

Research Paper

A STUDY ON PROMOTIONAL STRATEGIES

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ABSTRACT

Promotional strategies are essential marketing tools that organizations use to communicate with customers, create brand awareness, increase sales, and build long-term customer relationships. This study examines the effectiveness of various promotional strategies, including advertising, sales promotion, public relations, personal selling, direct marketing, and digital marketing, in influencing consumer behavior and purchasing decisions. The research focuses on understanding how different promotional activities affect customer awareness, brand perception, customer engagement, and loyalty. Data collected from consumers help evaluate the impact of promotional strategies on buying behavior and market performance. The findings provide valuable insights for organizations in designing effective promotional campaigns that enhance customer satisfaction, strengthen brand positioning, and improve overall business performance in a highly competitive marketplace.

KEYWORDS: • Promotional Strategies • Consumer Behavior • Brand Awareness • Sales Promotion • Customer Loyalty

INTRODUCTION

Promotion is one of the four key elements of the marketing mix, and its strategic application has been a subject of extensive academic and managerial inquiry.

According to Kotler and Armstrong (2018), promotional strategy refers to the specific blend of promotional tools that a company uses to persuasively communicate customer value and build customer relationships. It is through these strategies that organizations are able to create awareness, generate interest, and ultimately influence the purchase decisions of their target consumers.

Belch and Belch (2021) define promotion as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. The promotional mix, as described by these authors, consists of five major tools — advertising, sales promotion, personal selling, public relations, and direct marketing — each serving a distinct purpose in the overall communication strategy of a firm.

The significance of promotional strategies has grown considerably in the context of today's highly competitive marketplace. As noted by Stanton (1994), no matter how good a product is, it will fail in the market if consumers are not aware of it or do not understand its value. This underscores the critical role that promotion plays in bridging the gap between the product and the consumer.

In recent years, scholars such as Shimp and Andrews (2013) have highlighted the growing importance of Integrated Marketing Communications (IMC), which emphasizes the need for a unified and consistent promotional message across all channels. This integrated approach ensures that every touch point — whether traditional or digital — reinforces the same brand narrative and value proposition.

The evolution of digital media has further transformed the promotional landscape. According to Chaffey and Ellis-Chadwick (2019), the rise of social media, influencer marketing, and data-driven advertising has enabled organizations to reach their audiences with greater precision and at a fraction of the cost of traditional media. This has democratized promotional activity, allowing even smaller firms to compete with established players through creative and targeted campaigns.

LITERATURE REVIEW

N. P. Nandini & Dr. G. Suresh Kumar (2026): This study examined the role of market segmentation in improving the sales performance of Cadbury India Ltd. The researchers analyzed how demographic, geographic, psychographic, and behavioral segmentation strategies help the company identify and target different groups of consumers more effectively. The findings revealed that proper market segmentation enables Cadbury to better understand customer needs, preferences, and purchasing behavior. As a result, the company can develop more effective marketing strategies that enhance customer satisfaction and brand loyalty. The study concluded that market segmentation is a key factor in increasing sales performance and maintaining a strong competitive position in the FMCG industry.

Vidushi Jain & Riya Mukhopadhyay (2025): This study explored the impact of emotional storytelling in Cadbury advertisements among young consumers in Bangalore. The researchers examined how storytelling techniques used in advertisements shape consumer attitudes and purchasing behavior. The findings revealed that advertisements portraying emotions such as joy, affection, trust, and togetherness create a positive image of the brand and strengthen customer relationships. Emotional storytelling was found to increase consumer engagement and encourage repeat purchases. The study concluded that emotionally driven advertising campaigns play a significant role in building brand loyalty and influencing consumer buying decisions.

Shweta Singh Yadav (2025): This study examined the purchasing behavior of consumers towards Cadbury Dairy Milk chocolates. The research identified several factors that influence buying decisions, including taste, price, product availability, packaging, brand image, and emotional attachment. The findings showed that consumers often associate Cadbury Dairy Milk with happiness, celebrations, and childhood memories, which strengthens their preference for the brand. The study highlighted that emotional factors, along with product quality and affordability, significantly affect consumer purchase intentions. It concluded that maintaining strong emotional connections with customers is essential for sustaining brand loyalty and market success.

