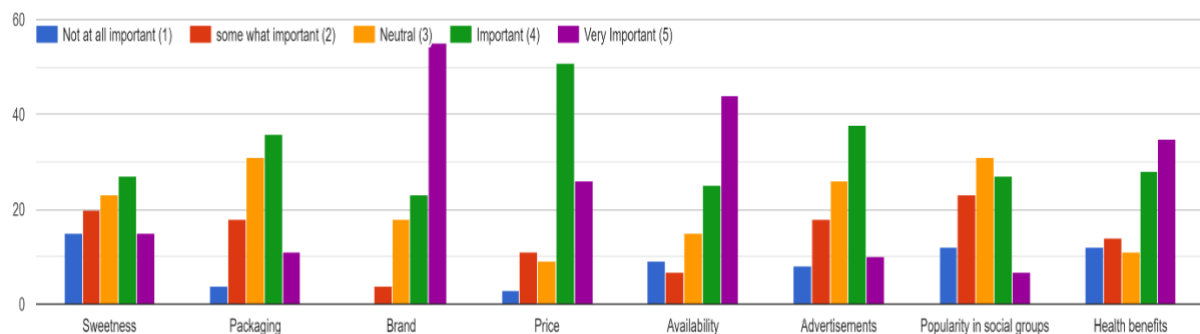
Q.8. What size of chocolate do you generally buy? (Based on price)

99 responses



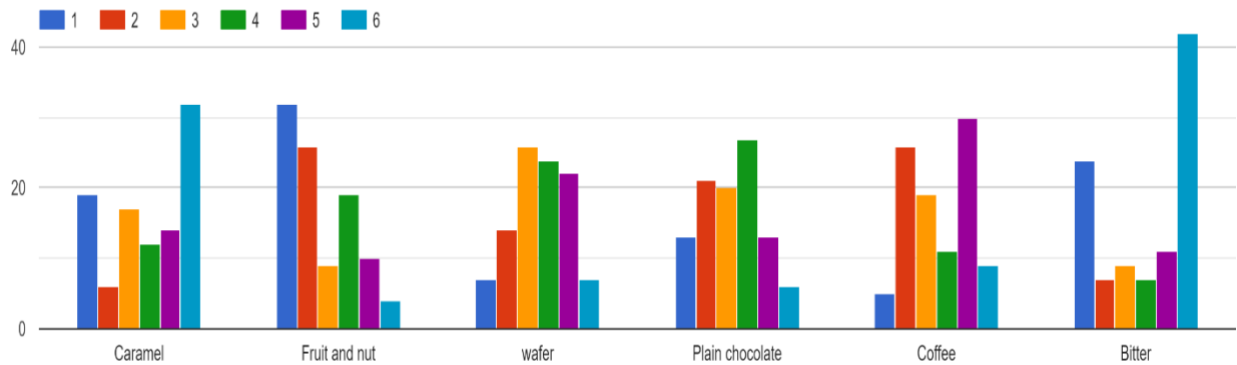
The above pie chart suggests that most of the chocolate lovers like to buy the small size of the chocolate bars which are available in the range of Rs. 10- Rs. 40. In case of dark chocolate the size of bar is small and falls under the price bracket of Rs. 40- Rs. 70. So the smaller packs are more convenient for the buys and helps in repeated purchase as compared to larger bar size.

Q.9. On a scale of 1 to 5, indicate the level of importance of the following attributes of dark chocolates in your purchase decision:



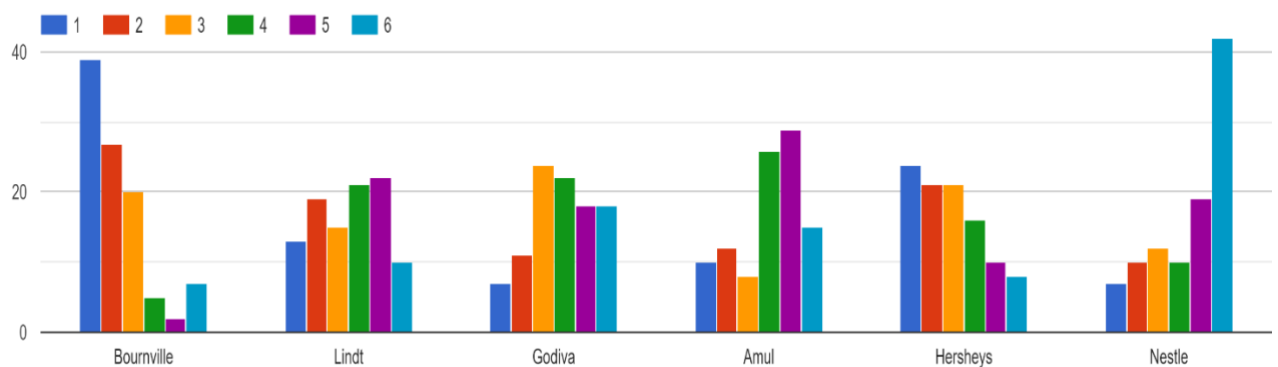
The question gives us the answer to the question that are the most important attributes that customers want to see in their dark chocolate. It is clear that the Brand is the top most priority of the consumers while buying dark chocolate followed by availability and health benefits. Amul as a brand lacks both rand image which can be associated with quality chocolates and also lacks availability in all retail stores. People give importance to price moderately since they know a quality chocolate experience can demand a premium.

Q.10 Which variety of dark chocolate do you prefer? (Rank, 1 being most preferred)



As Amul has a wide range of offerings which makes the customers confused (from in-depth customer interviews), it is important to know which are the flavours that customer would proffer much and should start with those offerings. The response suggests that Fruit and Nut is having highest preference followed by bitter dark chocolate. For 2nd preference people like fruit and nut and coffee.

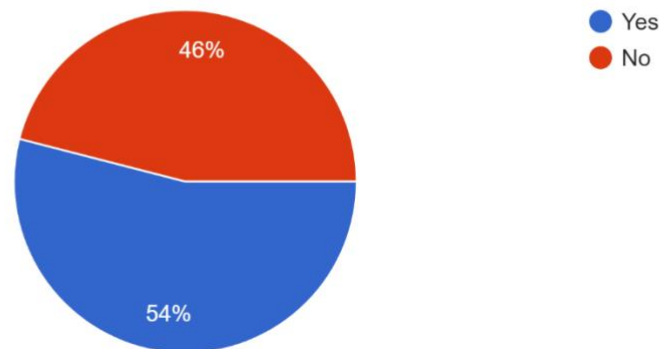
Q.11. Rank the following brand of Dark chocolates based on experience and/or perception



We can see from the above response that, in terms of chocolate experience people like Bournville most, which should be the quality standards set by Amul. Amul is having moderate popularity. Foreign brands like Lindt, Hershey's and Godiva lack popularity compared to Bournville due to its less availability and high price.

Q.12. Have you ever tried Amul dark chocolate?

