

# chocolate brand survey

Hello!

We are students of SKEMA business school. We want to write a blog about Milka and Côte d'Or chocolate. We need some market research. Your answer is very important to us.

Thank you very much!

Have a nice day!

\*必填

**1.How old are you? \***

**2.Are you male or female? \***

- male  
 female

**3.Are you very fond of chocolates? \***

- yes  
 no  
 not really

**4.How often do you eat chocolate? \***

- everyday  
 each 2-3 days  
 every week or two  
 monthly  
 rarely  
 never

**5.What is your favourite type of chocolate? \***

- milk chocolate  
 dark chocolate  
 white chocolate  
 Chocolate with extras (nuts, caramel, fruit...)

**6.At which occasion do you buy chocolate? \***

- No specific reason  
 Special occasion  
 For dessert  
 Impulsive buying  
 其他:

**7.What is the first brand that comes to your mind when I say "Chocolate"? \***

**8. Which of the following brands do you know? \***

- Milka
- Côte d'Or
- Cadbury
- Lindt
- Nestle
- Crunch
- Galak
- Menier
- Ferrero

**9. What is your favourite brand of chocolate? \***

you can write 1 or 2 brand

**10. What chocolate brand do you associate with the word "intense pleasure"? \***

**11. What chocolate brand do you associate with the word "tenderness"? \***

**12. Do you like Milka chocolate? \***

- yes
- no
- I don't know the brand.

**13. What is your primary reason for purchasing Milka chocolate?**

If you do not like Milka, you can skip this question and go to question 14.

- price
- taste
- quality
- packaging
- advertisement
- special occasion
- tradition
- 其他:

**14. Why you don't like Milka chocolate?**

If you like Milka or don't know Milka, please skip this question.

**15. Do you like Côte d'Or chocolate? \***

- yes
- no
- I don't know the brand.

**16. What is your primary reason for purchasing Côte d'Or chocolate?**

If you don't like Côte d'Or, you can skip this question and go to question 17.

- price
- taste
- quality
- packaging
- advertisement
- special occasion
- tradition
- 其他:

**17. Why you don't like Côte d'Or?**

If you like Côte d'Or or don't know Côte d'Or, you can skip this question.

**18. If there is a blog about Milka and Côte d'Or, would you be interested? \***

- yes
- no
- I don't know.

**19. What information do you want to know from our blog(Chocolate lover)?**

**提交**

切勿通过 Google 表单提交密码。

# Brand image

## 1. Our survey's target

1) Character: We have collected 116 responses.

a) Age: 112 respondents age between 20 and 30 year old. 2 respondents are 19 year old. 2 respondents are over 30 year old. (Figure 1)

