

YOU TUBE ANALYSIS WITH REFERENCE TO ADVERTISEMENT OF CHOCOLATE BRANDS IN INDIA

R. Savalgi and N. Anute

ASM Group of Institutes, Institute of Business Management and Research, Pune, MS, India
savalgiraturaj@gmail.com, nileshanute@gmail.com

ABSTRACT

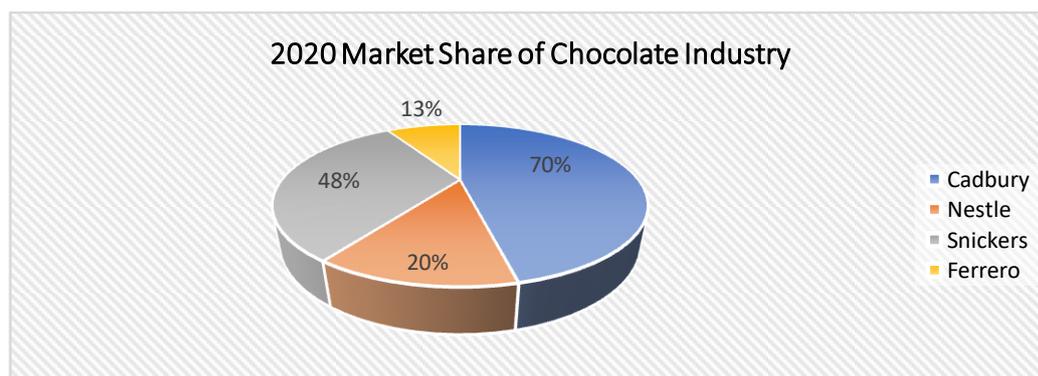
The chocolate business is a multi-billion-dollar industry. The chocolate and dessert shop industry covers a huge number of individuals all over the world and is a critical industry for other farming wares like sugar, dairy items, nuts, and organic products. With the present expanding buyer request, enormous name chocolate organizations have been ensnared in numerous moral issues. And the trial was directed with the expectation of discovering what drives purchasers to purchase certain brands of chocolate over others and how they feel about unknowingly consuming unethically made items. The statistical surveying was directed to decide the fragment of filled-chocolate customers. Thus, an objective gathering of individuals somewhere in the range of 20 and 29 years of age was found.

Keywords: *Chocolate Industry, Advertisement, YouTube analysis, Quality function deployment, Chocolate, Consumers.*

Introduction Chocolate Industry

The record of the chocolate ranges more than 2000 years. chocolates were the primary alcoholic rather than being eaten. Be that as it may, started in the tropical rainforest of central and South America where cocoa was first evolved, the narratives of chocolate advancement as of now circle the world. The earliest utilization of chocolates returns before Olmec. The most prepared known turn of events and utilization of cocoa were in Puerto Escondido Honduras as the arrangement of encounters data between 1100 BC and 1400 BC. The per capita usage of chocolate in India has extended from 40 gm to 120 gm in 2013 India's chocolate market is surveyed at around Rs. 3,000 crores while the planned treats parlour market is around Rs. 2000 crore in 2013. India's chocolate market is dependent upon reaching \$3.2 billion by 2018 due to extending giving society in the country and extensions in the degree of pay. Unconstrained

utilization of a gigantic proportion of any energy-rich food, like chocolates, without a relating improvement being developed, builds the dangerous influence. Crude chocolates are high in cocoa margarine, a fat cleared out during chocolate refining, then, at that point added back in fluctuating degrees during the social event. Makes might add different fats, sugar, and powder milk as well. The success impact of chocolates suggests the possible supportive or negative, physiological effects of eating chocolates basically for pleasure. Researching those who've eaten chocolate over the latest three months, three of each five (61%) say they are customary customers, which implies they eat chocolate step by step or perhaps one time each week. The friend contains 55% women and 45% men. Taking into account how once in a while most Indian buyers appear to eat chocolate, it's nothing unforeseen that Mintel research surveys that the chocolate market regard showed up at INR 156 billion out of 2018.