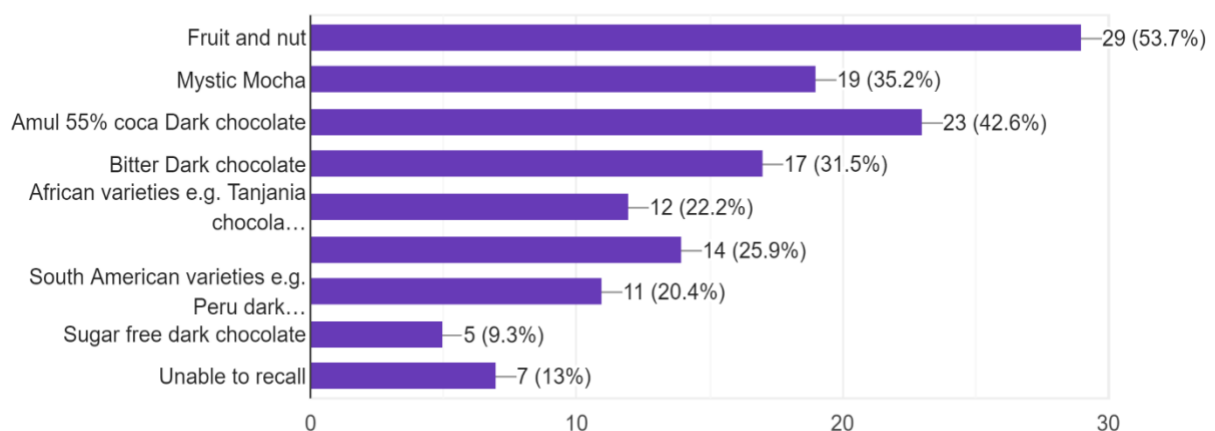
100 responses



From the above response we can say that the trial for Amul chocolate is very less. Only 56% has tried the Amul chocolate once or more which is pretty low seeing the demography of the respondents (from question 1,2 &3) who are enthusiasts of chocolate and dark chocolate. So Amul definitely have issues with first trial and acceptance by the customers.

Q.13. Which variant of amul dark chocolate do you know about?

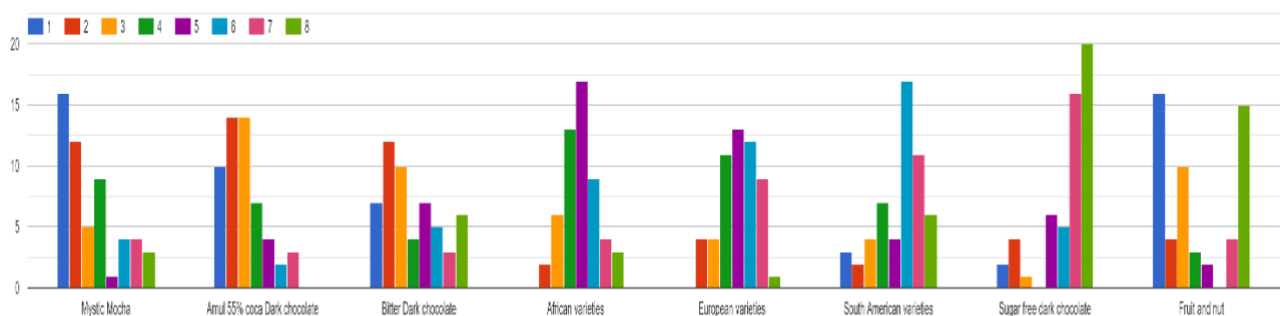
54 responses



This question was for the respondents who have tried the Amul dark chocolate at least once. It is clear that 53% have tried Fruit and nuts which is most preferred

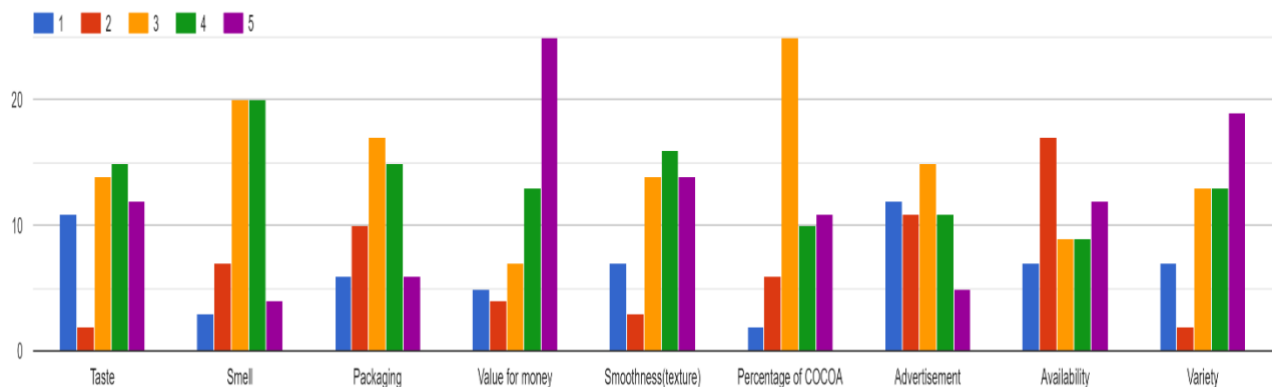
that other flavours (Qn. 10). It is followed by the bitter dark chocolate and 55% coca dark chocolate (which comes under bitter category), which is also ranked 2nd in preference in Qn.10. So, we can see the variety preference of the customers remains more or less same. This suggests that there is no need for having a wide range of offerings while entering the market.

Q.14. Which varieties do you prefer or excites you ? (rank, 1 being the most preferred)



After tasting the above varieties, customers liked the Mystic mocha most followed by fruit and nut and 55% coca dark chocolate. So these varieties should be emphasised and developed to capture the market.

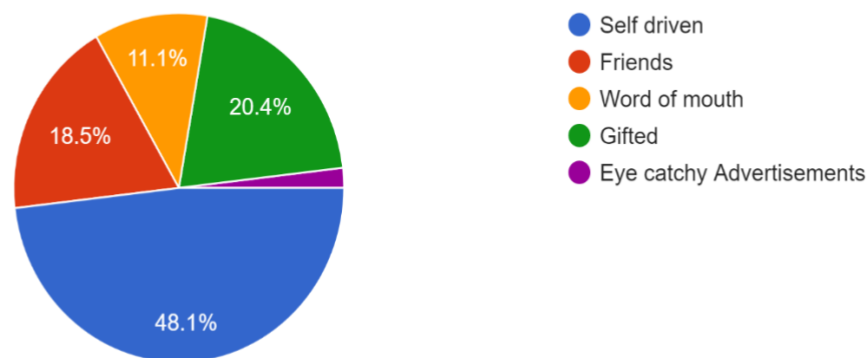
Q.15. Please rate Amul dark chocolate on following parameters (Based on experience of any of the above flavors)? (1 being the lowest & 5 being highest)



Above is the rating of Amul based on different parameters. Most of the customer believe that it has value for money. But for other attributes like taste, smell and texture Amul is ranked moderate to low. Amul have serious issues with advertisements and availability. This can also be inferred from the last bar chart which indicated, there are a good number of people who have rated Amul low in variety despite of having so much offerings in the basket.