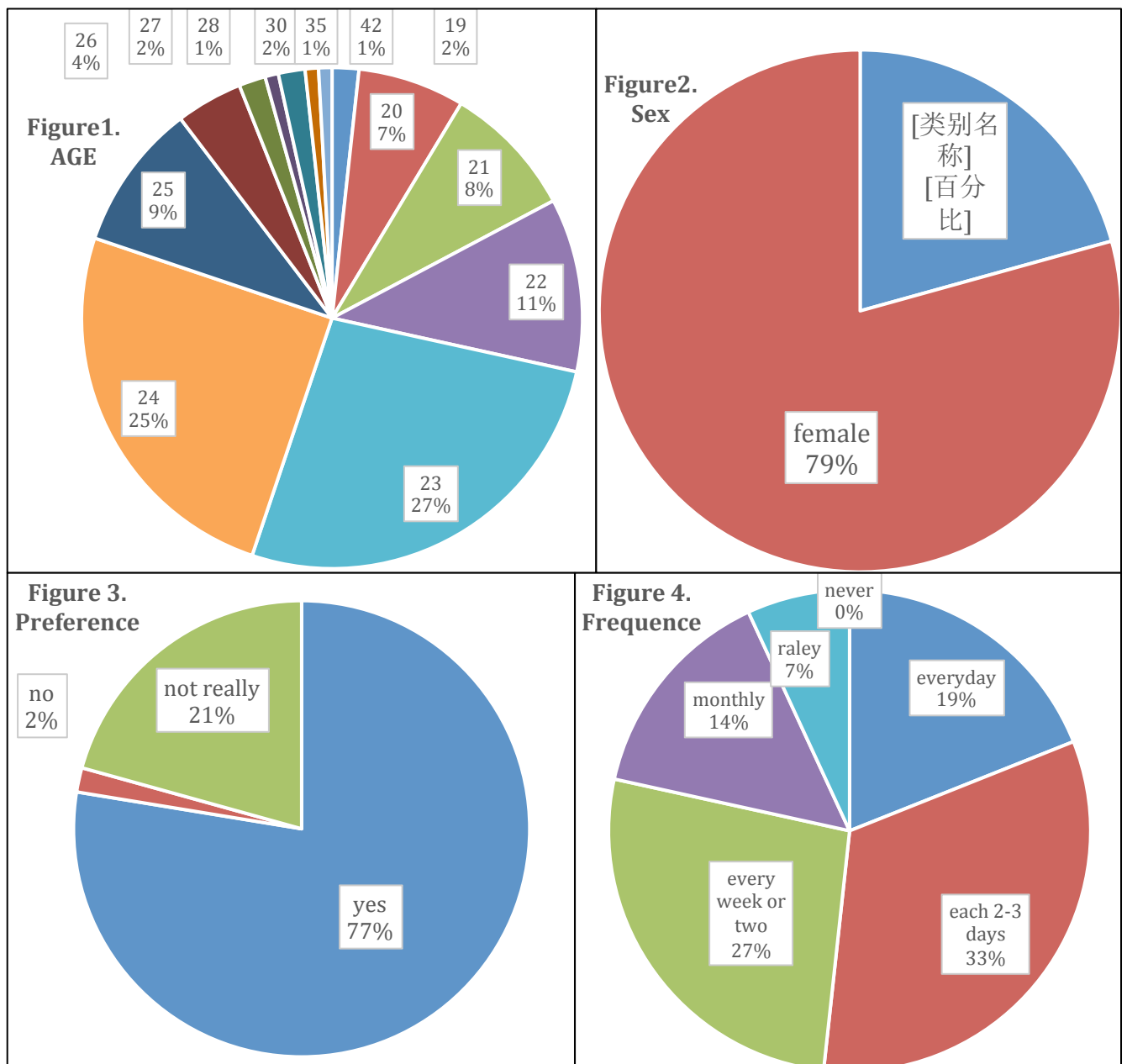
b) Sex: We have 24 males and 92 females who have taken part in this survey. (Figure 2)

c) The result can not 100% reflect the real situation of French chocolate market. We can just study the youth group mainly for female.

2) Attitude to chocolate:

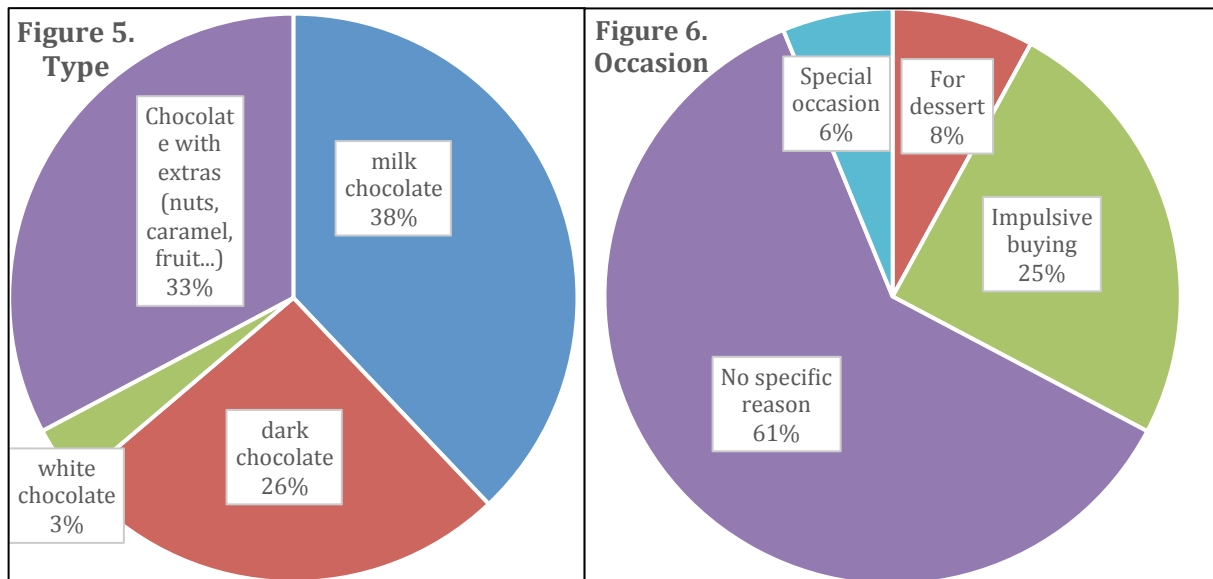
a) Preference: Among the 116 respondents, 90 respondents are fond of chocolate. 26 are not like chocolate. (Figure 3)