Aniketa Mahapatro & Dinesh R. Mali (2025): This research analyzed consumer preferences for Cadbury chocolates in India and identified the key factors influencing

purchasing decisions. The findings revealed that taste, product quality, affordability, and brand reputation are the primary factors that attract consumers to Cadbury products. The study also found a high level of customer satisfaction and loyalty among consumers, reflecting the brand's strong presence in the chocolate market. Furthermore, consumers perceived Cadbury as a trustworthy brand that consistently delivers quality products. The study concluded that maintaining product quality and customer satisfaction is essential for strengthening consumer loyalty and sustaining market leadership.

Adams AttaqIbrahima (December 2024): This study investigated the impact of advertising on the sales performance of Cadbury Nigeria Plc. The research analyzed the effectiveness of advertising through radio, television, and print media in influencing consumer purchasing behavior. The findings revealed that all three advertising channels contributed significantly to increasing product awareness and boosting sales performance. The study emphasized that advertising remains an important promotional tool for FMCG companies operating in competitive markets. It further suggested that Cadbury should combine advertising with sales promotion activities and personal selling efforts to maximize customer reach and improve overall business performance.

R. Sudha (2024): This study explored the application of neuromarketing techniques in the chocolate industry, with special reference to Cadbury. The research examined how advanced technologies such as brain imaging and consumer behavior analysis help companies understand customer preferences and decision-making processes. The findings highlighted that Cadbury uses consumer insights to improve product appeal, packaging design, and marketing communication strategies. By understanding consumers' emotional and sensory responses, the company can create more effective marketing campaigns. The study concluded that neuromarketing has become an important tool for improving customer engagement and enhancing marketing effectiveness in the confectionery industry.

Pooja S. (2023): This study examined the factors influencing consumer satisfaction with Cadbury products using a mixed-method research approach. The findings revealed that product quality, taste, pricing, packaging, and brand loyalty are the major factors contributing to customer satisfaction. Consumers expressed appreciation

for Cadbury's consistent quality, wide product variety, and reliable brand image. The study also found that attractive packaging positively influences consumers' perception of product quality. It concluded that maintaining quality standards, introducing innovative products, and meeting changing consumer preferences are essential for strengthening customer satisfaction and loyalty.

Jessica Babar (2023): This study examined the influence of television advertising on consumer behavior towards Cadbury Bournvita in Nigeria. The research investigated the effectiveness of television advertisements in creating awareness and influencing consumer purchasing decisions. The findings revealed that although exposure to television advertisements was relatively low among respondents, those who viewed the advertisements were positively influenced by the information and rational appeals presented. The study highlighted the importance of clear and informative advertising in shaping consumer attitudes. It concluded that television advertising remains a valuable promotional tool for increasing product awareness and encouraging consumer purchases.

Tripath R. (2022): This study analyzed consumer preferences for Cadbury and Nestle chocolates in Bihar by collecting data from chocolate consumers across different age groups. The findings showed that advertisements, recommendations from friends and family, brand ambassadors, and health awareness significantly influence consumer purchasing decisions. Interestingly, packaging design and nutritional information were found to have a relatively limited effect on buying behavior. The study also observed that children and college students formed the major consumer segment for chocolates. It concluded that promotional activities and social influences play an important role in shaping consumer preferences in the chocolate market.

RESEARCH GAP

Although extensive research has been conducted on marketing and promotional activities, there is limited contemporary research that comprehensively evaluates the effectiveness of integrated promotional strategies across both traditional and digital platforms. Most existing studies focus on individual promotional tools such as advertising or sales promotions rather than examining their combined impact on

consumer behavior and brand performance. Furthermore, the rapid growth of social media, influencer marketing, and digital communication channels has significantly changed consumer responses to promotional efforts, creating a need for updated research. There is also a lack of industry-specific studies that assess how different customer segments perceive and respond to various promotional strategies. Therefore, this study aims to bridge these gaps by analyzing the overall effectiveness of promotional strategies and their influence on customer purchasing decisions, brand loyalty, and organizational growth in the modern business environment.