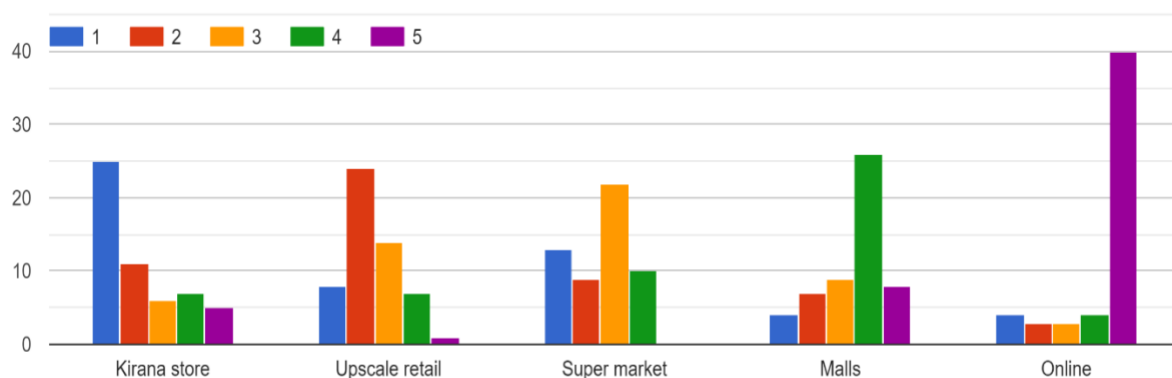
Q.16. Who led you to try Amul dark chocolate?

54 responses



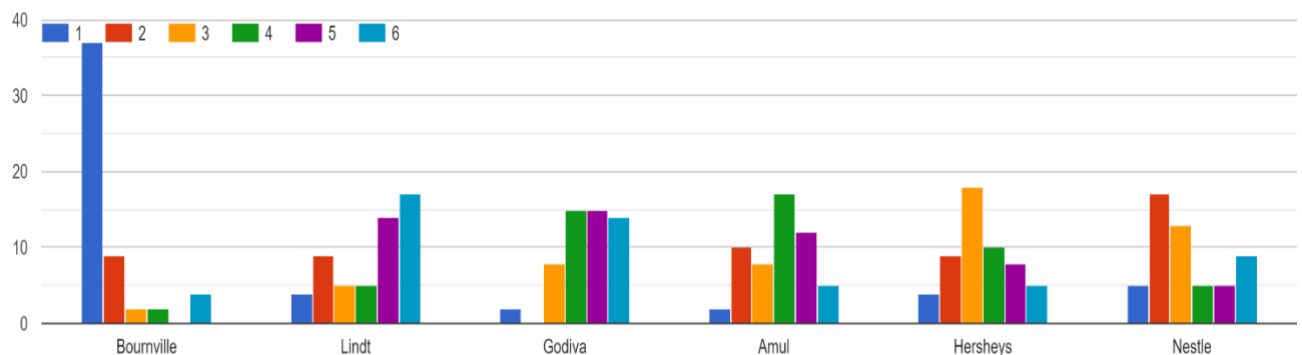
This pie chart suggests that the trial for Amul is mostly self-driven. Which is a good thing and shows that the customer wants to try something new in the market. The role of promotions is very low for the first-time purchase.

Q.17. From where will you prefer to buy a bar of amul dark chocolate (rank, 1 being most preferred)



The above bar chart suggests that Amul should target the small retail stores and Kirana stores. Amul need to have the chocolates in the small retail stores which is most convenient according to customers. The online method is least preferred because of the waiting time (people do not like to wait for their chocolates at the times of craving)

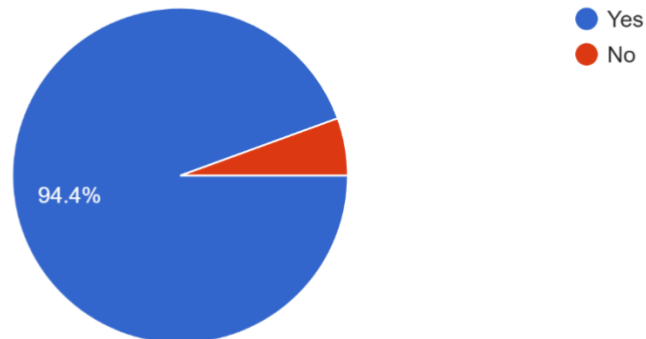
Q.18. Rank the following brands according to the chocolate advertisements



Customers rank Bournville highest for its innovative promotion strategy and Amul's rank is very low as compared to its competitor. Promotion definitely have big impact in the purchasing decision of the customers.

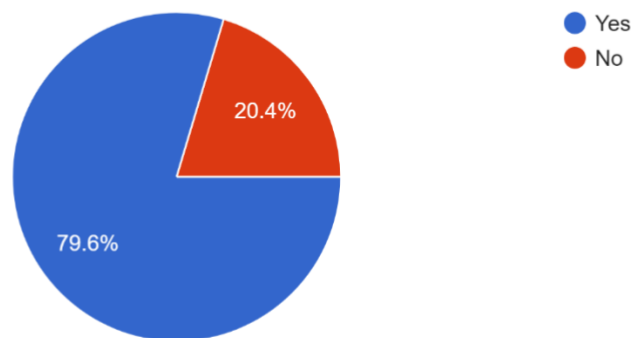
Q.19. After trying Amul once did you want to have it again?

54 responses



Q.20. After trying Amul once did you purchase it again?

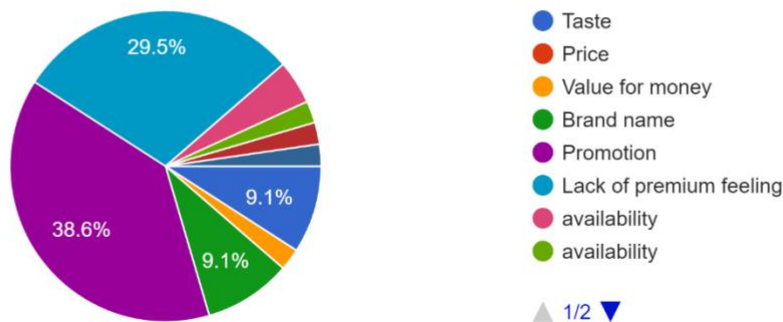
54 responses



The above two charts suggest that Amul have good repurchase value. About 94% people wanted to have it second time and 80% of them actually tried it again.