What is YouTube Analytics

YouTube Investigation is a local apparatus that assists you with assessing and report client conduct with your channel, and its measurements will be estimations of individual pointers that make these reports. Data analysis assists you with distinguishing what your crowd does and doesn't care for. You can utilize YouTube Examination to respond to your inquiries so you can keep what works, ditch what doesn't, and accomplish your targets. A YouTube video, a Facebook promotion, or your 5th grade science analyse, information examination consistently starts with two things: A level-headed and an inquiry. As an advertiser, your goal could be to create leads or buys, grow a retargeting crowd, or increment brand mindfulness. The inquiries you pose to will identify with how you will accomplish your goal. Getting loads of perspectives is incredible for marking and promoting, however that shouldn't be the fundamental measure by which you judge whether your video was effective. Quality watchers are a higher priority than amount. At the point when we requested that they rank YouTube KPIs from most to least significant, the reactions slanted absolutely toward commitment type measurements like watch time and average percentage viewed.

Importance of YouTube analysis

Numerous advertisers contemplate how to advance their substance, yet YouTube is the second greatest internet searcher on the web, so in case you're not utilizing it to its maximum capacity, you're passing up an extraordinary chance.

- i. The month-to-month active YouTube users are 1.2 billion.
- ii. The daily active YouTube users are 20 million.
- iii. Number of long stretch YouTube content consumers per day 1 million.
- iv. Number of downloads on YouTube each day: 5 billion
- v. Number of videos shared each day: 300 hours
- vi. Number of videos shared to date: 5+ billion
- vii. The first video was posted in 2005 from the San Diego Zoo (this is only a pleasant truth!)

Currently in 2021, there are around 1.86 billion YouTube users all over the planet, up from 1.47 billion in 2017.

Literature Review

Afoakwa, (2008) in the research paper they said that "Chocolate is a dense suspension of solid particles, with an average solids concentration of about 60 to 70% from sugar, cocoa and milk (depending on the type) dispersed in a continuous fat phase, which consists mostly of cocoa butter."

D. Prete, (2020) in their research paper they said that Chocolate is a simple to get extravagance for the shoppers to treat themselves or to gift to their darlings. Chocolate industry has gone through a significant change, since its start, going from being a basic beverage devoured by neighbourhood individuals to a strength item with assortment of flavours. Fundamental fixing is cocoa, a local to the America. It was a significant in the soonest South American societies and around 70% of the world's cocoa beans come from four West African nations specifically Ivory Coast, Ghana, Nigeria, and Cameroon. Chocolates are burned-through everywhere, and the biggest chocolate makers are situated in North America and Europe. Taste assumes a significant part for chocolate buyers.

F. Kazemi, M. Esmaili (2010) in their research paper they said that the investigation of 538 discretionarily picked customers of Pune/India examined the work played by media on customer brand choice of Cadbury Dairy Milk (chocolate brand). Results uncovered that the age social occasion of customers doesn't altogether influence the get-together of advancing by Cadbury Dairy Milk. It is like manner shows that 37.7% of the purchaser's slant toward Cadbury Dairy Milk more than various brands of chocolate. The huge avocation for the brand tendency is a business (52.6%).

Henry (2020) in their research paper they found that the utilization of chocolate candy parlours and the lack in cocoa spread creation stays a consistent danger to food makers. In this manner, investigating elective plant wellsprings of cocoa margarine is significant

remembering the expanding development of worldwide chocolate industry (bbc.com, 2015). Squicciarini and Swinnen, (2016) in their research paper they said that Chocolate has caught many purchasers’ consideration and prompted the development of an industry that furnishes a food item with an extraordinary character and taste. As a reaction, business associations, all things considered, and types, either little and medium ventures or enormous enterprises, has entered the chocolate business. To meet shopper's longing for new encounters chocolate creators and makers are constantly improving both in the creation and advertising measures. Then again, new buyer guidelines have been forced with significant ramifications for the chocolate esteem chains and industry lately in this manner, chocolate has turned into a worldwide business.

