Chocolate Survey

Karma Candy

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Chocolate Survey
Niagara College students were randomly selected and surveyed in various classrooms during a one week period.

A wide variety of the student population was covered from Marketing students, to Operations Management, Environment and much more.

The data that was collected was then input into the software program SPSS where the next phase - data analysis - could take place.

The following data and graphs represent the findings of the student sample at Niagara College, however does not represent this demographic as a whole.

Additional surveying would be required in order to develop a more in-depth analysis of Karma Candy’s targeted “everyday chocolate” consumer.
Objectives

1. Understand potential target market for new “everyday chocolate”
2. Increase regular capacity
3. Create private brand name
This chart shows an overwhelming result as far as what type of chocolate most people prefer. Milk chocolate, for obvious reasons, with 60% of the votes was the clear favourite for most people. Milk chocolate may often be more accessible in that there are more products (chocolate bars, gifts, candy coated) that are made with milk chocolate as opposed to most other forms of basic chocolate. Dark chocolate was the sample’s second favourite, which could represent more of the true chocolate lovers since most specialty chocolates are made with a more rich and delectable form of cocoa.
The graph depicted outlines how frequently consumers purchase chocolate. According to the graph above, 70% of people who consume chocolate seem to only buy casually from month-to-month. With this graph it is easy to see the difference in buying patterns of chocolate consumers. With these findings, it is evident that under 10% of those surveyed each chocolate on a day-to-day basis, however, continuing to survey other potential consumers randomly may create more viable results.
All chocolate is not created equal. There is a great difference in quality between different chocolates, which is often reflected in the price. There are certain brands of chocolate that are very good quality but also have a great price. The graph above depicts that approximately 75% of the people who completed the chocolate survey prefer a higher quality chocolate when making a purchasing decision. In this case, price is not important when deciding what type or flavour of chocolate to buy. The 25% of people who consider price as being more important, a simple chocolate bar on sale may suffice their chocolate craving, just as much as a box of truffles would.
In regards to the following graph, it shows that over 60% of those surveyed do not care about the nutritional elements of chocolate. Chocolate is mostly seen as a treat or snack and usually is perceived as not the healthiest alternative when you have a craving. Most individuals each chocolate because it tastes good, and by focusing more on the overall product development may be more efficient, rather than trying to formulate a “healthily everyday chocolate”.

Chocolate Survey
As shown in the graph, there is no true preference in which type of packaging people prefer. However, almost 20% said they enjoyed a wrapper over a bag, box or tin foil. Since there is such a large number of individuals who do not mind what type of packaging their chocolate comes in, perhaps this portion of the survey could demonstrate that the everyday type of chocolate to be produced can be placed in any form of packaging Karma Candy finds most suitable.
The graph above shows the five main places that people usually consume chocolate. As you can see, the majority of people like to consume their chocolate at home. This could be due to the fact that people consider chocolate a quick fix or as a snack. When looking at other locations such as the movies and sporting events, we believe that people enjoy eating throughout the duration of the movie or event, but when at home they enjoy eating it quickly. Marketing your chocolate as a snack or a quick fix would be useful.
As the graph shows above, fruit would be the main competition of chocolate. Almost 50% of the people surveyed said that they would consider eating fruit if chocolate was not available. Focusing on how your product stacks up to more nutritional and easy-to-consume alternatives may be important when trying to create a niche and remaining competitive.
This particular graph depicts that the majority of the students surveyed tend to purchase chocolate in stores rather than in other ways including at a vending machine. The reasoning behind this could be many individuals buy chocolate as part of a shopping list or splurge when at the store. Most individuals may not chose to go too far out of their way to pick up a chocolate bar or snack. Focusing on areas where quick decisions' are made by consumers (on shelves beside cash registers) may be beneficial when introducing a new product or trying to increase sales overall.
The above graph shows that there is a significant amount of individuals who purchase chocolate for themselves, rather than for others. Purchasing for family members and spouse are closely related as the second choice. It can be noted that there is a large market for those individuals who purchase for themselves and may be interested in a new everyday/lifestyle chocolate.
The illustrated graph shows that brand preference is not a huge factor when selecting a type of chocolate. Brand loyalty is not really visible in this survey; it seems that more people care about the taste then who the chocolate comes from. With this, Karma Candy should work to promote the added-value of those chocolates produced in competition with so many other “look-alike” brands.
Graphing & In-Depth Analysis
The above graph represents the percentage of individuals who do and do not consider the nutritional benefits of chocolate in relationship to what alternatives they would select if chocolate was not available. As mentioned earlier, fruit was the number one competition with chocolate as it was the top alternative to chocolate selected. However, when examining this graph, it can be determined that the main competitor for chocolate would be pop, when selecting a non-nutritional substitute. Chips are seen as a non-nutritional threat, and granola bars is another nutritional threat as well. Overall, this graph demonstrates the need to target those individuals through advertising both the convenience and higher nutritional value compared to some alternatives.
When analyzing the perceived value to particular brands of chocolate, it can be concluded that over 80% of the individuals surveyed would purchase Lindt chocolate when purchasing a higher quality product. According to the results, the other three brands listed have very similar results in regards to quality. This could be that the other three alternatives have an extremely similar perceived quality. When focusing on price, 30% of the respondents stated that they would purchase the Hershey brand of chocolate when looking for something more cost-effective. By developing a competitive pricing strategy based on price and quality would enable Karma Candy to provide a more cost-efficient everyday chocolate at a level of quality compared to Lindt chocolate.
Following up with the previous graph, the above graph demonstrated the difference between the purchase location of chocolate and the quality and price associated with it. Notably, chocolate stores appear to have the highest percentage in regards to quality, while grocery stores follow closely behind. When looking at price, the highest number of respondents who would purchase their chocolate based on price would be at a vending machine. Tying into the last slide, a possible competitive strategy would be to make the Karma Candy brand available in more convenience-oriented locations in order to target those who are looking for a quick-fix. Karma Candy can capture the respondents who prefer quality over price by continuing to make high-end seasonal products, and variations to the everyday chocolate.
Conclusions

In summary, the findings produced by the Niagara College Chocolate Survey suggest that most individuals:

- Prefer milk chocolate
- Purchase chocolate a couple times a month
- Look for a quality product over its price
- Do not pay close attention to the nutrition benefits
- Overall have no preference over packaging
- Consume chocolate at home
- Would close fruit as an alternative to chocolate
- Typically buy chocolate at a convenience store
- Usually buy for personal consumption
- Prefer Hershey as their favourite brand of chocolate
Conclusion – cont’d

Based on the in-depth analysis provided, the following statistics derived about chocolate include:

- Pop is seen as the top non-nutritional alternative to chocolate, while fruit remains the number one nutritional alternative.
- Lindt chocolate has the highest perceived quality when chocolate is being purchased, while Hershey is mainly purchased based on price.
- Based on the purchase environment, chocolates stores are said to be visited when high quality chocolate is being purchases, whereas vending machines are targeted as being the most cost-effective while snacking on chocolate products.