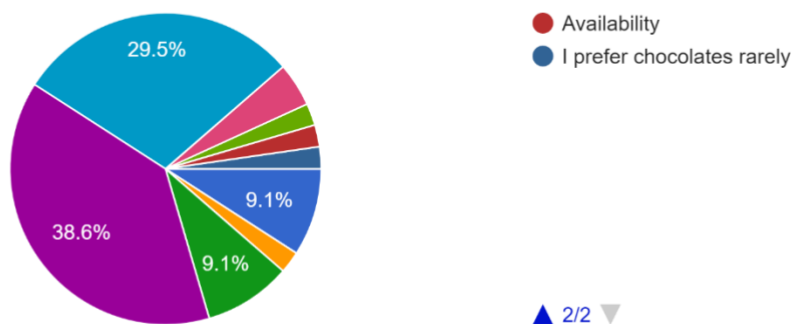
Q.21. What are the reasons you think prevent people from trying Amul?

44 responses



Q.21. What are the reasons you think prevent people from trying Amul?

44 responses

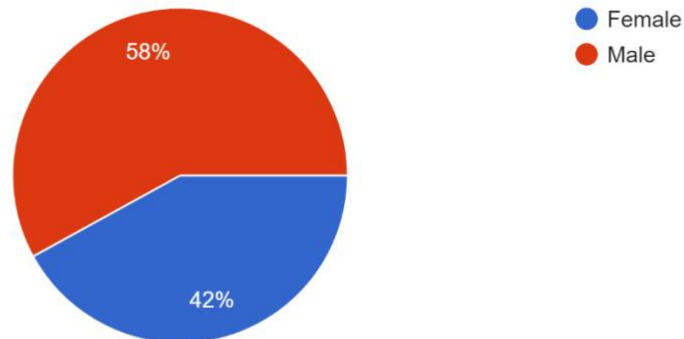


Question#21 was asked to respondents who have not tried the Amul dark chocolate even once. The question answers the reasons behind the non-trial of the customers. 38% of the respondents believe that it was mostly because of the lack of awareness and lack of promotion b the company. The second most important factor is the lack of the feeling of premium. Taste, brand name and availability are other factors identified by the respondents.

Personal Information of the respondents:

Q.22. Gender

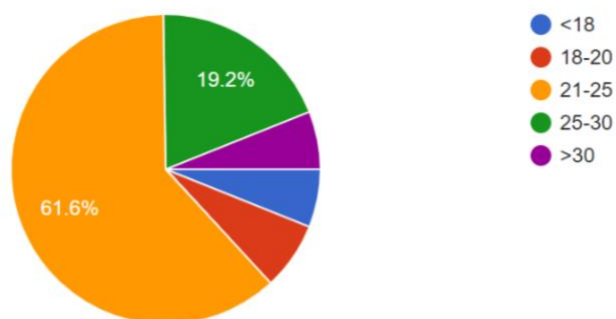
100 responses



58% of the respondents were male and 42% were female.

Q.23. Age

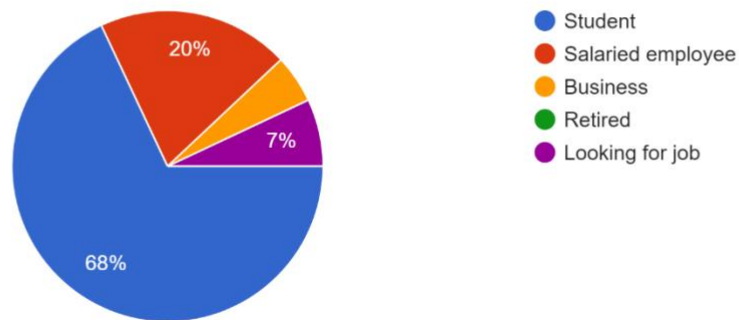
99 responses



The respondents were mostly between the age group of 20-30. (This age group are most likely to buy dark chocolates, according to retailers' interview)

Q.24. Occupation

100 responses



68% of the respondents were student.

Recommendation:

Addressing the need gap:

It is clear that the customers would like to have smaller size of the dark chocolates, which is not provided by the competitors. So, developing smaller SKUs instead of larger ones for the general mass and producing premium and large chocolate bars for the affluent people can be a good strategy. There is also a need for healthy gifting options in the chocolate industry during festive seasons, which can be leveraged by Amul.

Branding:

Although Amul has a good brand name in milk and ice-cream industry, it is generally known as a company which is for masses. On the other hand, people like to have the dark chocolate not only for taste but also for the feeling of luxury and exoticness. So, Amul should explore options to sub brand its premium range of chocolates and improve the taste and packaging under it. It can also continue using the brand name Amul for low prices dark chocolates for general mass, but it has to invest in R&D to improve the taste of the chocolate.

Segmentation and Targeting:

Amul need to segment its market according to age group and income level. For the higher income group of the customers, Amul should sub-brand its products with more exotic name and packaging. For less income group of people, Amul should have smaller packs with lower cost. The problem with mass marketing in the chocolate market (Particularly in Dark chocolate) that people doubt the quality and they also miss the premium feeling. Amul should also target the segments differently with different brand name and unique product offerings.

Positioning:

1. For mass marketing of lower price chocolates: It should position the dark chocolates as a healthy snack for satisfying the cravings. Its low cost, easy to grab and also healthy. It can also be positioned as a regular bite after a meal with friends, “best way to finish a meal with friends”.
2. For premium products: The premium products can be positioned as alternative to sweet chocolate offerings during festivals. The health angle and purity can be highlighted (Indian festivals can easily be related with purity).

Product:

As per the analysis of the survey conducted the product need to improve a lot to match with its competitors. The taste, smell and the texture need to be improved by investing in R&D. The Fruit and Nut, Mystic mocha and bitter chocolate variety should be given more importance rather than developing a wide range of offerings. More efforts should be put to develop and push these products.

Price:

Although some of the respondents agree that the price is fine for the mass market, but it was also noticed that people miss the feeling of luxury in having the Amul dark chocolate. There is also doubts on the quality of the dark chocolate due to lesser price. So, Amul should consider developing the premium offerings and increase their price and keep a segment low priced for the mass market.

Placement:

As we have seen from the above analysis that most of the customers prefer the small kirana stores as the point of purchase, Amul should use those as the channel of sales. Although Amul is present in those channels, but its reach is very less

compared to its competitor Bournville. The customers have also identified the availability as a major issue with Amul chocolate. So, reducing the product portfolio and expanding the reach should be the next strategy of Amul.

Promotion:

According to the survey, promotion and creation of awareness is the biggest hinderance to Amul's success. Amul have to invest in creative promotion strategy both for mass marketing of low-priced chocolates and for premium chocolate through sub branding. One thing should be kept in mind that during the promotion of sub-brand the association with Amul should be minimal. The trust of the brand needs to be leveraged, and the feeling of premium and exoticness should be introduced (which is absent in Amul brand).