Research objectives

- To study different advertisement campaigns on you tube of chocolate brands in India.
- To study the influence of you tube advertisement wrt chocolate brands on viwers.

Research methodology

This research paper is basically based on secondary data. To data assembly several recent blogs, news articles, educational websites, social media sites, books, journals, social media pages, and some research papers of the companies selected are referred. It is descriptive research design. Here are the Top 11 companies’ rocking the YouTube Advertising marketing with different languages.

• **Cadbury Chocolate**

Brand Name	Campaign Information	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Cadbury Chocolate	Cadbury Inventor Which new Cadbury Inventor Bar nails it? Will it be Banoffee Nut Crumble? Cherry Fizz? Buy the bars, try the bars, then... You be the judge	21-Jun-21	English Music	492K	9,865	103	42
	Cadbury Inventor Does Cherry Fizz hit the spot? The new Cadbury Inventor bars are out so it's time to choose your favourite. Find out what other people think, then You Be the Judge	17-Jun-21	English		15,665	78	35
	Cadbury Inventor Is everyone loving No Frownie Brownie? The new Cadbury Inventor bars are out so it's time to choose your favourite. Find out what other people think, then You Be the Judge	17-Jun-21	English		7,603	31	27
	Cadbury Inventor How will Banoffee Nut Crumble go down? The new Cadbury Inventor bars are out so it's time to choose your favourite. Find out what other people think, then You Be the Judge	17-Jun-21	English		5,716	23	15

	Cadbury Inventor Does Cherry Fizz hit the spot? The new Cadbury Inventor bars are out so it's time to choose your favourite. Find out what other people think, then You Be the Judge	17-Jun-21	English		4,27,483	10	4
--	--	-----------	---------	--	----------	----	---

• **Cadbury Silk**

Brand Name	Campaign Information	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Cadbury Silk	Modern Love with Cadbury Silk Kiss Me) Every modern love story has its own ups and downs. To explore heart-warming stories of love, Modern Love, streaming now on Amazon Prime.	18-Aug-21	English Music	452K	59,61,151	93	19
	Cadbury Silk Mousse - Night-time Dessert (Kiss Me) Pamper in the rich and creamy, appealingly delicious.	19-Mar-21	English		99,58,589	206	61
	Cadbury Silk Mousse - Morning Dessert (Kiss Me) Pamper in the rich and creamy, appealingly delicious.	19-Mar-21	English		89,77,327	104	31
	Cadbury Silk Mousse - Morning Dessert (Kiss Me) Pamper in the rich and creamy, appealingly delicious.	19-Mar-21	English		56,91,299	66	15
	Cadbury Silk Mousse - Midnight Dessert (Kiss Me) Pamper in the rich and creamy, appealingly delicious.	19-Mar-21	English		3,07,68,387	69	23

• **Cadbury Celebrations**

Brand Name	Campaign Information	Published Date	Language of Add	Subscribers	Views	Likes	Dislikes
	Shubham, Aryan, Lavyansh feel the sensation of the Rakhi for the first time. #MyFirstRakhi hopes to inspire others to help children like them everywhere feel the sensation of touch. Share this message to help make #MyFirstRakhi a reality for many more children like Shubham, Lavyansh and Aryan.	13-Aug-21	English & Hindi	179K	2,74,19,471	47k	4.5k