CONCEPTUAL FRAMEWORKS

Promotional strategies are an integral component of marketing management and play a significant role in helping organizations communicate effectively with their target customers. In today's highly competitive business environment, merely producing high-quality products is not sufficient for organizational success. Companies must actively inform consumers about their products, persuade them to make purchases, and maintain long-term relationships with existing customers. Promotional strategies serve as the communication bridge between organizations and consumers, enabling businesses to create awareness, influence purchasing decisions, and achieve marketing objectives.

Promotion is considered one of the most visible aspects of marketing because it directly interacts with consumers. Through various promotional activities such as advertising, sales promotion, public relations, personal selling, and digital marketing, organizations attempt to create a favorable perception of their products and services. These activities not only increase product visibility but also help establish brand recognition and customer loyalty.

OBJECTIVES OF THE STUDY

1. To identify the sales promotion strategies used by Cadbury.
2. To analyze the role of social media in Cadbury's sales promotion strategies
3. To provide recommendations for improving Cadbury's sales promotion strategies
4. To examine the impact of sales promotion strategies on consumer purchasing behavior.

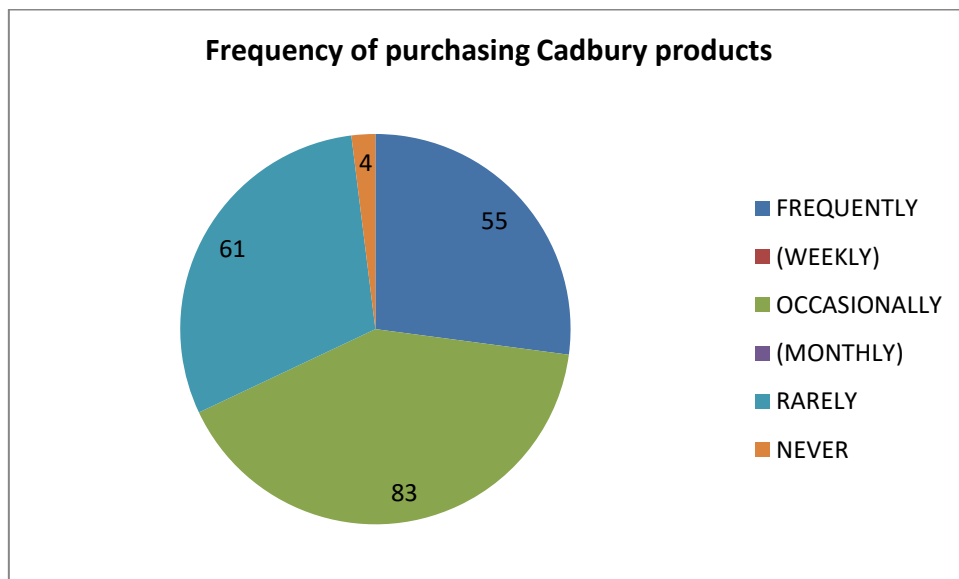
5. To evaluate the effectiveness of Cadbury's promotional activities in increasing brand awareness and customer engagement.