EXHIBITS:

Transcript of Consumer In-depth Interview

Questions structured for Consumer interview

- Q1. What comes to your mind when you consume dark chocolate?
- Q2. What was your tastiest dark chocolate experience?
- Q3. Why do you think people consume dark chocolate?
- Q4. Can you tell us about your ideal dark chocolate moment?
- Q5. What do you think people think of when they buy dark chocolate?
(Calorie count, taste, flavour, texture, etc.)
- Q6. What difference do you feel between dark chocolate and regular chocolate?
- Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)
- Q8. How can you describe dark chocolate with individual words and phrases?
- Q9. How often do you buy dark chocolate?
- Q10. What are your favourite brands?
- Q11. What are the occasions in which you like to buy dark chocolate?
- Q12. What do you do when you don't get your desired brand in a shop?
- Q13. How do you see Amul dark chocolate as compared to other brands?

a) Consumer Interview #1

Interviewee: Female, 24 Years, Bachelor, MBA student, Ahmedabad

- Q1. What comes to your mind when you consume dark chocolate?
It gives me excitement. But the texture of the chocolate is important to feel the chocolate.

- Q2. What was your tastiest dark chocolate experience?
A gift from a loved one. The chocolate was imported and hand made
- Q3. Why do you think people consume dark chocolate?
The lovers of chocolate seek it in the pure form. The foreign brand name and the packaging give feeling of premium
- Q4. Can you tell us about your ideal dark chocolate moment?
After dinner desert with best friends.
- Q5. What do you think people think of when they buy dark chocolate?
(Calorie count, taste, flavour, texture, etc.)
Mostly, true dark chocolate lovers look for the cocoa percentage and the brand name
- Q6. What difference do you feel between dark chocolate and regular chocolate?
Purity, Niche, Milk in chocolate ruin its real taste, Large bar size
- Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)
Dark, Milk, Alcoholic, white, wafer
- Q8. How can you describe dark chocolate with individual words and phrases?
Dark, Costly, Love, Desert
- Q9. How often do you buy dark chocolate?
At least once a month
- Q10. What are your favourite brands?
Lindt, Bournville
- Q11. What are the occasions in which you like to buy dark chocolate?
I buy it as a regular purchase
- Q12. What do you do when you don't get your desired brand in a shop?
I buy something similar of different brand
- Q13. How do you see Amul dark chocolate as compared to other brands?
Sweeter

b) Customer Interview #2

Interviewee: Male, 20 Years, Bachelor, B.Com student, Pune (Telephonic Interview)

Q1. What comes to your mind when you consume dark chocolate?

Happy, satisfied, this satisfies my craving for sweet

Q2. What was your tastiest dark chocolate experience?

African Ghana dark chocolate. Uncle brought for me. After taste was awesome

Q3. Why do you think people consume dark chocolate?

It is pretentious, symbol of luxury

Q4. Can you tell us about your ideal dark chocolate moment?

When I am alone, I like to have sweets and dark chocolate satisfies my cravings

Q5. What do you think people think of when they buy dark chocolate?

(Calorie count, taste, flavour, texture, etc.)

Percentage of cocoa, Brand

Q6. What difference do you feel between dark chocolate and regular chocolate?

Feel of the chocolate and luxury

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)

Dark, white, milk, wafer, Alcoholic

Q8. How can you describe dark chocolate with individual words and phrases?

Friend, Gift, Premium, Costly

Q9. How often do you buy dark chocolate?

At least once a month

Q10. What are your favourite brands?

Bournville, Lindt, Amul

Q11. What are the occasions in which you like to buy dark chocolate?

I generally get it as gifts or share with friends

Q12. What do you do when you don't get your desired brand in a shop?
I buy something similar of different brand

Q13. How do you see Amul dark chocolate as compared to other brands?
Not the real Dark

c) Customer Interview #3

Interviewee: Male, 25 Years, Bachelor, Works in a Bank, Bhubaneswar
(Telephonic Interview)

Q1. What comes to your mind when you consume dark chocolate?
Exotic feeling, big brown bar of love

Q2. What was your tastiest dark chocolate experience?
Lindt, premium dark chocolate, ate it slowly till the end!!!

Q3. Why do you think people consume dark chocolate?
Luxury, Addiction

Q4. Can you tell us about your ideal dark chocolate moment?
With friends and with my brother

Q5. What do you think people think of when they buy dark chocolate?
(Calorie count, taste, flavour, texture, etc.)
Healthy option, Bitterness shows purity

Q6. What difference do you feel between dark chocolate and regular chocolate?
Taste, texture and big difference in price

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)
Alcoholic, Dark, Milk, White, Wafer

Q8. How can you describe dark chocolate with individual words and phrases?
Cocoa, bitter, healthy, exotic

Q9. How often do you buy dark chocolate?
Once in two month

Q10. What are your favourite brands?
Bournville, Lindt, Godiva, Nestle

Q11. What are the occasions in which you like to buy dark chocolate?
As impulse purchase

Q12. What do you do when you don't get your desired brand in a shop?
I buy it from other store

Q13. How do you see Amul dark chocolate as compared to other brands?
Affordable

d) Customer Interview #3

Interviewee: Male, 23 Years, Bachelor, B.Sc. (Agri) student,
Bhubaneswar

Q1. What comes to your mind when you consume dark chocolate?
Change of taste, Thin dark brown bars

Q2. What was your tastiest dark chocolate experience?
My first dark chocolate in Airport

Q3. Why do you think people consume dark chocolate?
They enjoy the bitterness and the purity of chocolate

Q4. Can you tell us about your ideal dark chocolate moment?
I prefer it in special moments like my birthday

Q5. What do you think people think of when they buy dark chocolate?
(Calorie count, taste, flavour, texture, etc.)
Price and brand

Q6. What difference do you feel between dark chocolate and regular chocolate?
Sweetness and creaminess

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)
Dark, Alcoholic, Milk, white, wafer

Q8. How can you describe dark chocolate with individual words and phrases?

Ghana, Lindt, Brown

Q9. How often do you buy dark chocolate?

Once in a month

Q10. What are your favourite brands?

Lindt, Godiva, Bournville

Q11. What are the occasions in which you like to buy dark chocolate?

Only on special occasions

Q12. What do you do when you don't get your desired brand in a shop?

I look for similar brand

Q13. How do you see Amul dark chocolate as compared to other brands?

Sweet

e) Customer Interview #5

Interviewee: Female, 32 Years, Married, Works in an MNC, West Bengal

Q1. What comes to your mind when you consume dark chocolate?

Heavenly

Q2. What was your tastiest dark chocolate experience?

The Bournville gifted by my husband on our first anniversary

Q3. Why do you think people consume dark chocolate?

Bandwagon effect, pretentious, healthy

Q4. Can you tell us about your ideal dark chocolate moment?

When I am low in energy

Q5. What do you think people think of when they buy dark chocolate?

(Calorie count, taste, flavour, texture, etc.)

Brand and amount of bitterness

Q6. What difference do you feel between dark chocolate and regular chocolate?

Dark chocolate is healthier

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)

Dark, Milk, white, wafer, alcoholic

Q8. How can you describe dark chocolate with individual words and phrases?

Happy, love

Q9. How often do you buy dark chocolate?