Cadbury Celebrations	Cadbury Celebrations for every occasion Anniversary (30secs) When words are not enough, say it with Cadbury Celebrations.	15-Jul-21	Hindi	179k	15,50,102	48	7
	Cadbury Celebrations for every occasion Retirement (30sec) Every special occasion deserves the sweetness of Celebrations.	06-Jul-21	Hindi	179k	1,16,97,203	75	4
	Cadbury Celebrations for every occasion Birthday (30Sec) Celebrating the sweetness of birthdays at every age!	05-Jul-21	Hindi	179k	41,84,615	81	5
	Make every occasion memorable with the sweetness of Cadbury Celebrations.	05-Mar-21	English	452k	2,39,89,564	32	4

• Cadbury Dairy Milk

Brand Name	Campaign Information	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Cadbury Dairy Milk IN	Meet Susan Saldanha, Madbury 2020 winner! - Susan Saldanha from Mangaluru created Gulaab ae Khaas. A delectable combination of Almonds and Gulkhand.	12 Sept 2021	Malayalam	705k	48	1	0
			Kannada		74	2	0
			Telugu		28	1	0
			Tamil		44	0	0
			Marathi		9	0	0
			Bengali		27	1	0
			English		37	0	0
	Meet Sakshi Srivastava, Madbury 2020 winner! Sakshi Srivastava from Lucknow created Chilli Orange. A refreshing combination of Chilli and Orange. Now, even you can become famous like her	12 Sept 2021	Malayalam		32	1	0
			Kannada		18	0	0
			Telugu		23	0	0
			Tamil		32	0	0
			Marathi		88	6	0
			Bengali		50	3	0
	Madbury 2021 is back to make you famous! Create your Cadbury flavour on www.madbury.in and let the whole nation taste your creation. *T&C Apply.	10 Sept 2021	Hinglish		1,813	10	1
			Malayalam		203,029	7	2
			Kannada		316,832	4	0
			Telegu		655,117	2	0
			Tamil		532,843	11	1
			Marathi		892,583	8	1
			English		1,278	3	1

• **Cadbury Dark Milk India**

Brand Name	Campaign Information	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Cadbury Dairy Milk India	Dark Milk. (Aishwarya) Grown-ups know travelling isn't seeing. It's experiencing.	28-Jan-21	Different Themes in same language English & Music	29.1k	1,21,76,320	71	2
	Dark Milk (Aishwarya) Grown-ups enjoy spending money. Their own.				90,91,570	59	1
	Dark Milk. (Aishwarya) Grown-ups know what to share, and when to share it				90,44,418	49	3
	Dark Milk. (Aishwarya) Grownups listen to what appeals to their senses, not what appeals to others.				95,11,951	57	0
	Chocolate for to a richer, darker, creamier indulgence.				3,12,54,571	2.4k	1.1k

• **Cadbury Perk India**

Brand Name	Campaign Information	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
	Cadbury Perk – Vase When the music gets heavy, keep a #CadburyPerk handy.	22-Jul-21			62,61,566	74	28
	Cadbury Perk – Grocery If your groceries act weird, don't panic.	22-Jul-21			19,87,404	34	17
	Cadbury Perk – Workout What fitness influencers don't tell you	20-Jul-21			3,24,63,947	27	9
	Cadbury Perk – Side Table When you're too lazy to move an inch.	15-Jul-21			43,27,695	27	4
	Cadbury Perk – Trial Room Caution: Careful where you keep your Perk.	15-Jul-21			15,10,614	13	4
	Perk “Udd Gaye” featuring (Alia Bhatt) Wedding. Alia and some halkafulka fun with Perk.	07-Apr-21			Telugu	11,71,598	257

Cadbury Perk India		Tamil	94.3k	10,24,291	191	76
		Oriya		40,323	125	54
		Marathi		19,54,985	75	29
		Malayalam		5,69,276	43	18
		Kannada		10,11,189	21	14
		Gujarati		9,083	14	7
		Bengali		14,09,945	32	14
		Hindi		1,06,47,142	77	33
	Telugu	9,62,172	55	20		