ANALYSIS AND DISCUSSION

1. TABLE SHOWING THE FREQUENCY OF PURCHASING CADBURY PRODUCTS

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
FREQUENTLY (WEEKLY)	55	27.1%
OCCASIONALLY (MONTHLY)	83	40.9%
RARELY	61	30%
NEVER	4	2%
TOTAL	203	100%

(SOURCE: Primary Data)



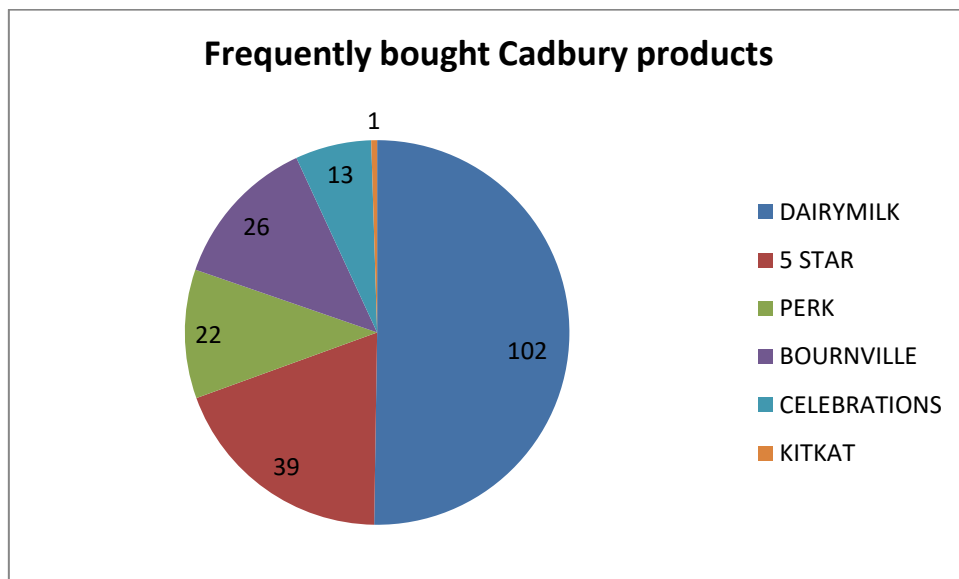
INTERPREATION

A significant portion, 40.9%, participates occasionally (monthly), making it the most common frequency. Those who engage rarely constitute 30%, while 27.1% take part frequently (weekly). Only 2% of respondents reported never engaging in the activity. This suggests that while participation varies, the majority engage at least occasionally.

2 TABLE SHOWING THE MOST FREQUENTLY BOUGHT CADBURY PRODUCTS

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
DAIRYMILK	102	50.2%
5 STAR	39	19.2%
PERK	22	10.8%
BOURNVILLE	26	12.8%
CELEBRATIONS	13	6.4%
KITKAT	1	0.5%
TOTAL	203	100%

(SOURCE: Primary Data)



INTERPRETATION

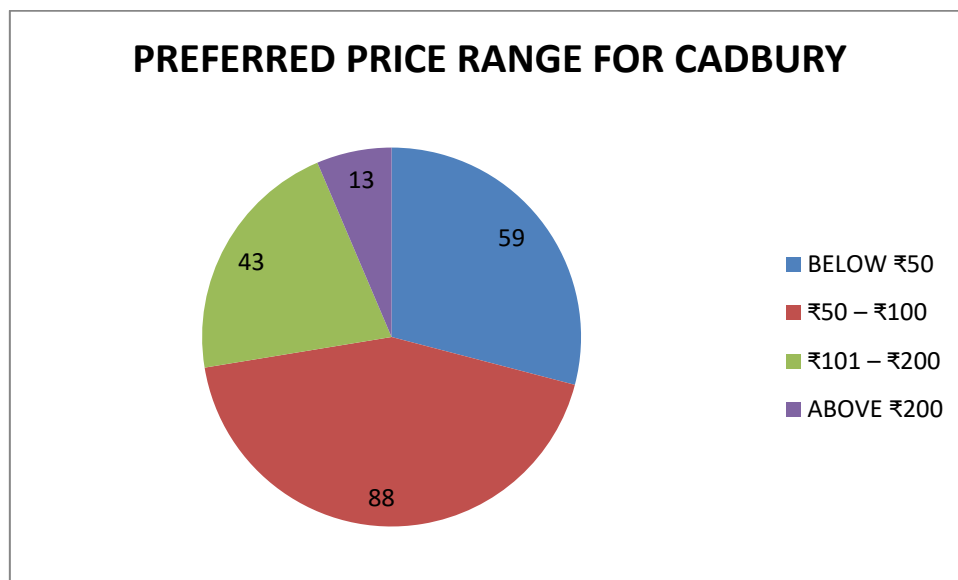
The data shows that Dairy Milk is the most preferred chocolate, chosen by 50.2% of respondents, indicating its strong popularity. 5Star follows at 19.2%, making it the second most favored option. Bournville and Perk have moderate preferences at 12.8% and 10.8%, respectively, suggesting a niche consumer base. Celebrations accounts for 6.4%, while KitKat has the least preference at 0.5%, showing minimal consumer inclination. Overall, the survey reflects a clear dominance of Dairy Milk, with other chocolates capturing varying but