Once in a week

Q10. What are your favourite brands?

Bournville

Q11. What are the occasions in which you like to buy dark chocolate?

As regular purchase

Q12. What do you do when you don't get your desired brand in a shop?

I buy it from another store

Q13. How do you see Amul dark chocolate as compared to other brands?

Tasty

f) Customer Interview #6

Interviewee: Male, 28 Years, Bachelor, Works in a Bank, Bhubaneswar
(Telephonic Interview)

Q1. What comes to your mind when you consume dark chocolate?

Bitter

Q2. What was your tastiest dark chocolate experience?

I don't like dark chocolate

Q3. Why do you think people consume dark chocolate?

Feel the exotic experience

Q4. Can you tell us about your ideal dark chocolate moment?

For change of taste

Q5. What do you think people think of when they buy dark chocolate?

(Calorie count, taste, flavour, texture, etc.)

Taste, brand, cocoa

Q6. What difference do you feel between dark chocolate and regular chocolate?

Taste, size of the bar, Chocolate should taste sweet!!!

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)

Milk, Wafer, white, Dark, Alcoholic

Q8. How can you describe dark chocolate with individual words and phrases?

High price, Tasteless

Q9. How often do you buy dark chocolate?

Rarely

Q10. What are your favourite brands?

Bournville, Amul

Q11. What are the occasions in which you like to buy dark chocolate?

When I want chocolate but not sweet

Q12. What do you do when you don't get your desired brand in a shop?

I go to other shop

Q13. How do you see Amul dark chocolate as compared to other brands?

Domestic brand

g) Customer Interview #7

Interviewee: Female, 25 Years, Bachelor, MBA student, Ahmedabad

Q1. What comes to your mind when you consume dark chocolate?

Happiness and Love

Q2. What was your tastiest dark chocolate experience?

Bournville- cranberry flavoured

Q3. Why do you think people consume dark chocolate?

Healthy, texture

Q4. Can you tell us about your ideal dark chocolate moment?

After a task is achieved

Q5. What do you think people think of when they buy dark chocolate?
(Calorie count, taste, flavour, texture, etc.)

Cocoa Percentage, Brand

Q6. What difference do you feel between dark chocolate and regular chocolate?

Price, Taste

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)

Dark, Milk, Wafer, white, Alcoholic

Q8. How can you describe dark chocolate with individual words and phrases?

Luxury, special

Q9. How often do you buy dark chocolate?

Once a week

Q10. What are your favourite brands?

Bournville, Nestle

Q11. What are the occasions in which you like to buy dark chocolate?

I buy it in regular basis

Q12. What do you do when you don't get your desired brand in a shop?

I buy different flavour of same brand

Q13. How do you see Amul dark chocolate as compared to other brands?

Not available everywhere

h) Customer Interview #8

Interviewee: Male, 23 Years, Bachelor, MBA student, Ahmedabad

Q1. What comes to your mind when you consume dark chocolate?

Ecstasy, love

Q2. What was your tastiest dark chocolate experience?

Lindt, gifted

Q3. Why do you think people consume dark chocolate?

Unique experience

Q4. Can you tell us about your ideal dark chocolate moment?

After a heavy meal

Q5. What do you think people think of when they buy dark chocolate?

(Calorie count, taste, flavour, texture, etc.)

Cocoa Percentage, price

Q6. What difference do you feel between dark chocolate and regular chocolate?

Price, Taste, texture, experience

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)

Dark, Milk, Alcoholic, white, wafer

Q8. How can you describe dark chocolate with individual words and phrases?

Love

Q9. How often do you buy dark chocolate?

Once a month

Q10. What are your favourite brands?

Lindt, Godiva

Q11. What are the occasions in which you like to buy dark chocolate?

Gift and sometimes impulse purchase

Q12. What do you do when you don't get your desired brand in a shop?

I search in other shops

Q13. How do you see Amul dark chocolate as compared to other brands?

Affordable

i) Customer Interview #9

Interviewee: Male, 24 Years, Bachelor, MBA student, Ahmedabad

Q1. What comes to your mind when you consume dark chocolate?

Good for heart

Q2. What was your tastiest dark chocolate experience?

Don't remember

Q3. Why do you think people consume dark chocolate?

Luxury, Taste

Q4. Can you tell us about your ideal dark chocolate moment?

Late night studies

Q5. What do you think people think of when they buy dark chocolate?

(Calorie count, taste, flavour, texture, etc.)

Cocoa Percentage, brand name

Q6. What difference do you feel between dark chocolate and regular chocolate?

Taste, health effect

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)

Dark, Milk, Alcoholic, wafer, white

Q8. How can you describe dark chocolate with individual words and phrases?

Bitter, emotions

Q9. How often do you buy dark chocolate?

Once a month

Q10. What are your favourite brands?

Lindt, Bournville, Amul

Q11. What are the occasions in which you like to buy dark chocolate?

Impulse purchase

Q12. What do you do when you don't get your desired brand in a shop?

I look for other brands

Q13. How do you see Amul dark chocolate as compared to other brands?

Affordable and sweeter

j) Customer Interview #10

Interviewee: Female, 27 Years, Bachelor, Banker, Bhubaneswar

Q1. What comes to your mind when you consume dark chocolate?
Craving, happy

Q2. What was your tastiest dark chocolate experience?
Bournville cranberry, 50 %

Q3. Why do you think people consume dark chocolate?
Pretentious, anti-oxidant, good for health

Q4. Can you tell us about your ideal dark chocolate moment?
On a trip, I enjoy large bar of dark chocolate while driving

Q5. What do you think people think of when they buy dark chocolate?
(Calorie count, taste, flavour, texture, etc.)
Price, Brand

Q6. What difference do you feel between dark chocolate and regular chocolate?
Taste, price, experience

Q7. Rank these chocolates based on your preference. (Dark, Milk, Wafer, white, Alcoholic)
Dark, Alcoholic, milk, white, wafer

Q8. How can you describe dark chocolate with individual words and phrases?
Health, dark, premium, costly

Q9. How often do you buy dark chocolate?
Twice a month

Q10. What are your favourite brands?
Bournville

Q11. What are the occasions in which you like to buy dark chocolate?
Regular purchase

Q12. What do you do when you don't get your desired brand in a shop?
I search in other shops

Q13. How do you see Amul dark chocolate as compared to other brands?
Never tried, cheap

Transcript of Retailer In-depth Interview:

Interviewee #1: Retailer at general store, S-mart, IIM-Ahmedabad

Q1. What is the demography of the customers who come for buying chocolate? And is there any change in demography for dark chocolate?

Mostly Kids and adult bellow 30 years come for buying chocolates. Among them, kids generally don't like dark chocolate as it is bitter

Q2. How do customers ask for chocolate?

Customers ask for specific brand and specific types in those brands. Kids mostly buy by impulse

Q3. What is the sales pattern of these brands (for dark chocolate)? (Bournville, Amul, Nestle, Lindt, Godiva)

Mostly people ask for Amul dark chocolate as it comes in small pack and less costly. But for most of the customers, the real dark chocolate is Bournville

Q4. What is the size or pack preference?