● **Cadbury 5 Star**

Brand Name	Campaign Information	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Cadbury 5 Star	Cadbury 5 Star Angry Driver	01-Sep-21	Marathi	237K	6,329	71	2
			Kannada		4,611	19	9
			Hindi		4,345	17	5
			Telugu		3,553	19	7
			Tamil		2,645	14	7
			Malayalam		1,899	24	13
			Bengali		2,183	3	1

● **Nestle Munch**

Brand Name	Campaign Information	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Nestle Munch India	MUNCH® Wishes you a Happy Onam! MUNCH® wishes you a very happy Onam. This Onam, there is more to offer from the crunch of MUNCH!	09-Aug-21	Malayalam	120k	5,107	101	10
	MUNCH NUTS: Loaded with Confidence ka CRUNCH	04-May-21	Hindi		4,359	83	17
	Munch Nuts: Marvel merchandise vouchers Now get SUPERHERO like CONFIDENCE! Chance to win Marvel Merchandise voucher worth Rs. 1000 on Munch Nuts! Get your favourite SUPERHERO merchandise now! T & Cs apply.	30-Apr-21	Telugu		4,794	45	9
	Marvel merchandise vouchers30-Apr-21 Kannada Now get SUPERHERO like CONFIDENCE! Chance to win Marvel Merchandise voucher worth Rs. 1000 on Munch Nuts! Get your favourite SUPERHERO merchandise now! T & Cs apply	30-Apr-21	Kannada		2,673	23	4

● **Nestle Kit-Kat**

Brand Name	Campaign Name	Published Date	Language of Add	Subscribers	Views	Likes	Dislikes
Nestle Kit-Kat	KIT KAT Delicious Break If you needed a reminder for a break, this is it. Life hai, Kit Kat break bantahai!	07-Jun-21	English	669k	2,98,833	736	431
	KIT KAT Dessert Delight (Ayushman Khurana)	24-Feb-21	Hindi		2,76,204	769	450
	For the lovable bae who is lit.	31-Jan-21	Hindi & English		1,27,395	377	185
	Kit Kat Dessert Delight (Diwali Special) Pamper in the Special Dessert Break this festive season! #DessertBreak #Diwali	13-Nov-20			2,27,764	614	305
	Life Hai, Kit Kat Glow in the Dark pack kesath #Celebreak karnabantahai	02-Nov-20	Hindi		4,21,597	1.1k	545

▪ **Snickers India**

Brand Name	Campaign Name	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Snickers India	Snickers Monster Truck When the world wants you to hurry, but all you want to do is #Eat5SstarDoNothing	28 Aug 2021	Marathi	16.4K	405,389	0	0
			Bengali		371,853	1	0
			Hindi		482	5	0
			Telugu		93,914	0	0
			Tamil		31,195	4	1
			Gujarati		217,274	1	0

▪ **Ferrero Rocher India**

Brand Name	Campaign Name	Published Date	Language of Add.	Subscribers	Views	Likes	Dislikes
Ferrero Rocher India	Make this Eid perfect with Ferrero Rocher Moments	28-Apr-21	English	6.43K	36,20,289	3	2
		28-Apr-21	Hindi		38,58,213	1	2
		29-Jan-21	Hindi		53,69,348	11	0
		29-Jan-21	English		49,72,723	7	3
		02-Nov-20	Hindi		73,77,768	41	38

Findings

- Cadbury Chocolate promoting has always been amazingly great, with the missions "Asli swaadzindagi ka" and "Kuchhmeethahojaaye" times of champion publicizing sponsored via excellent social reviews.
- Cadbury Dairy Milk Silk has since quite a while previously represented the best taste of chocolate in India. The brand believes its new concept of recently advertisement is (Kiss Me) and (How Far Will You Go for Love), launched previous in the year, will better link with today’s youth.