smaller shares of preference.

3. TABLE SHOWING SENTENCES ABOUT THE PREFERRED PRICE RANGE FOR CADBURY PRODUCTS

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
BELOW ₹50	59	29.1%
₹50 – ₹100	88	43.3%
₹101 – ₹200	43	21.2%
ABOVE ₹200	13	6.4%
TOTAL	203	100%

(SOURCE: Primary Data)



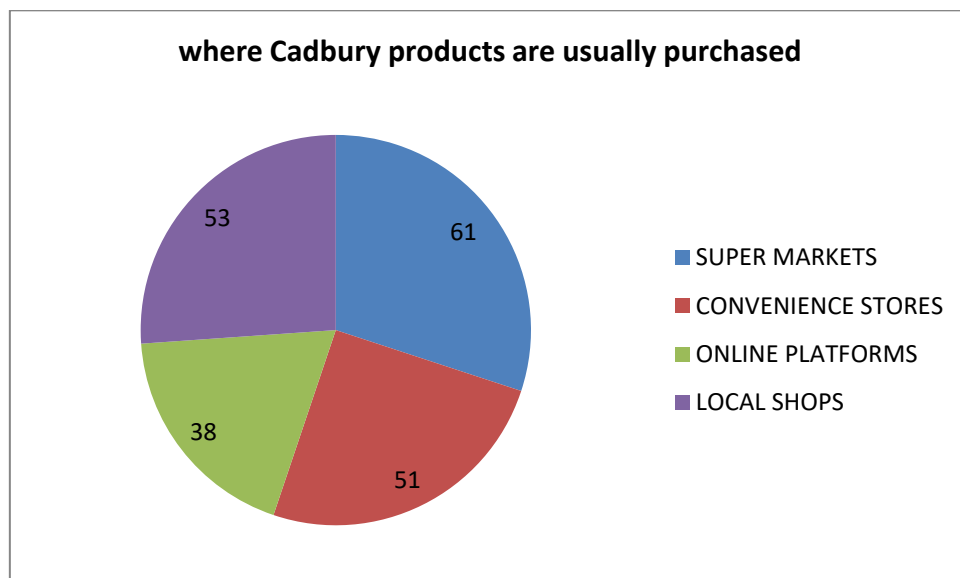
INTERPRETATION

The majority, 43.3%, spend between ₹50 and ₹100, indicating this is the most common expenditure range. About 29.1% of respondents spend below ₹50, showing a significant portion prefers lower-cost options. Meanwhile, 21.2% allocate ₹101 – ₹200, and only 6.4% spend above ₹200, suggesting fewer people opt for higher spending. Overall, the trend highlights that most respondents prefer moderate pricing, with only a small fraction willing to spend beyond ₹200.