Regular buyers look for smaller packs, so they choose amul mostly. But those who buy larger packs, go for Bournville instead of amul.

Q5. What is the response for Amul chocolate? What is the reason of such response?

The response is good and the sales is also good. It may be because of the low price and smaller size of packs.

Q6. Is there any seasonal trend?

No particularly, but sales are high during festivals

Interviewee #2: Amul shop owner, IIM-Road, Ahmedabad

Q1. What is the demography of the customers who come for buying chocolate?
And is there any change in demography for dark chocolate?

Adults between 15-30 years and kids. Dark chocolate- Adults of 20-30 years

Q2. How do customers ask for chocolate?

I keep only Amul brand, so they look for specific variety of amul only. Mostly the variety of chocolate is selected on the shop only

Q3. What is the sales pattern of these brands (for dark chocolate)? (Bournville, Amul, Nestle, Lindt, Godiva)

I keep only Amul chocolate, so hard to compare

Q4. What is the size or pack preference?

Small bars are easily sold than larger ones.

Q5. What is the response for Amul chocolate? What is the reason of such response?

Amul chocolate is not sold much, it may be lack of awareness or the taste. (Not sure)

Q6. Is there any seasonal trend?

Any specific occasion like birthdays or festivals.

Interviewee #3: General store, Vastrapur, Ahmedabad

Q1. What is the demography of the customers who come for buying chocolate?
And is there any change in demography for dark chocolate?

Kids and adults upto age of 35

Q2. How do customers ask for chocolate?

They ask for specific brand, mostly Bournville for dark chocolate and Cadbury for milk chocolate

Q3. What is the sales pattern of these brands (for dark chocolate)? (Bournville, Amul, Nestle, Lindt, Godiva)

Bournville, Amul, Nestle. They take amul when Bournville is not there

Q4. What is the size or pack preference?

Customer prefer smaller available packs of Bournville.

Q5. What is the response for Amul chocolate? What is the reason of such response?

Amul sales is less. Reason- quality and brand perception

Q6. Is there any seasonal trend?

During Festivals there is higher sales of large packs.

Transcript of FGD:

FGD #1

Number of Participants- 6

Welcome everyone, following are some questions which will help us to understand the perceptions attached with dark chocolate better. We would like you to feel comfortable and discuss the topic

Moderator: Is the taste of dark chocolate really great which can demand such premium price?

P1: Not exactly great taste, but it's the health benefits.

P2: It's too bitter for me

P3: I feel it's for show-off only

P4: There are actual health benefits, and the bitter taste is because of the purity

P5: Dark chocolate is actually an acquired taste.

P1: If the bitterness has to be acquired, what is the need for such a high price

P4: As I said, its because of the pure form of chocolate.

Moderator: What do you guys think are the merits and demerits of Amul dark chocolate, specific to the brand?

P1: I have never tasted it.

P3: The price is less but its not as good as Bournville

P6: There are too many varieties, its hard to recall the taste of each variety

P2: Yes, this much choices made me confused

P5: The price is low, so I am not sure about its quality. Generally good quality dark chocolates are costly

P6: People don't like to experiment much when it comes to dark chocolate

Moderator: Do you think the Amul dark chocolate is easily available and accessible?

P2: Yes, I have seen them in many amul stores.

P5: But they are not present like Cadbury or Bournville.

P3: Yes, the availability is low. It should be in all grocery stores

P1: The availability is increasing, but I think the number of varieties is the issue

P5: Yes, if a retailer will keep one bar from each variety, the space will be full.

P6: Saying in nutshell, Amul has a real issue with spread and accessibility.

Moderator: What do you think about the price of Amul Dark chocolates? Is it very costly? Do you prefer eating milk chocolates instead of dark chocolates because of the price difference?

P5: I think, price of amul dark chocolate is fairly low compared to Lindt

P1: The prices are higher than milk chocolate, but who like dark chocolate will obviously go for amul dark chocolate instead of Cadbury milk chocolate

P3: The smaller packs of amul dark chocolate are more affordable for regular buyers

Moderator: Something about your consumption pattern, how often do you buy dark chocolates? Do you consume it while sharing with friends/family or in person?

P1: I generally don't buy dark chocolates, I have it when gifted.

P2: I like to have it in private, I don't like to share my chocolate

P6: Same here!!!

P4: I like to have it with friends

P5: I don't need any occasion to have dark chocolate

P3: I like to have it with friends, I don't buy very costly ones, but have tasted most of them (Got as gift)

Moderator: Why do you think there are no smaller SKUs of dark chocolate available in the market?

P2: I think the chocolate is sold infrequently, so the seller wants to extract the maximum from single sales.

P4: As it is a premium product, it makes sense to keep the size big

P2: I may be also because of the snob effect where the demand is inversely proportional to the price

P3: Kit-kat is a dark chocolate version in smaller SKU

P6: May be that is the reason it is not considered as a dark chocolate and people doubt the quality

Thank you so much!!!

FGD #2

Number of Participants: 5

Welcome everyone, following are some questions which will help us to understand the perceptions attached with dark chocolate better. We would like you to feel comfortable and discuss the topic

Moderator: what do you understand by dark chocolate and who you differentiate it from regular chocolates?

P3: Dark chocolate has higher amount of caffeine and less sugar. Milk chocolate has milk derived bases to make it sweet but dark chocolate is pure which make it bitter

P2: Dark chocolate is associated with health benefits and also recommended by dieticians for its anti-oxidant property. On the other hand, milk chocolate is sweet and is not good for health

P4: Dark chocolate is expensive than milk chocolate. The cocoa content in the chocolate matters more, since it determines the amount of bitterness.

P1: I am not a big fan of dark chocolate. It is bitter and I am habituated with milk chocolate.

P5: I am not familiar with much brand but I surely know that Bournville is a good one. I have heard of amul and also seen it in retails but never tried. Other companies like nestle also have dark variants but those are not much famous.

Moderator: what is the difference in the consumption pattern of dark chocolate vs. milk chocolate

P1: I personally believe that the milk chocolate consumption is higher than the milk chocolates because of its taste and price. The size of the bars is large, which is difficult to finish in one go. I never prefer gifting a dark chocolate because regular milk chocolates have higher number of variations.

P2: For me the dark chocolate consumption is higher seeing the health aspect. I feel that the kids don't like the taste so it is not popular among them.

P4: I prefer dark chocolate for my own consumption but never gift that. Since the idea that giving something bitter in gift is not good. In marriages also I prefer gifting Cadbury celebration because of its attractive packing and lower price

P5: Yes, it's always a risk to give someone dark chocolate in gift when you don't know that the person really like it or not. But majority of people like milk chocolate, so it is a better option.

P3: The customers of dark chocolate are limited to age group between 20 to 35. It is mostly because they are health conscious.