b) Frequency: 22 respondents eat chocolate every day. 38 respondents eat chocolate every 2 or 3 days. 31 respondents eat chocolate every one or two weeks. 17 respondents eat chocolate every month. 8 respondents eat chocolate rarely. (Figure 4)



c) Refer the table 1 that introduce the relationship between frequency of eating chocolate and preference for chocolate.

Frequency	Preference	No. of person
everyday	yes	21
each 2-3 days	yes	38
every week or two	yes	24
monthly	yes	4
rarely	yes	2
never	yes	0
everyday	no	0
each 2-3 days	no	0
every week or two	no	0
monthly	no	2
rarely	no	1
never	no	0
everyday	not really	1
each 2-3 days	not really	0
every week or two	not really	7
monthly	not really	11
rarely	not really	5
never	not really	0



- d) From the survey, fewest respondents like white chocolate. But for chocolate with extras, milk chocolate and dark chocolate, there is no preference among our respondents. (Figure 5)
- e) We have posed the question to respondents for the occasion of purchasing chocolate. An interesting phenomenon, 69 respondents buy chocolate for no specific reason and 28 respondents are impulsive chocolate buyers. 9 respondents purchase chocolate for dessert. Only 7 will buy chocolate for special occasion. (Figure 6)
- f) From these questions, the result is quite positive. Almost 80% of the respondents like consuming chocolate. And nearly 20 % of respondents treat chocolate neutrally. Only few dislikes chocolate. And For those who like chocolate consuming them at least once a week. The others will also buy chocolate monthly. For the segment of youth, chocolate just like a kind of necessary merchandise. The 3 types of chocolate have the same market preference of

youth. They often buy chocolate for no reason. And a number of respondents buy chocolate regularly.

2. Brand image of Milka, Cote d'or and their competitors

1) Preference for brand of chocolate

a) First impression: 4 brands, Milka, Lindt, Cote d'or and Nestle, are the most impressive brands. Half of respondents will flash

Milka and Lindt when they hear of chocolate. (Table 2)

Nestle	14
Milka	28
Lindt	27
Cote d'or	16
Other	31

b) Favorite brand: After posing the question of favorite brand of chocolate, we have found that the result changes a little as the first

impression of the brand of chocolate. Lindt and Milka are the favorite brand among the respondents. Cote d'or and Ferrero follow Lindt and Milka and position in the 3<sup>rd</sup> and 4<sup>th</sup> place.

Lindt	36
Milka	30
Cote d'or	24
Ferrero	24
Nestle	11
Kinder	8
Crunch	4
Carburry	3
Galak	1
Others	23

2) Milka:

yes	100
no	12
I don't know the brand.	4

Milka is fond of most of the respondents. The first reason for them to choose Milka is taste. 61 prefer taste of Milka, and then price and packaging are the 2 factors for them to choose Milka. While quality and tradition are not the reasons for our respondents to choose Milka. From other side, 12 persons thought Milka is too sweet. The taste of Milka is not like chocolate. And 2 of them think Milka contain too much

price	11
taste	61
quality	4
packaging	11
advertisement	8
special occasion	6
tradition	2
No reason	13

milk. At last, 2 think the packaging is too simple and reflect bad image to them.

Too sweet and there is no taste of chocolate	12
Because of milk	2
Packaging	2

yes	91
no	17
I don't know the brand.	8

3) Cote d'or: Cote d'or is also fond of most of respondents. Comparing to Milka, taste and quality are 2 key reasons for respondents to choose. While price, packaging, advertisement and tradition are not the character of Cote d'or. Almost no one buy chocolate for these reasons. The reason for not choosing Cote d'or is taste, its image of dark chocolate and price.

price	3
taste	41
quality	39
packaging	1
advertisement	0
special occasion	7
tradition	1
No reason	24

Taste is too strong	6
expensive	1
Too many kinds of dark chocolate	4