- Cadbury Celebrations Every special occasion deserves the sweetness of Celebrations like Retirement, Anniversary, Birthday, and the latest title of champion is Raksha Bandhan.
- Cadbury Dairy Milk IN they are giving a chance for win people who invent a Cadbury flavour even they become famous if they are selected. Using these strategies for more traffic should be visited in this video for more likes and subscribes.
- Cadbury Dark Milk India to promote the product through advertisement they are taking a famous celebrity Aishwarya for more likes and subscribers and giving some messages through advertising like "Grown-ups know travelling isn't seeing. It's experiencing.
- Cadbury Perk India with brand ambassador Alia Bhatt showing face of life's turns with a light attitude and promoting this product like "uddgaye" on YouTube same advertisement in different languages.
- Cadbury five Star displaying in promote it Understanding that the child isn't extreme on helping her, she gets as much as select her stick and fortunately is stored from a disaster. The voice over in the end says 'kabhikuchnakarkebhidekho, eat five star and do nothing'. The brand dispatched the mission with after this promotion The chocolate brand as of late wound up trapped in a controversy for demonstrating youth.
- Nestle Munch India gives a crunchy treat a superb winning blend of foods grown from the ground and they are promoting the product in different languages on YouTube.
- Nestle Pack Kat with brand amesdour of Ayushman Khurana with the new promotion of online classes. what's more, the new substance and giving a message to youth who someone's already separation. they designated a like separation folks like new "kitkat love break" campaign invites youth to reconnect with individuals who make their breaks exceptional and offer some honour in their own way.
- Snickers India the monster truck with the new bear in mind that is 'you aren't you whilst you are hungry' in this advert Pathak, depicting the task of a dad, finally ends up buying a 'beast' truck during a food craving and chooses to surrender to his feelings. Meltdown via playing a misplaced impulse of power. They promote this same add in different languages for every religious should be targeted even in this add.
- Ferrero Rocher India is being dispatched with an incorporated advertising attempt led by way of tv. The name of the campaign is "make the moment perfect". This promotion is transferred in various dialects to arrive at the clients of each city in India.

Conclusion

In this research paper we have shown that how these top 11 companies of chocolate industry are using the YouTube marketing for their brand building and mentioned the benefits of those companies. Each company is coming up with unique content, by using the quality images, Videos. Mainly, we have observed in this research is all these brands are using the YouTube to drive an engagement in a different language to connect with the targeted markets and audience. Though some companies are unable to create post quality content, having a strong fan base in their social media platforms. Apart, from this all these companies are performing their level best to reach out their audience.

References

1. The Role of Media on Consumer Brand Choice A Case Study of Chocolate Industry FazlollahKazemi (Corresponding author) Vol. 5, No. 9; September 2010. Department of Management Sciences, University of Pune, India MaliheEsmaili Department of Management Sciences, University of Pune, India
2. J. Y. D'AOUST. Salmonella and the Chocolate Industry. A Review publication date April22, 1977
3. F.Nagi. International Cocoa Organization. "The Chocolate Industry." International

- Cocoa Organization, 26 July 2017, www.icco.org/about-cocoa/chocolate-industry.html
4. Chocolate Consumption and Purchasing Behaviour Review: Research Issues and Insights for Future Research. Department of Agricultural and Food Sciences and Technologies, University of Bologna, Viale Fanin, 50, 40127 Bologna, Italy; Received: 15 June 2020; Accepted: 8 July 2020; Published: 11 July 2020.
 5. Marketing research of the chocolate market in Macedonia Tamara Jovanov. Goce Delcev University of Štip January 2012
 6. The Effect of Advertising and In-Store Promotion on the Demand for Chocolate (Patalinghug, Jason C. 2013)
 7. Zwick Centre for Food and Resource Policy Working Paper Series No. 21. The Effect of Advertising and In-Store Promotion on the Demand for Chocolate. (Jason C. Patalinghug. October 2013)
 8. R. Rajshekhara, Trend Analysis Of Global Chocolate Industry Using Data Visualization. ISSN No: 1006-7930 (Volume XII, Issue XI, 2020).