Moderator: what words or perceptions you attach with 'Amul dark chocolate'?

P3: Its cheap and I am not sure of its quality. The varieties are so much that it is difficult to recall all

P2: Yes, I have tasted some. The taste is good but there is no exotic feeling associated with it, like it is associated with Bournville

P5: I feel Amul dark chocolate is 'the poor man's dark chocolate'

P4: The low cost makes people doubt its quality and the brand name amul which is known for milk and ice-cream doesn't fit to the chocolate category

P1: Definitely, the chocolate that's why losing its premium feeling

Moderator: what do you think Amul as a brand?

P5: The brand name is popular, but I am not sure about chocolates

P1: It is the mass's brand. Hard to associate with premium

P3: It is well known band and known for its quality. I doubt the dark chocolate because of low price.

P2: Not good with chocolates. The ice-cream is good.

P4: It lacks marketing, otherwise the offerings are good

Moderator: How would you compare it with other brands like Bournville?

P2: Bournville is the number one brand. Although the price is high, but the taste is unmatchedable

P1: Bournville; you have to earn it. Amul lacks that feeling

P5: I am indifferent about brands, but undoubtedly Bournville has a bigger name

P3: I don't like Amul when compared with Bournville. There is a huge difference in taste

P4: Bournville gives a unique experience while eating

Moderator: what is your comment on the taste of Amul Dark chocolate?

P3: Never tried

P2: Its taste is not too bitter. Texture and smoothness are not good

P5: The taste if manageable in that price range. But generally, people like to have a better experience while having chocolate and like to spend some extra bucks for that

Moderator: how reasonable is the price of Amul

P1: For mass target the price is fine

P3: They should increase the quality and increase the price also

P2: The price should be increased

P5: Increase in price, but quality and packaging need to be developed

P4: Cut the number of varieties and change packaging, increase price

Moderator: What prevent the consumer from trying the Amul chocolate

P2: The lack of premium feeling which is necessary in dark chocolate

P3: Availability is also a problem. There are very fewer retail stores where it is present. The marketing and promotional efforts is also lacking

P1: The taste is bad

P5: I doubt the quality because of low price

P4: The competitors like Bournville also give premium offering and better varieties

Moderator: Have you seen the promotion/advertisement of Amul dark chocolate anywhere?

P3: No

P4: I have seen a banner showing different varieties outside an Amul parlour

P1: No

Moderator: Why do you think there are no smaller SKUs of dark chocolate available in the market?

P2: The large size is associated with dark chocolate

P3: It is also to attract the customers for impulse buying

P5: Larger bar size fetch higher price which is symbol of premium brand

P4: For mass markets, small size is good, but dark chocolate is not for masses

Final Questionnaire:

Amul Dark Chocolate

* Required

Q.1. What type of chocolate do you prefer? (rank, 1 being most preferred) *

	1	2	3
Milk chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark Chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
white chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.2. What comes to your mind when you think about Dark chocolate

Your answer

Q.3. What comes to your mind when you think about Amul Dark chocolate

Your answer

Q.4. What comes to your mind when you think about Bournville Dark chocolate

Your answer _____

Q.5. How often do you consume chocolate?

- ☐ At least once a day
- ☐ At least once a week
- ☐ At least once in a month
- ☐ Rarely

Q.6. How often do you consume dark chocolate?

- ☐ At least once a day
- ☐ At least once a week
- ☐ At least once in a month
- ☐ Rarely

Q.7. How much do you spend on chocolates every month? (in INR)

- ☐ <20
- ☐ 20-100
- ☐ 100-500
- ☐ >500

Q.8. What size of chocolate do you generally buy? (Based on price)

- ☐ < Rs. 10
- ☐ Rs. 10- Rs. 40
- ☐ Rs. 40- Rs. 75
- ☐ Rs. 75- Rs. 100
- ☐ > Rs. 100

Q.9. On a scale of 1 to 5, indicate the level of importance of the following attributes of dark chocolates in your purchase decision: *

	Not at all important (1)	some what important (2)	Neutral (3)	Important (4)	Very Important (5)
Sweetness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Popularity in social groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.10 Which variety of dark chocolate do you prefer? (Rank, 1 being most preferred) *

	1	2	3	4	5	6
Caramel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit and nut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
wafer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plain chocolate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.11. Rank the following brand of Dark chocolates based on experience and/or perception *

	1	2	3	4	5	6
Bournville	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lindt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Godiva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amul	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hersheys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nestle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.12. Have you ever tried Amul dark chocolate?

- ☐ Yes
- ☐ No

Tried Amul Dark Chocolate

Q.13. Which variant of amul dark chocolate do you know about?

- ☐ Fruit and nut
- ☐ Mystic Mocha
- ☐ Amul 55% coca Dark chocolate
- ☐ Bitter Dark chocolate
- ☐ African varieties e.g. Tanzania chocolat Noir, Madagascar Noir De cacao, Ivory coast Grande Nuit
- ☐ European Varieties e.g. Belgian chocolate, Super fruit
- ☐ South American varieties e.g. Peru dark amazon, Venezuela ebony twist, Ecuador tropical dusk, Colombia Classique black
- ☐ Sugar free dark chocolate
- ☐ Unable to recall

Q.14. Which varieties do you prefer or excites you ? (rank, 1 being the most preferred) *

	1	2	3	4	5	6	7	8
Mystic Mocha	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amul 55% coca Dark chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bitter Dark chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
African varieties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
European varieties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
South American varieties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sugar free dark chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruit and nut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.15. Please rate Amul dark chocolate on following parameters (Based on experience of any of the above flavors)? (1 being the lowest & 5 being highest) *

	1	2	3	4	5
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smoothness(texture)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Percentage of COCOA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.16. Who led you to try Amul dark chocolate?

- ☐ Self driven
- ☐ Friends
- ☐ Word of mouth
- ☐ Gifted
- ☐ Eye catchy Advertisements

Q.17. From where will you prefer to buy a bar of amul dark chocolate (rank, 1 being most preferred) *

	1	2	3	4	5
Kirana store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upscale retail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Malls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.18. Rank the following brands according to the chocolate advertisements *

	1	2	3	4	5	6
Bournville	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lindt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Godiva	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amul	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hersheys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nestle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.19. After trying Amul once did you want to have it again?

- ☐ Yes
- ☐ No

Q.20. After trying Amul once did you purchase it again?

- ☐ Yes
- ☐ No

Not tried Amul Dark chocolate

Q.21. What are the reasons you think prevent people from trying Amul?

- ☐ Taste
- ☐ Price
- ☐ Value for money
- ☐ Brand name
- ☐ Promotion
- ☐ Lack of premium feeling
- ☐ Other: _____

Personal information

Q.22. Gender

☐ Female

☐ Male

☐ Other: _____

Q.23. Age

☐ <18

☐ 18-20

☐ 21-25

☐ 25-30

☐ >30

Q.24. Occupation

☐ Student

☐ Salaried employee

☐ Business

☐ Retired