4. TABLE SHOWING SENTENCES ABOUT WHERE CADBURY PRODUCTS ARE USUALLY PURCHASED

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
SUPER MARKETS	61	30%
CONVENIENCE STORES	51	25.1%
ONLINE PLATFORMS	38	18.7%
LOCAL SHOPS	53	26.1%
TOTAL	203	100%

(SOURCE: Primary Data)



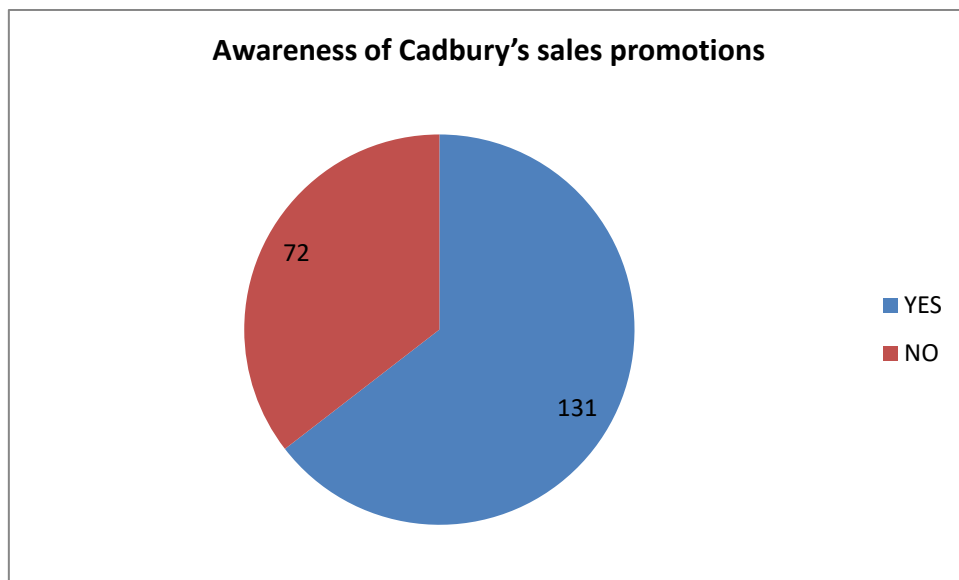
INTERPRETATION

Supermarkets are the most preferred, with 30% of respondents choosing them, likely due to their variety and convenience. Local shops follow closely at 26.1%, indicating their accessibility and personalized service appeal. Convenience stores account for 25.1%, suggesting their importance for quick and easy purchases. Online platforms, while gaining traction at 18.7%, still lag behind physical stores, possibly due to delivery times or trust factors.

5. TABLE SHOWING SENTENCES ABOUT AWARENESS OF CADBURY'S SALES PROMOTIONS

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
YES	131	64.5%
NO	72	35.5%
TOTAL	203	100%

(SOURCE: Primary Data)



INTERPRETATION

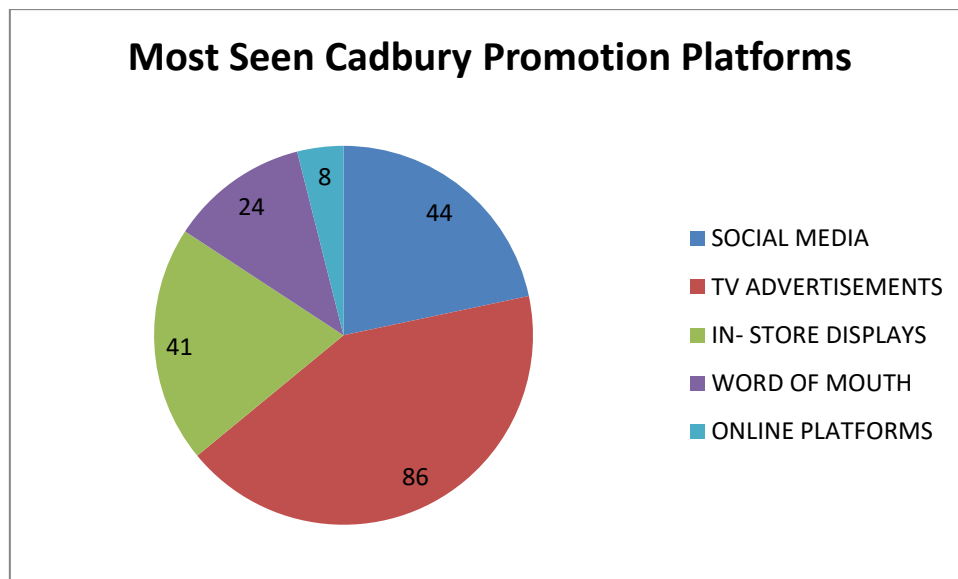
The data indicates that a majority of respondents, 64.5% (131 individuals), answered "YES" to the given question, while 35.5% (72 individuals) responded with "NO." This suggests that the majority opinion leans towards the affirmative response. With a total of 203 participants, the results highlight a significant difference between the two groups. The higher percentage of "YES" responses may indicate a strong agreement, preference, or support for the subject being surveyed. Overall, the findings demonstrate a clear inclination towards the "YES" response, reflecting a majority consensus.

6. TABLE SHOWING WHERE USUALLY RESPONDERS SEE CADBURY PROMOTIONS

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
SOCIAL MEDIA	44	21.7%

TV ADVERTISEMENTS	86	42.4%
IN- STORE DISPLAYS	41	20.2%
WORD OF MOUTH	24	11.8%
ONLINE PLATFORMS	8	3.9%
TOTAL	203	100%

(SOURCE: Primary Data)



INTERPRETATION

The data indicates that TV advertisements are the most influential marketing medium, with 42.4% of respondents influenced by them. Social media follows at 21.7%, showing its growing impact on consumer behavior. In- store displays account for 20.2% of respondents, highlighting the effectiveness of physical promotions. Word of mouth influences 11.8% of respondents, signifying the importance of personal recommendations. Online platforms have the least impact at 3.9%, suggesting a lower reach compared to other mediums.

FINDINGS

- A higher proportion of respondents purchase Cadbury products occasionally.
- Dairy Milk is the most frequently purchased Cadbury product among respondents.

- Most respondents prefer Cadbury products priced between ₹50 and ₹100.
- Supermarkets are the most preferred place for purchasing Cadbury products.
- Most respondents are aware of Cadbury's sales promotions.
- TV advertisements are the primary source through which respondents learn about Cadbury promotions.
- Product quality is the key factor that attracts respondents when purchasing Cadbury products.

SUGGESTIONS

Based on the study, there are several ways Cadbury can improve its promotional strategies. Since most respondents are young adults with lower incomes, introducing more budget-friendly offers could attract them. Seasonal promotions and limited-edition products should continue to create excitement and engagement. With supermarkets being a preferred shopping spot, stronger in-store promotions can boost sales. TV ads remain highly effective, so focusing on emotional and memorable campaigns can enhance brand recall. Engaging contests and rewarding sweepstakes could further strengthen customer loyalty. Expanding “Buy 1 Get 1 Free” deals across different products might encourage more purchases. Personalized and customizable festive gift packs could make promotions more appealing. While many believe Cadbury promotions offer good value, increasing discount options may further improve consumer satisfaction. Since some buyers are only somewhat influenced by promotions, making campaigns more emotionally and practically appealing could drive stronger responses. Overall, aligning promotions with consumer preferences while keeping them exciting and affordable will help Cadbury maintain its market leadership.

CONCLUSION

This study highlights the importance of sales promotions in strengthening consumer engagement, brand loyalty, and sales for Cadbury. The brand effectively uses a mix of traditional and digital strategies, including discounts, festive offers, contests, and social media campaigns. Seasonal promotions, especially during Diwali and Christmas, help create strong emotional connections with consumers. Digital marketing and interactive campaigns have also played a crucial role in engaging

younger audiences. Overall, Cadbury's promotional efforts have been successful in influencing buying behavior. However, there is still room for improvement, particularly in personalization and influencer collaborations. Adding sustainability-focused campaigns could also enhance Cadbury's brand appeal. To stay ahead in the market, Cadbury must continue evolving its promotional strategies. A well-balanced mix of offers, innovation, and consumer engagement will ensure long-term success. Keeping promotions exciting and relevant will help maintain Cadbury's strong presence in the confectionery industry.

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